

Rural Services Network – 21.03.19

Rural Housing

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Affordable housing saving rural services

Rural life monitor 2017



One in five English households live in rural areas

Competition in for rural property means on average prices 25% higher than in urban areas;

- Rural incomes are lower, averaging £19,700 in rural districts compared to £26,000 in urban areas;
- Much less affordable housing, 8% of rural stock compared to 20% of urban;
- A fair share of affordable rural homes would be 7,500 each year – current starts are just shy of half of this at 3,758, but up on last year by 25%!

Rural Services in decline

Rural services in decline: schools

Over the last five years, 52 schools in rural areas of England have closed. This equates to one every five weeks⁶.



In numbers: rural service decline

- 121 rural schools closed over the past 10 years – 1 per month
- 1,894 rural post office branches closed over the past 10 years – 16 per month
- 2,500 rural shops closed over the past 10 years – 21 per month
- 1,464 rural pubs closed over the past 3 years – 41 per month
- Average age of farm holder is 59, with only 14% being under 45
- A cycle of decline which more homes can help to end

Cycle of decline



Keeping schools open



- Bernicia HA built 4 three bedroomed properties on Holy Island of Lindisfarne.
- School threatened with closure was able to remain open due to the children from these new homes attending the school

BERNICIA

Saving local pubs & community assets



- Pheasant pub- run down and threatened with closure- one of only two community buildings in village
- South Shropshire HA built 7 homes for sale and shared ownership and profit used for acquisition and refurbishment of pub.
- Community owned asset in perpetuity

Delivering what is important to the community



A S T E R
G R O U P

- Local post office in a village in West Dorset closing because of expiry of lease.
- Aster HA built 6 affordable rented homes with the local CLT and built a post office on same site.
- Great community asset saved!

Working together to delivery for rural communities

We pledge to:

- Work closely with the local community and Parish Council to find the right site
- Always give qualifying local people in housing need first priority for every home
- Ensure that affordable homes always remain affordable
- Build sensitively designed, high quality homes to high environmental standards
- Provide good quality and locally sensitive management services to our residents
- Always respond positively to the local community

We work to promote this pledge to rural local authorities and parish councils.

Delivering for rural communities

3,030 

homes were built in rural areas of England
by housing associations last year

3,769 

homes were started by housing associations
last year in rural areas of England



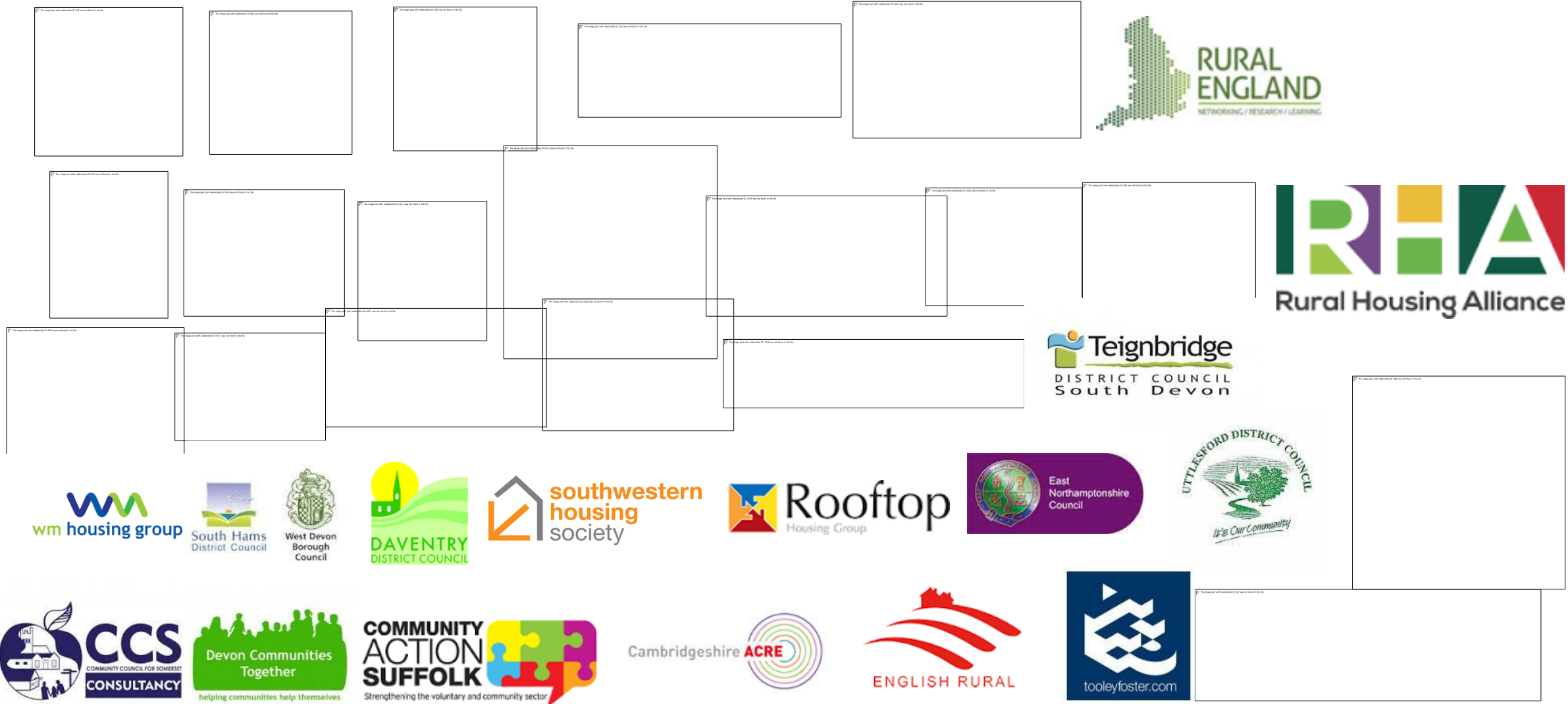
Five Star plan

- ★ Work with and for rural communities, in accordance with the Rural Housing Alliance pledge
- ★ Increase the current level of housing supply in rural communities by 6% each year for each of the next five years
- ★ Bid for at least 10% of Homes England investment to deliver new homes in rural areas
- ★ Ensure that homes delivered benefit the local economy, including the farming and food economy.
- ★ Meet the needs of rural communities and contribute towards five key tenure, as appropriate – homes for affordable rent, market rent, affordable homes ownership, self-build and market sale



5-star plan for rural housing – what next?

- Leading role for the Rural Housing Alliance and key partners;
- Develop an action plan to address some of the major challenges;
- Review and report on what is being achieved;
- Build a strong coalition to support, deliver and expand the reach of influence;
- Recognise the value of all parties who can contribute towards the ambition;
- Work individually and together to make a difference in rural areas!
- Regional Rural Champions



Thank you for listening

Want more information or to work with us?
Get in touch: nikki.knowles@housing.org.uk