

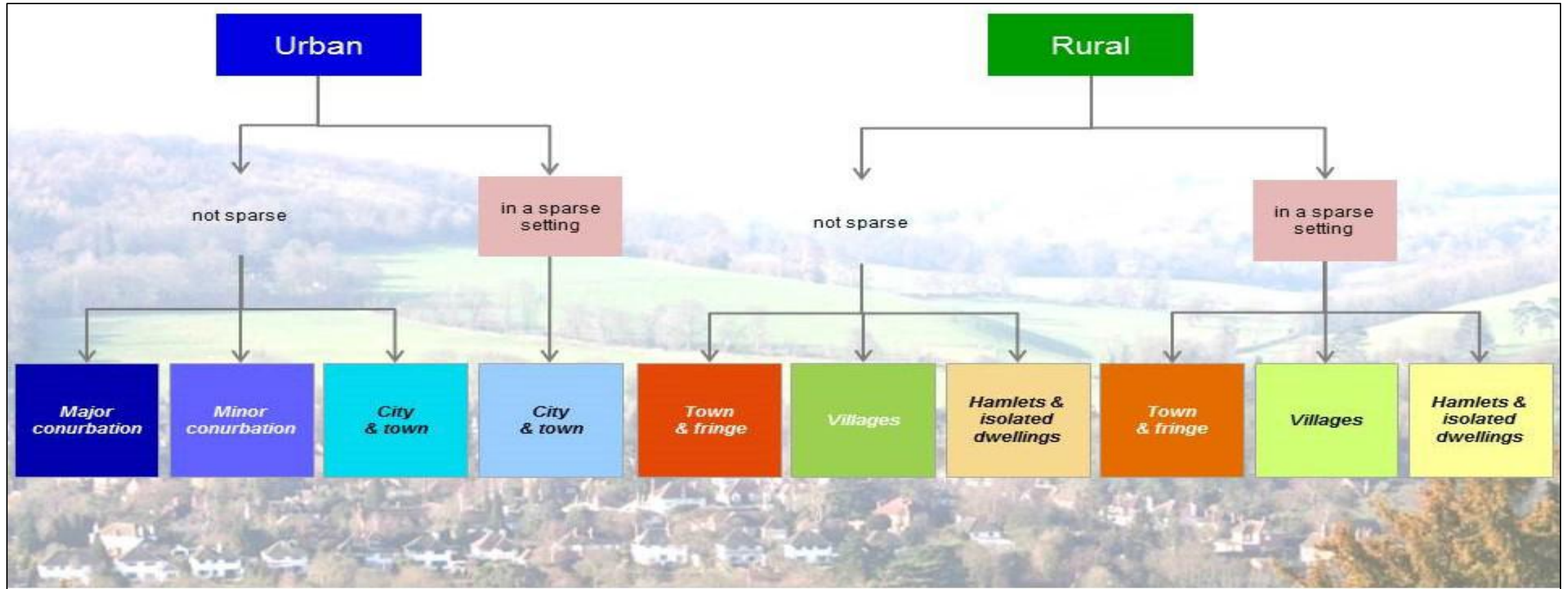
Lost in space:

the Nation's hidden inequalities



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Defining rural areas



THE POSITIVES

Space and relative tranquillity
Air quality and vehicle pollution
Self-sufficiency and local food production
Volunteering
Lower crime rates
Higher life expectancy
Lower infant mortality

THE NEGATIVES

Social isolation and loneliness
Access to schools, hospitals, care centres, facilities
More costly food in shops
Poorer access to job opportunities and training
Service reduction
Seasonal employment
Weather in Winter

What has happened to some villages in the UK

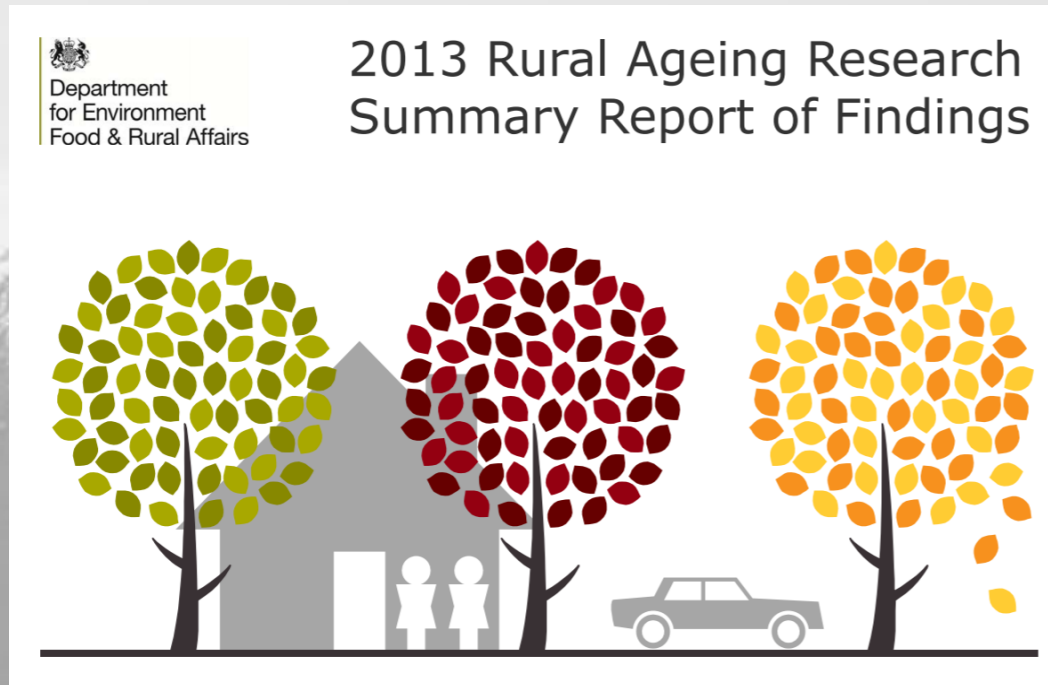


House Price Affordability

The ratio between the lowest quartile (25 per cent) house prices and the lowest quartile earnings gives an indication of whether someone in the lower earnings band could afford to buy a house. In 2016, in predominantly rural areas the average lower quartile house price was 8.3 times the average lower quartile earnings, compared with 7.0 times in predominantly urban areas (excluding London). This does not take account of a household with more than one income from earnings – for example when a couple combine their earnings to buy a house.

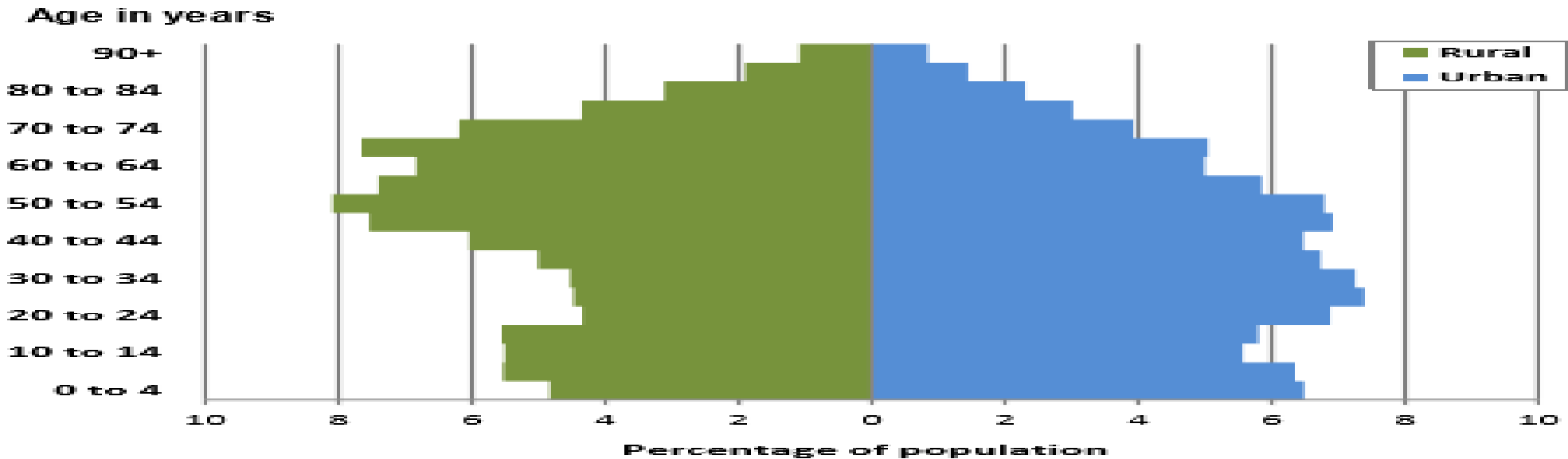


The older population continues to rapidly grow in size. 19% of England's population is defined as Older (60/65+), and the fastest rate of UK population growth is amongst the oldest age groups (aged 85 and older). The older age group is also growing faster in rural areas. There is also evidence that older populations pose disproportionate challenges for rural areas compared to their urban counterparts. Nearly a quarter of older people live in rural areas, and the older population is increasing more quickly than in urban communities.

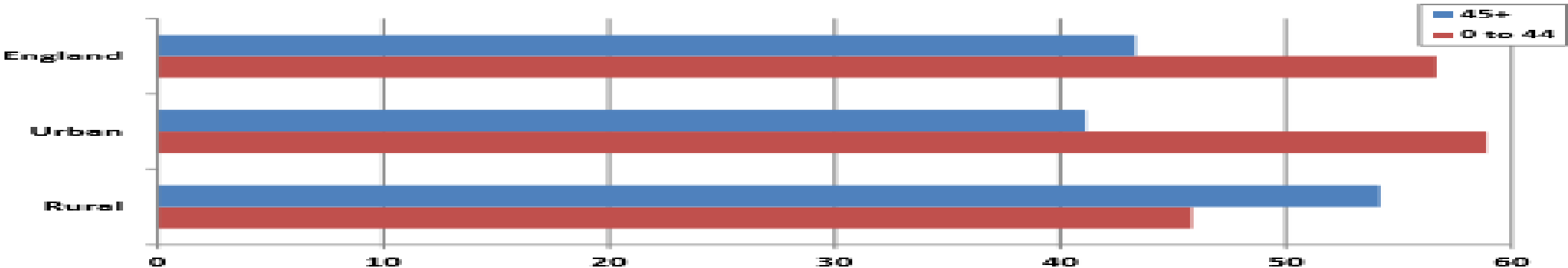


Population by age

Percentage of population within age bands by rural-urban classification (LSOA) in England, 2016



2016 Mid-year population by area and percentage, rural and urban totals



Access and Service Provision

- Distance, time and cost to the individual
- Cost to the service provider
- Infrastructure



Services for Older People

- Day Centres are urban focused
- Fewer centres per head of population in rural areas for dementia
- Access is limited because of poor public transport
- Under-representation of sheltered housing in rural areas
- Number aged 85+ in rural localities more than double 2012 - 2037

Rural Services Network 2016

Mental Health

- Rural areas apparently do better on depression and anxiety, BUT.....
- Culture of self-reliance
- More pronounced stigma in rural communities
- Confidentiality may be compromised (e.g. home visits may be more visible)
- Poorer access to services ([Scottish Association for Mental Health](#))
- Farmers have the highest suicide rate of any occupational group
- Fewer doctors, nurses, social workers and therapists
- Poorer provision – assertive outreach, crisis resolution, early intervention and diagnosis, rehabilitation, day care, psychotherapy, old-age psychiatry and community mental health teams

Scale of Rural Services 2016



Public Health

- Life expectancy higher
- Infant mortality lower, **BUT**
- PH indicators (5 Shire Counties):
 - > school readiness
 - > road casualties
 - > fuel poverty
 - > social isolation
 - > smoking prevalence
 - > obesity
 - > YP self-harming
 - > sexual health
 - > provision of health checks
 - > avoidable sight loss
- PH budgets substantially lower

RSN 2016



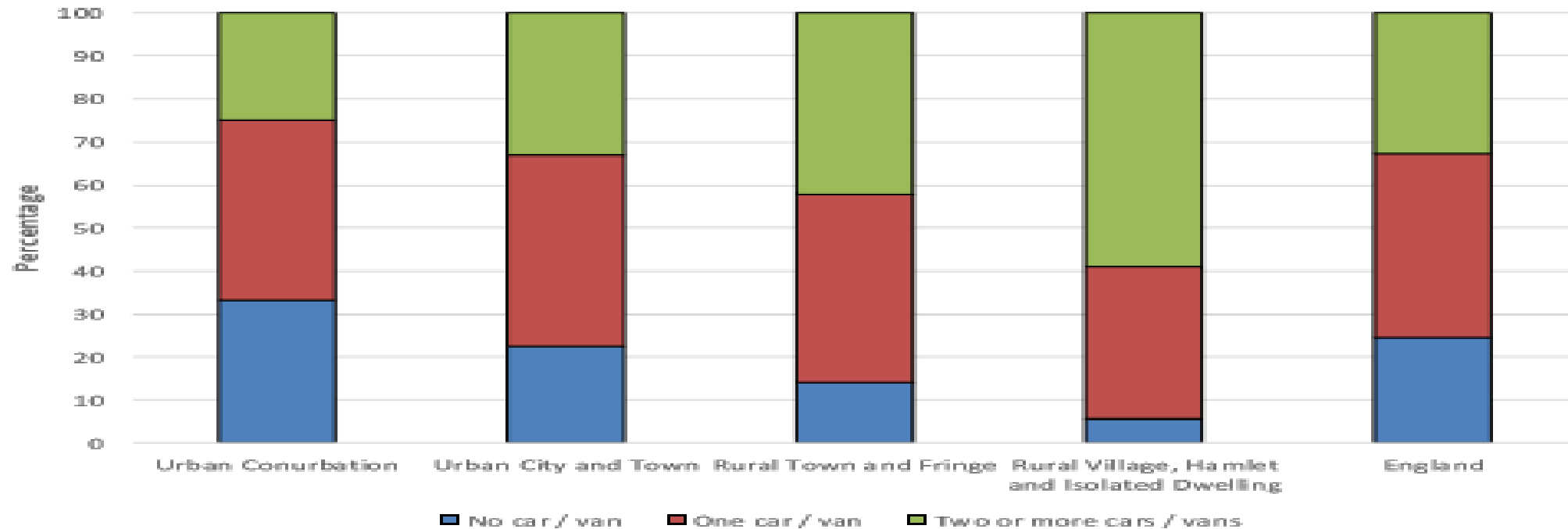
Travel and Access

- Total distances are between 31 – 55% longer depending on area and type of service
- Primary schools and convenience food stores are most accessible
- Hospitals and Job Centres are least accessible

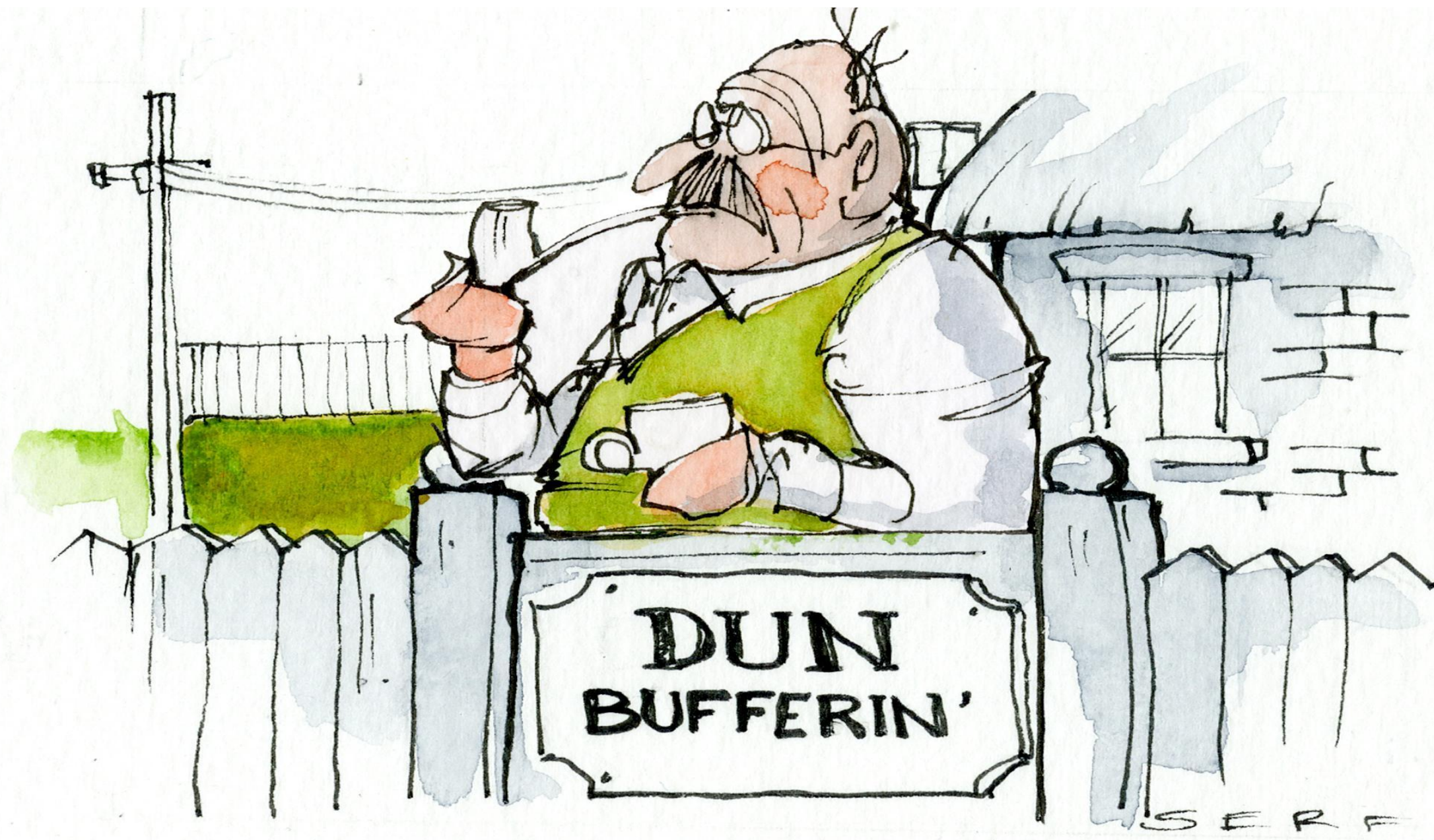


Car Availability

Household car availability by settlement type, in England, 2014/15



In 2014/15 the percentage of households with no access to a car or van was lower in rural areas than in urban areas. Only 6 per cent of households in rural villages, hamlets or isolated dwellings do not own a car compared with 33 per cent in urban conurbations.

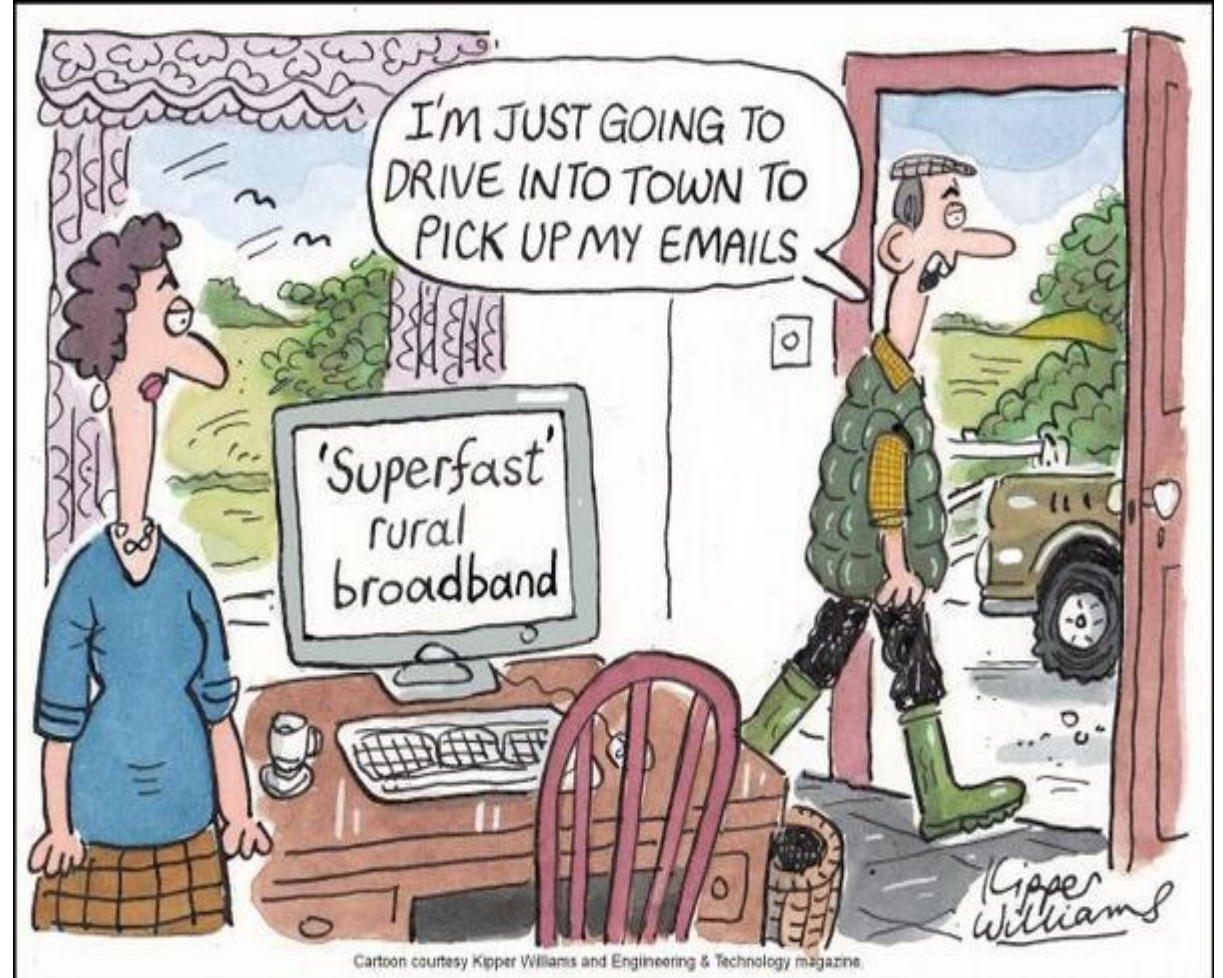


S E R F

BROADBAND

The average broadband speeds in the majority of rural area types are lower than speeds in urban areas.

In 2014 the average broadband speed in rural hamlets & isolated dwellings in a sparse setting was 5 Mbit/s compared with 27 Mbit/s in major urban conurbations.



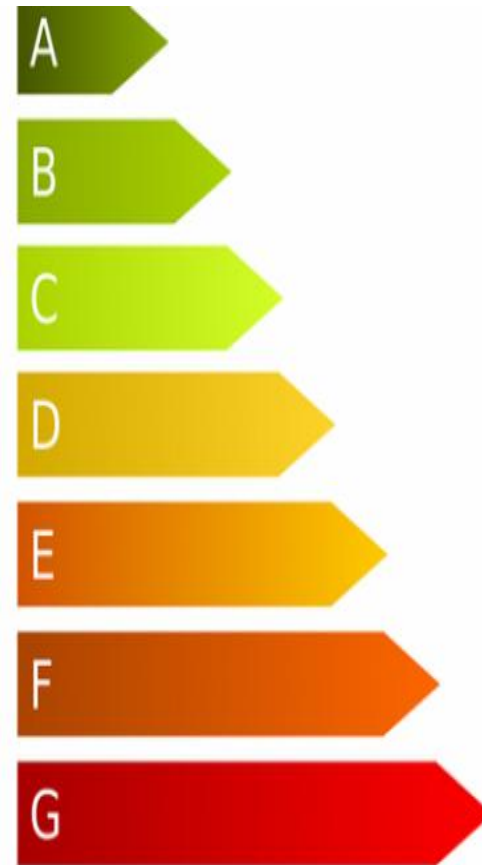
Fuel poverty

Fuel poverty is where a household is living on a low income in a home that cannot be kept warm at reasonable cost without bringing their residual income below the poverty threshold.

- Fuel poverty is proportionately more prevalent in rural areas.
- Homes in rural areas are typically less energy efficient and often on potentially more expensive heating fuels.

The fuel poverty gap is the extra income which would be needed to bring a household to the point of not being fuel poor.

- Overall the average fuel poverty gap for households that were fuel poor in 2015 was £353. However the average fuel poverty gap for fuel poor households in rural villages, hamlets and isolated dwellings was £726.
- Rural households with the poorest Fuel Poverty Energy Efficiency Rating rating of F or G had an average fuel poverty gap of £1,223 compared with an average fuel poverty gap of £917 for urban households of the same energy rating.



The Challenges

1. PUBLIC TRANSPORT
 - distance, time, cost, and frequency
2. ONLINE SERVICES and MOBILE CONNECTIVITY (poor broadband/weak signal)
3. DEMOGRAPHIC PROFILE (inward migration of older people + outward migration of younger generation)
4. REDUCTION in:
 - buses, banks, local shops, post offices, pharmacies, public services
5. WORKFORCE RECRUITMENT and RETENTION
6. ACCESS TO DETERMINANTS of HEALTH



What will be the focus for
new National Centre

www.ncrhc.org

- Data and Insight
- Research and Development
- Technology
- Workforce



Face it, things are only going to get harder for you guys. Nobody is making rural dramas anymore, and casting directors are only interested in youngsters, you know, lambs. And every spring thousands more lambs appear...

Hey!! Stop worrying sheep!!!



Thank you for listening