

# Rural deprivation – developing and interpreting the evidence base

Rural Forum for the South East  
5<sup>th</sup> March 2009

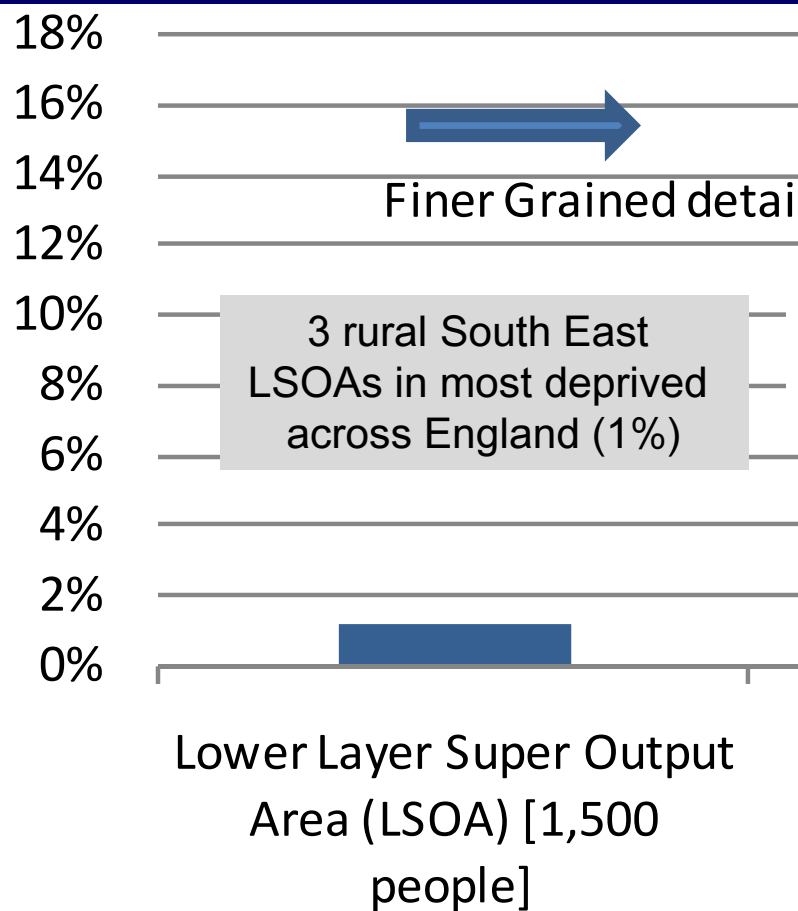
Tom Smith  
Oxford Consultants for Social Inclusion (OCSI)

# Overview

- Recap - the rural share of deprivation
- Support for rural mainstreaming
  - Strengthening the evidence base
  - Interpreting the evidence base
  - Influencing policy

# Significant rural share of deprivation

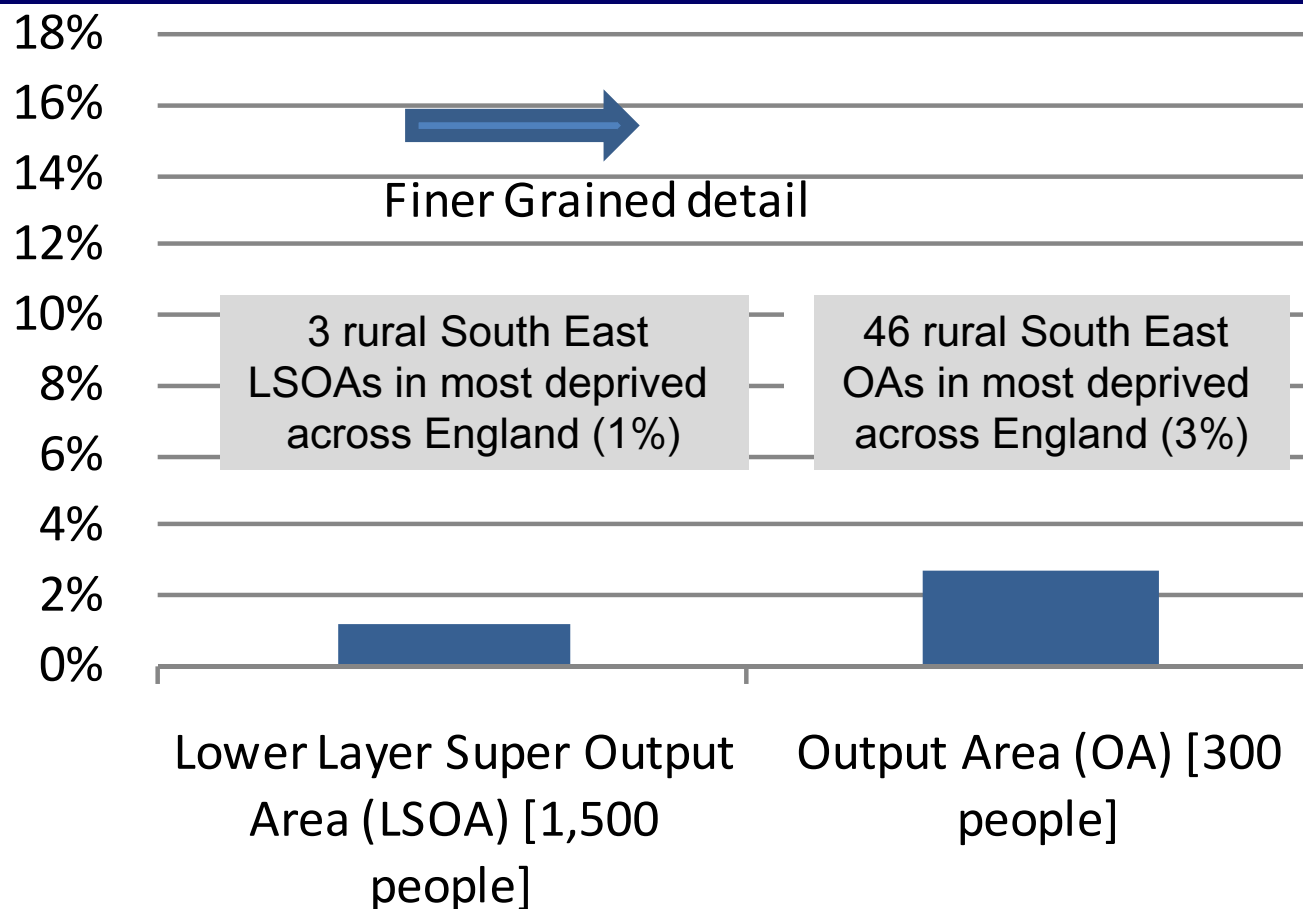
- At SOA level, few of the South East deprived areas are rural (1%)



- Rural areas are less likely to be deprived than urban areas
- But ... levels of deprivation in rural areas under-estimate level of exclusion for people

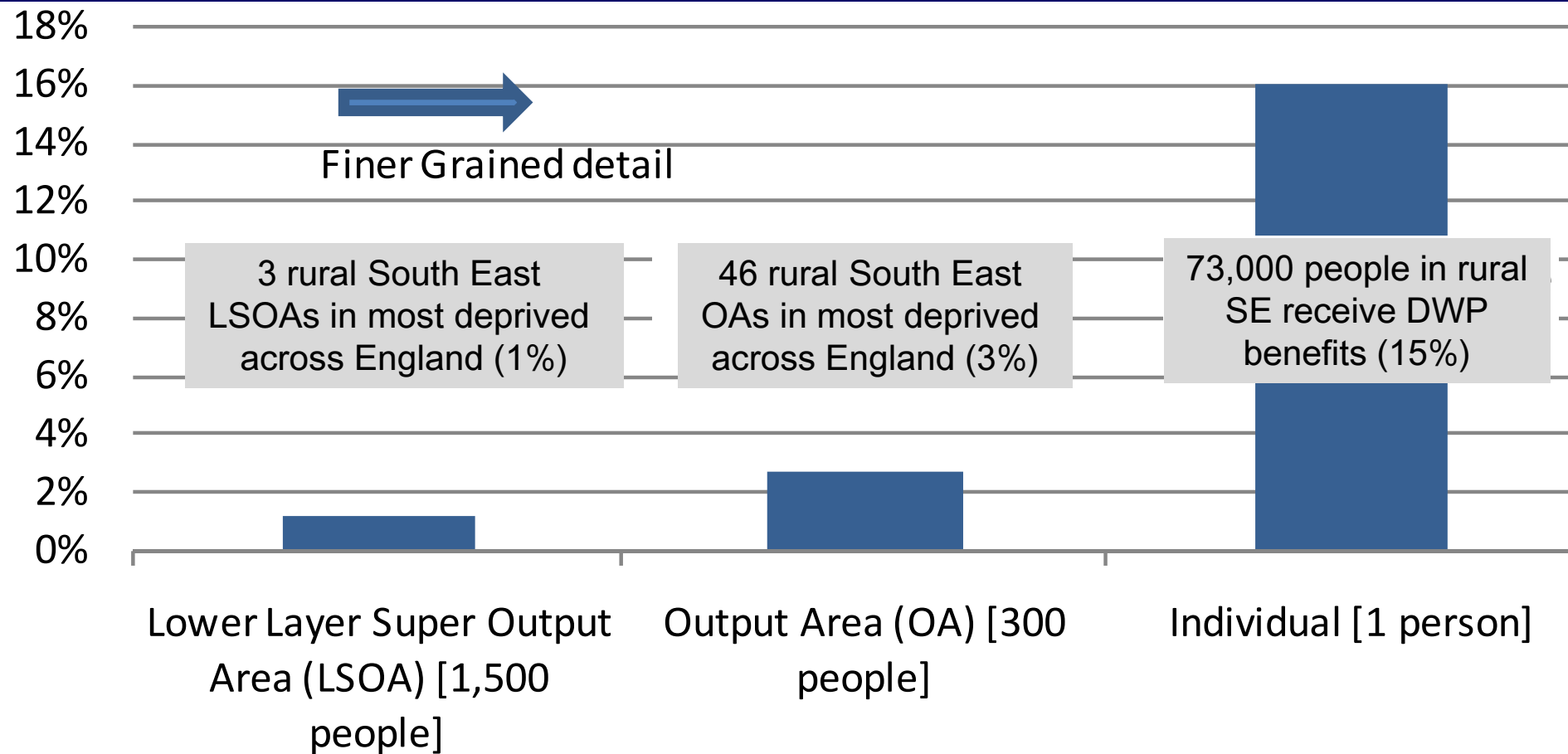
# Significant rural share of deprivation

- At more detailed OA level, more of the deprived areas are rural (3%)



# Significant rural share of deprivation

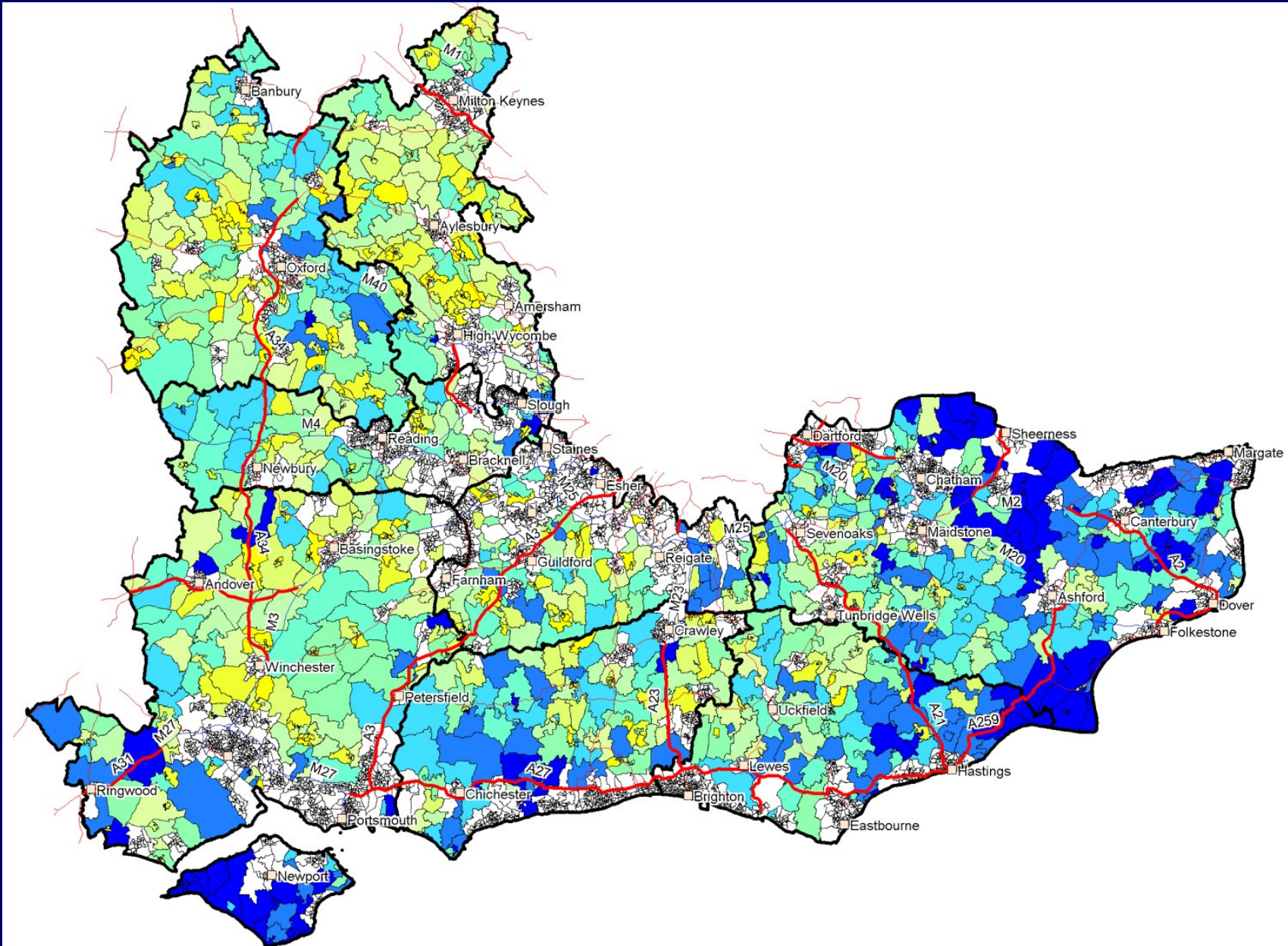
- At individual level, 15% of working-age people receiving DWP benefits live in rural areas



# Significant numbers of excluded people in rural areas

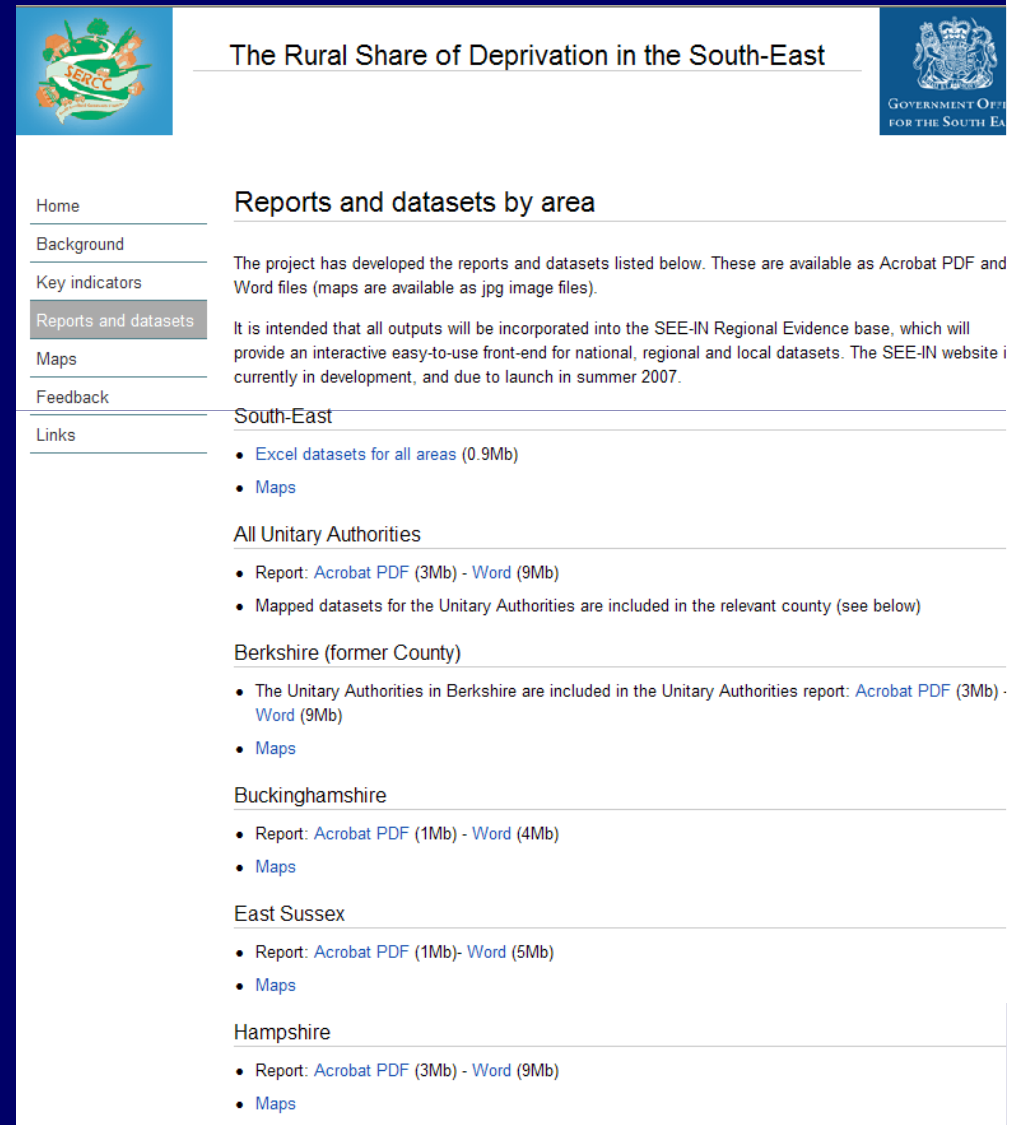
Theme	Of those people experiencing exclusion, what percentage are in rural areas?
Material resources	15% working-age DWP benefit claimants (73,000 people) 19% households below poverty line (136,000) 12% children in income deprivation (28,000)
Economic participation	12% Jobseekers Allowance claimants (8,000) 15% Incapacity Benefit claimants (31,000) 19% working in low skilled elementary occupations (77,000)
Skills	18% with no qualifications (99,000)
Health & wellbeing	21% with a limiting long-term illness (256,000)
Access to services	13% with no access to a car (81,000 households)
Social resources ( <i>nationally</i> )	18% older people living alone 19% older people providing >50 hours per week unpaid care

# Geographic pattern of rural deprivation



# Recap - what has been developed?

- Rural share of deprivation at District, County and regional level, for all key groups
- Daytime & workplace analysis
- Maps
- Summary reports, all areas
- Comprehensive datasets
- [www.rural-evidence.org.uk](http://www.rural-evidence.org.uk)



The screenshot shows the website 'The Rural Share of Deprivation in the South-East'. The page features a navigation menu on the left with links to Home, Background, Key indicators, Reports and datasets (highlighted), Maps, Feedback, and Links. The main content area is titled 'Reports and datasets by area' and includes a brief description of the project. Below this, there are sections for 'South-East', 'All Unitary Authorities', 'Berkshire (former County)', 'Buckinghamshire', 'East Sussex', and 'Hampshire', each listing available reports and maps with their respective file sizes.

**The Rural Share of Deprivation in the South-East**

Home  
Background  
Key indicators  
**Reports and datasets**  
Maps  
Feedback  
Links

**Reports and datasets by area**

The project has developed the reports and datasets listed below. These are available as Acrobat PDF and Word files (maps are available as jpg image files).

It is intended that all outputs will be incorporated into the SEE-IN Regional Evidence base, which will provide an interactive easy-to-use front-end for national, regional and local datasets. The SEE-IN website is currently in development, and due to launch in summer 2007.

**South-East**

- [Excel datasets for all areas](#) (0.9Mb)
- [Maps](#)

**All Unitary Authorities**

- Report: [Acrobat PDF](#) (3Mb) - [Word](#) (9Mb)
- Mapped datasets for the Unitary Authorities are included in the relevant county (see below)

**Berkshire (former County)**

- The Unitary Authorities in Berkshire are included in the Unitary Authorities report: [Acrobat PDF](#) (3Mb) - [Word](#) (9Mb)
- [Maps](#)

**Buckinghamshire**

- Report: [Acrobat PDF](#) (1Mb) - [Word](#) (4Mb)
- [Maps](#)

**East Sussex**

- Report: [Acrobat PDF](#) (1Mb) - [Word](#) (5Mb)
- [Maps](#)

**Hampshire**

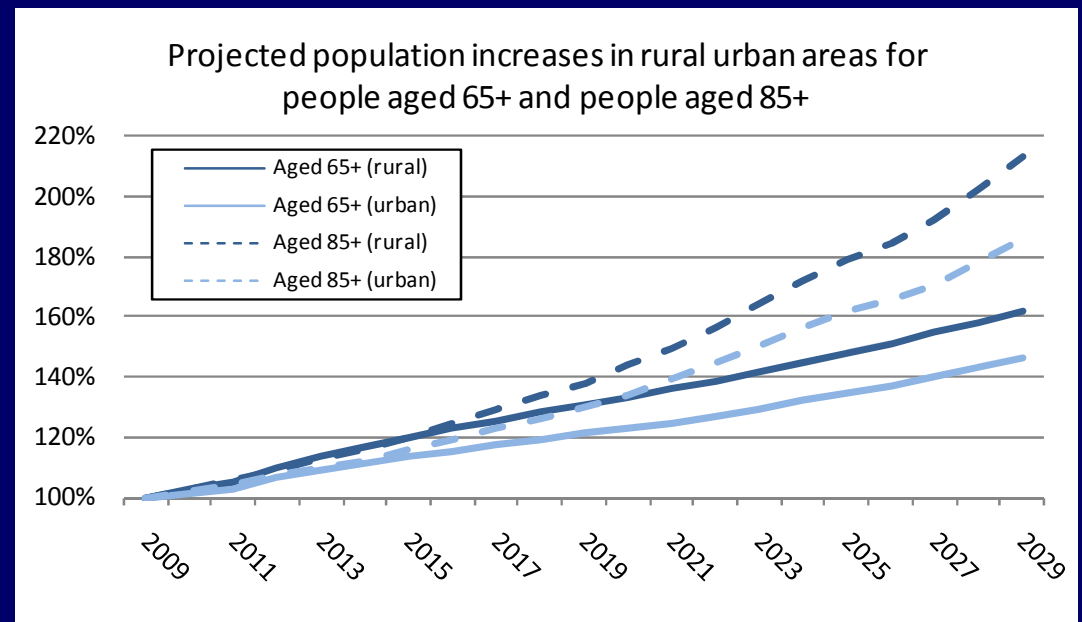
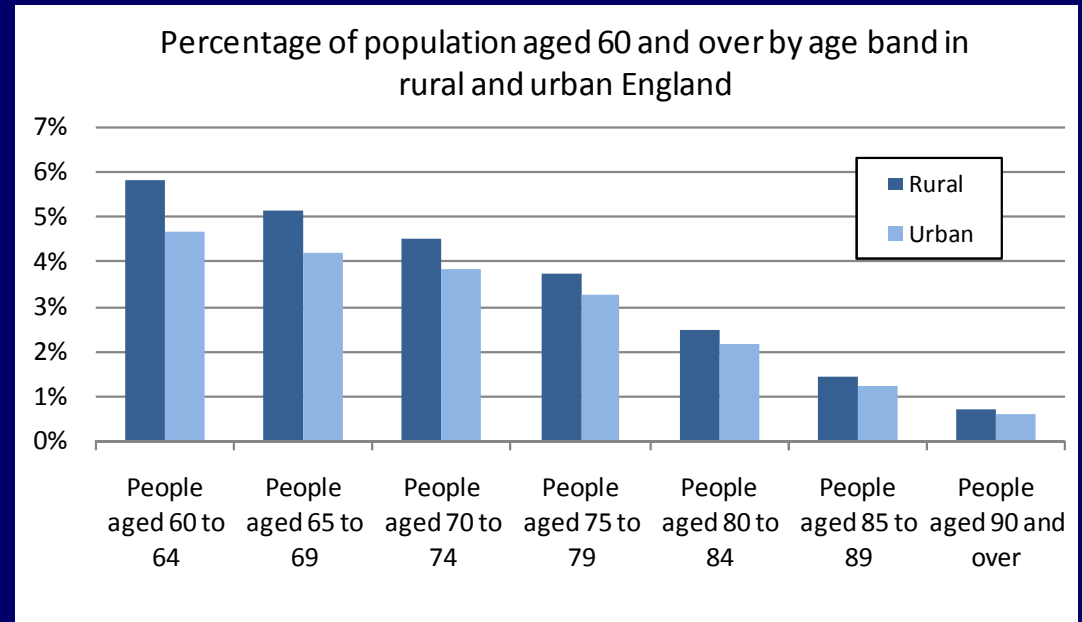
- Report: [Acrobat PDF](#) (3Mb) - [Word](#) (9Mb)
- [Maps](#)

# Strengthening the support for mainstreaming

- Strengthening the evidence base
  - Baseline of rural needs
  - Needs for particular groups and areas
  - Understanding future drivers and scenarios
- Interpreting the evidence base
  - Support for local groups to understand the evidence
- Influence strategic working (LAA, Economic Assessment, Joint Strategic Needs Assessment)

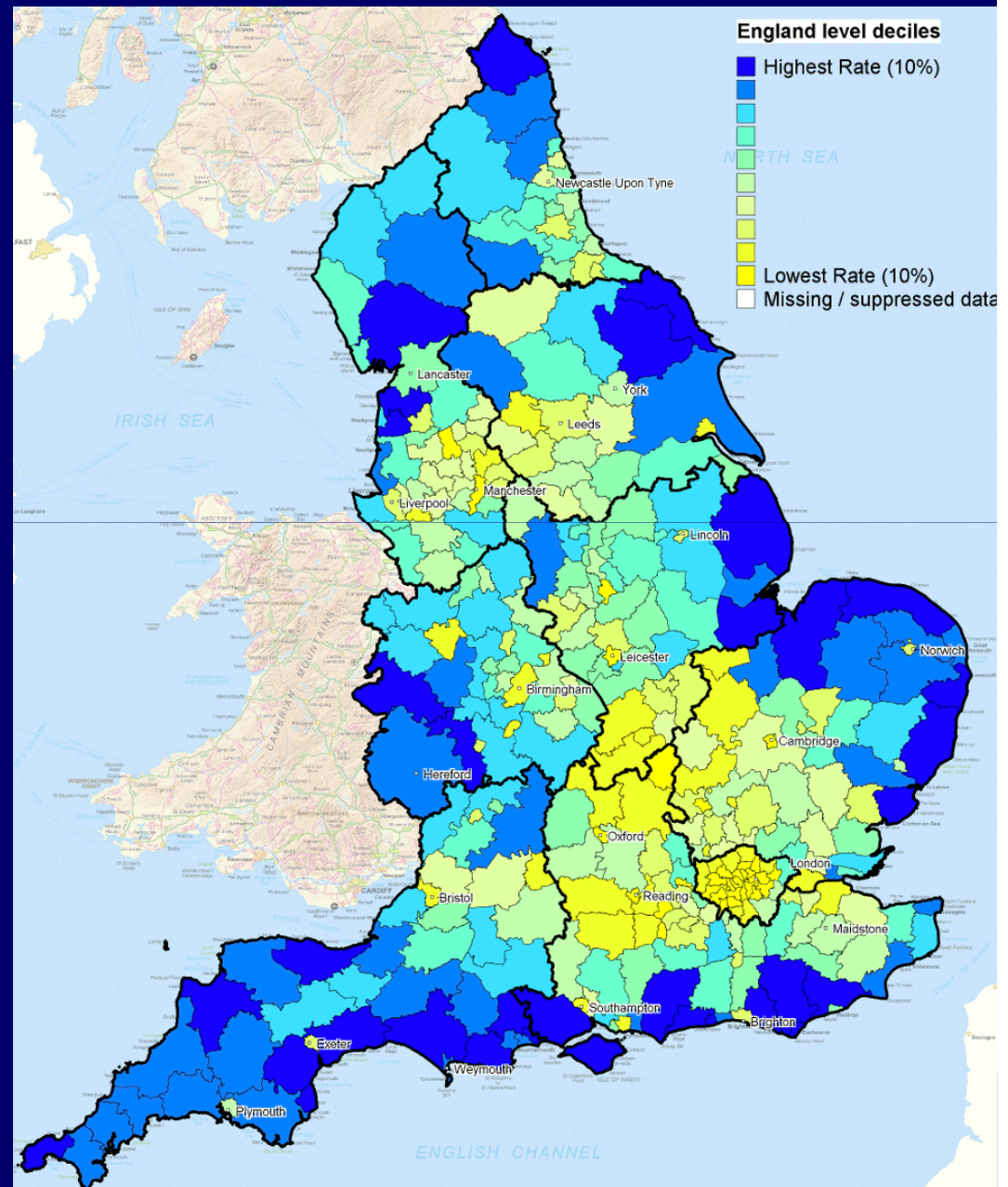
# Driver: increasing ageing of rural areas

- Median age in rural areas nearly 6 years older than urban areas
- Recent trends - rural areas getting older
  - Internal migration
  - Increasing life expectancy
- Projected to continue
  - Faster in rural areas
  - Fastest among 85+



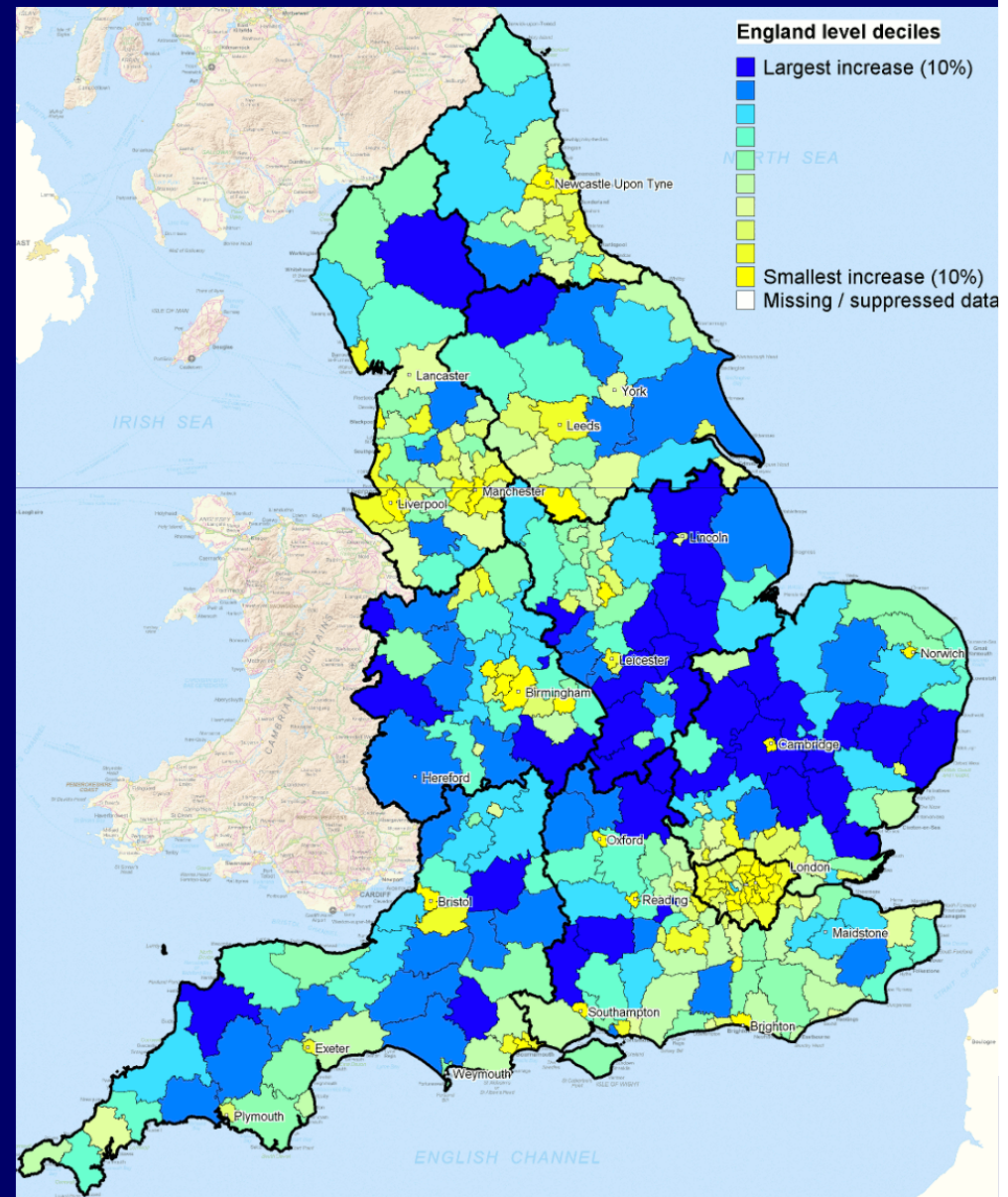
# Where are the greatest levels of older people?

- Rural areas show highest levels of population aged 65+
- Strong coastal/ peripheral pattern



# LAs with greatest projected increases in social care costs

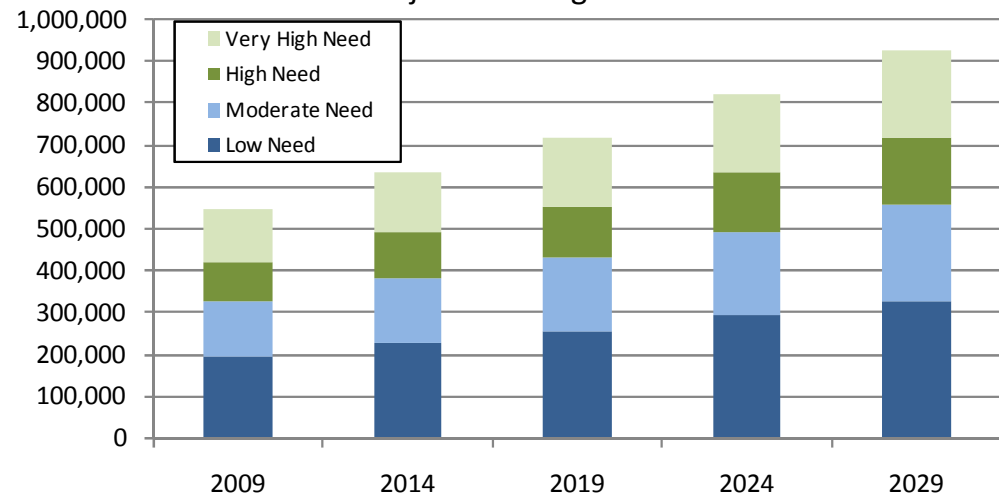
- Rural areas projected to experience faster future increases in
  - level of social care needs,
  - associated service provision and costs
  - level of informal support
- Rural LAs show largest projected increases in social care needs / costs



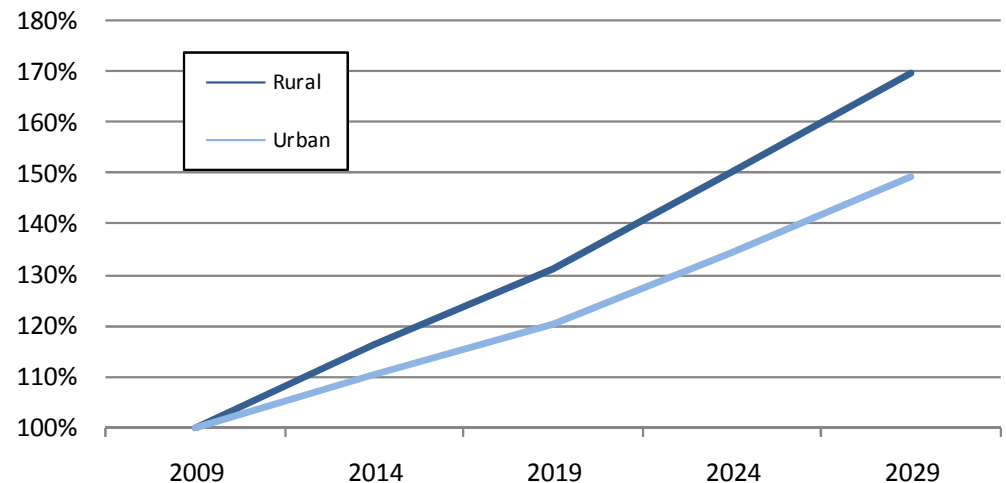
# How are social care needs likely to increase in future?

- Rural areas show 70% projected increase in social care needs
  - From 550,000 (2009) to 930,000 (2029)
  - (assumes same healthy life expectancy as today)

People by social care needs group in rural England:  
Projected change 2009-2029



Change in social care need in rural and urban areas 2009-2029



# The mainstreaming challenge: Ensuring evidence is influencing key strategy

- Support for local groups to understand the evidence – and influence policy
- Social care needs in rural areas are significant – and growing fast (driven by increasingly aging population)
  - Increasing pressure on services, including social care provision
  - Increasing levels of informal care – Individual Budgets
  - Residential to community support shift - viability in remote areas?
  - Personalisation of services – economy of scale?

# Thank you



Tom Smith

Oxford Consultants for Social Inclusion (OCSI)

e: [Tom.Smith@ocsi.co.uk](mailto:Tom.Smith@ocsi.co.uk)

t: 01273 201 345

w: [www.ocsi.co.uk](http://www.ocsi.co.uk)

