

The Rural Share of Deprivation in Cumbria

Executive Summary

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Foreword

Cumbria is the second largest county in England, has a population density that is well below the national average and a land mass that is overwhelmingly classified as “rural”. Given this context, the issue of defining rural deprivation is more pressing than in most parts of the Country.

Rural Cumbria has much to commend itself as a place to live. However, the true level of deprivation encountered by many rural residents has not been fully recognised or acted upon. Due to the dispersed nature of this population, traditional methods of defining disadvantage have not been relevant and simple “one size fits all” solutions cannot be applied.

The new research summarised here reveals the full extent of deprivation in rural Cumbria. What makes this both timely and compelling are the combination of anticipated cuts in public spending and the wide acknowledgement that a simple pro rata X% reduction in funding hits hardest in rural areas.

Useful as this is, the true value of these findings will only be realised if those in a position to influence the support and services offered to our rural

communities do so in full recognition of the nature and extent of rural deprivation. With this in mind we make three clear recommendations for future action.

Recommendations

1. Decision takers and policy makers take full account of the real but dispersed nature of rural deprivation when formulating policy and strategy.
2. Resources in Cumbria are targeted appropriately to ensure that the needs of people facing deprivation in rural areas are met as fully as those facing deprivation in non-rural areas.
3. Further comparator research is undertaken once the results of the 2011 Census are available to ascertain direction of travel.

Roger Roberts

Chief Executive, **ACTion with Communities in Cumbria**

Rural Definition

Throughout this report “rural” refers to all areas outside settlements with a population of more than 10,000, following standard Government (ONS/Defra) definitions.

Rural Share

The term “rural share” which is used extensively in this publication refers to the proportion of the total population in a particular District or the County sharing a particular characteristic that are resident in the rural part of that area.

Introduction

Traditional methods of analysing deprivation focus on an area-based approach, with clearly defined “deprived areas” identified and responses targeted accordingly. Such an approach is not helpful where significant numbers of deprived people are spread across a wide geographical area, as is typically the case in rural areas, rather than located in identifiable “pockets”.

Analysis of the Index of Multiple Deprivation (IMD) for example identifies very few “deprived areas” across rural England. In fact, measured in this way only 2% of the most deprived *areas* in England are rurally located (with the equivalent figure in Cumbria being 7.4%). However, the proportion of deprived *people* living rurally is substantially higher than this – 17% of all people on the lowest incomes (less than 60% of median income) in England live in rural areas.

In other words, across England rural areas are substantially more deprived if that assessment is made based upon on the location of deprived *people* rather than the location of deprived *areas*.

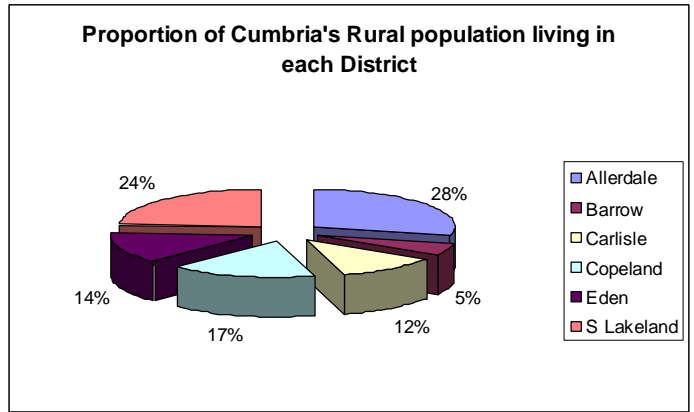
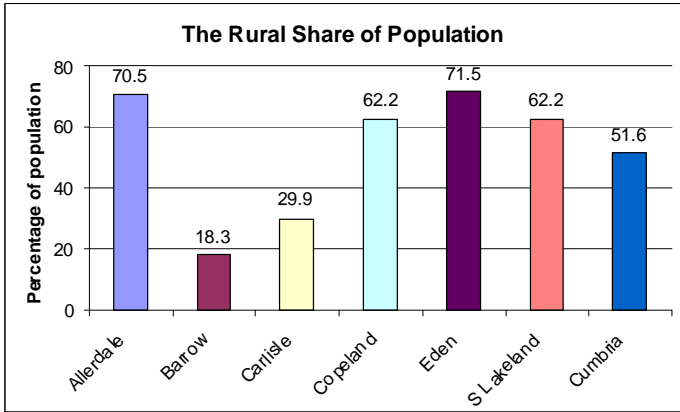
In recognition of this inconsistency at England-wide level, ACRE working with the Rural Community Action Network, of which ACT is a member, commissioned Oxford Consultants for Social Inclusion (OCSI) to identify the “rural share” of deprivation for each of the Local Authority areas across in England.

This research adopted a people rather than area based approach to identifying deprivation. The “rural share” data presented in this report shows, for a series of key groups affected by deprivation, the proportion of that group in Cumbria and its shire Districts that are rural residents.

Rural Cumbria

Of the 496,900 people living in Cumbria some 51.6% live in rural areas. This is a far higher proportion than is the case for the North West region (11.8%) or for England (19%). The highest proportion of rural residents within any of Cumbria's

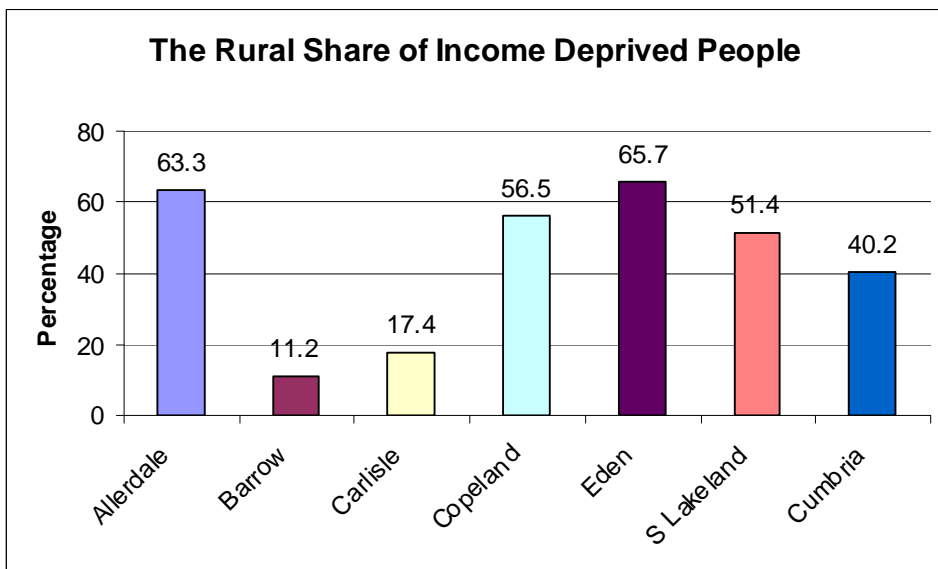
districts is in Eden where 71.5% of the population live rurally. However, it is noteworthy that Allerdale has the greatest share of the County's rural population, followed by South Lakeland and Copeland.



Income and Deprivation

40% of all people classed as income deprived in Cumbria live rurally, accounting for 10% of the rural population. This is higher than the regional (8.1%) and national (9.0%) average. Similarly, 37% of

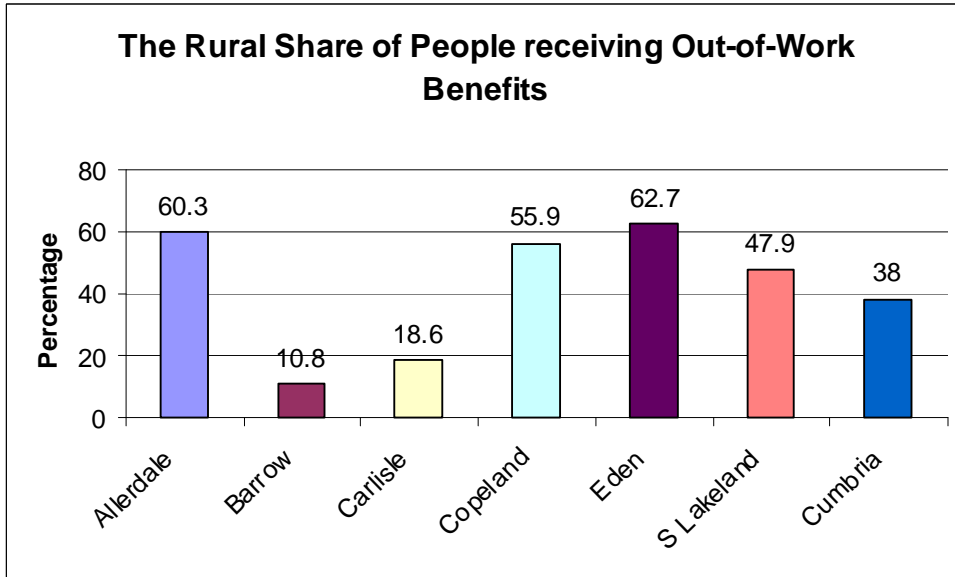
children who live in income deprived households are rural residents. At a rate of 12.6% of all children living in rural Cumbria, this is again higher than both the regional (9.3%) and national (11.0%) averages.



Worklessness

38% of people receiving out-of-work benefits in Cumbria are rural residents. This is an exceptionally high rural share compared with regional (5.9%) and national (11.7%) averages and

represents 7% of rural residents of working age. Again the impact on children in rural areas is significant with 36% of children in jobless households being found in rural communities.



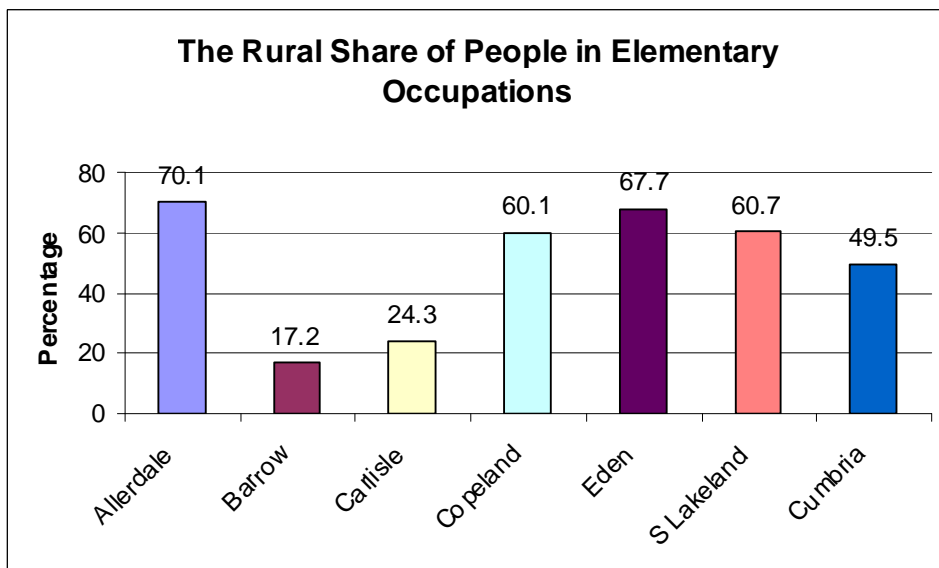
Employment

Just under half of all the people in Cumbria employed in elementary occupations live in rural areas, accounting for 13% of those rural residents who are economically active, exceeding both regional (10.5%) and national averages (10.9%).

60% of all people in Cumbria employed in professional occupations also live in rural areas. They account for 10.5% of the economically active

population, a figure that is less than the regional (12.9%) and national (11.7%) averages. Similarly, the proportion of people in rural areas employed in managerial occupations (14.8%) is also below regional and national norms.

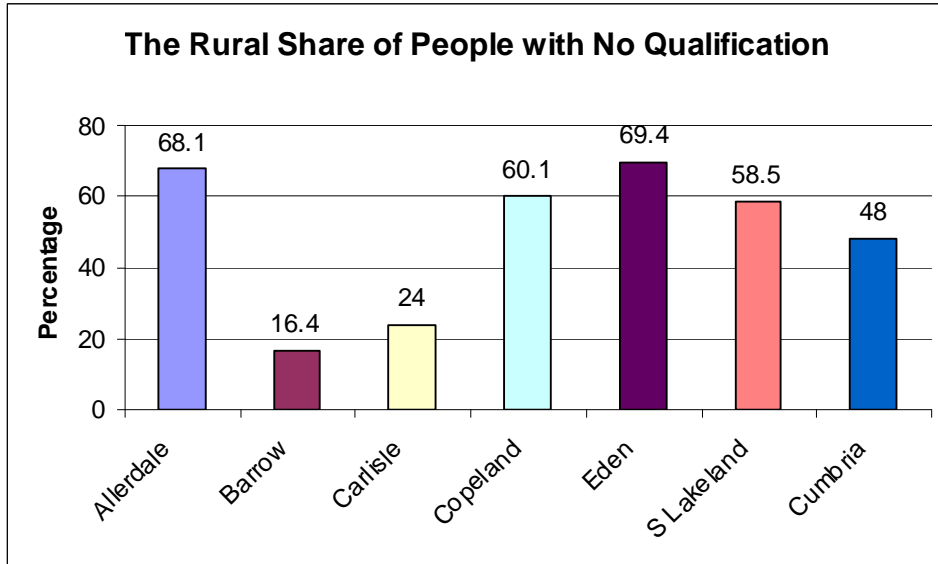
71.5% of all people in Cumbria who are self employed live in rural areas.



Skills

Almost half of all adults in Cumbria with no qualifications live in rural areas. They account for 29% of the rural population aged 16-74 in the County, somewhat above the equivalent regional (25.7%) and national (26.4%) figures. At the other

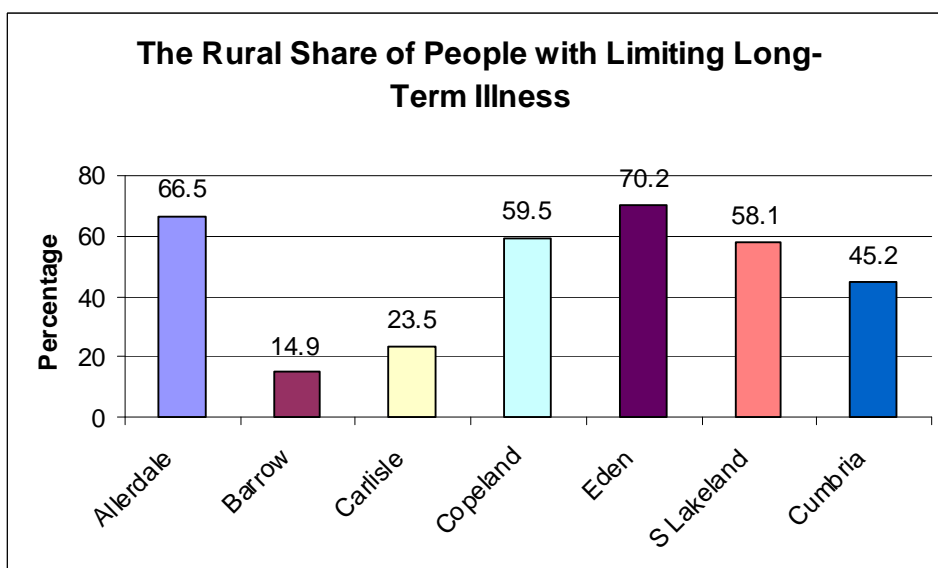
extreme, although 60% of Cumbria residents with a degree level qualification live in rural areas, the proportion of the rural population qualified to this level is slightly below regional and national norms.



Health

45% of all people in Cumbria reporting themselves as having a limiting long term illness are resident in the County's rural communities, this figure rising to 66% for Allerdale and 70% for Eden. The rural share of people who are permanently sick or

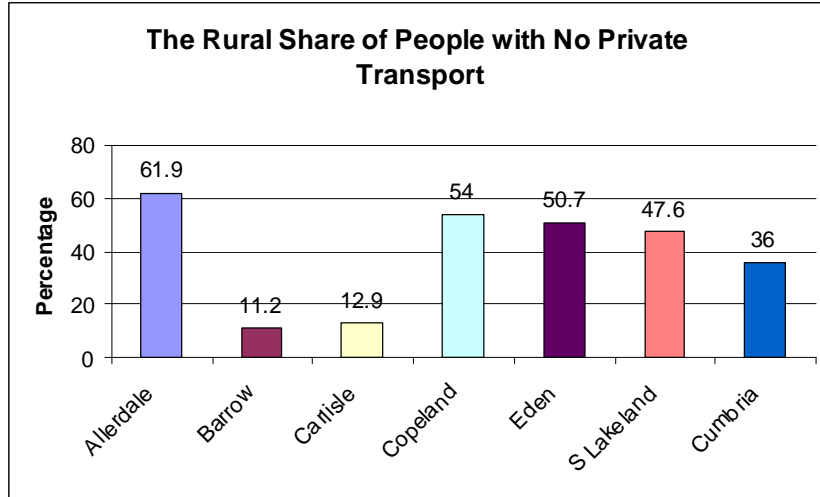
disabled (40%), attendance allowance claimants (49%) or disability allowance claimants (40%) are also similarly significant. In every case, the proportion of the rural population in each category is higher than either the regional or national averages.



Access to Services

The national Index of Deprivation highlights a particular challenge for Cumbria's rural residents. Eden is the most deprived district in mainland England in terms of the "geographical barriers" domain which measures accessibility to services. On the same domain, Crummock ward in Allerdale is the second most deprived ward and Lyne ward (Carlisle) the third most deprived ward in England.

A further layer of concern is that 36% of all the households in Cumbria with no access to a car or van are also in rural areas. These households face the double disadvantage of being remote from services and unable to access them by private transport.



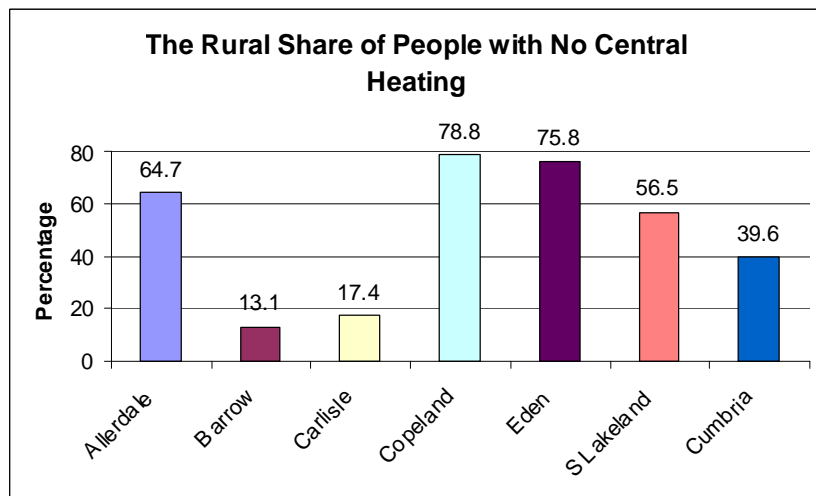
Housing

Across Cumbria, 42% of all social rented housing is located in rural areas. However, this makes up just 13% of the entire rural housing stock and local housing needs surveys continue to evidence the need for local and affordable housing in rural communities.

Data on households that lack central heating or are overcrowded can give an indication of where housing conditions may play a role in disadvantage. People without central heating are also more likely

to experience fuel poverty. In Cumbria 41% of overcrowded households and 40% of households without central heating are located in rural areas.

9.8% of households in rural Cumbria have no central heating, higher than the average for rural areas in England (6.3%). Similarly, 3.1% of rural households in the County are overcrowded, compared with a national average for rural areas of 2.9%.



For Further Information

Full findings from the research summarised here are available from **ACTion with Communities in Cumbria**.

That information includes:

- ❖ Rural share and rural rate of deprivation across a comprehensive range of indicators
- ❖ Workplace and resident populations in rural areas

Reports are available at the following levels

- ❖ England
- ❖ North West Region
- ❖ Cumbria
- ❖ District Council
- ❖ Settlement (with populations greater than 300)

Reports at parish level will also soon be available.

For details on how to obtain these reports please contact **ACT** using the details overleaf.

References

The data sources used in compiling this report were:

Demographics:

Total Population, Pensioners, Children – ONS 2008

Income & Deprivation:

Income Domain – Indices of Deprivation 2007

DWP Claimants – DWP 2009

Employment & Worklessness:

Workless Benefits – DWP 2009

Employment Domain – Index of Deprivation 2007

Industry of Employment, Employment Patterns – Census 2001

Skills:

All - Census 2001

Health:

Disability Living Allowance / Attendance Allowance Claimants – DWP 2009

People with Limiting Long Term Illness – Census 2001

Access to Services:

All – Census 2001

Housing:

All – Census 2001



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