

The State of Rural Cumbria

**A Report Compiled by
ACTion with Communities in Cumbria
December 2013**



ACTion
with communities
in cumbria

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Introduction

This report delivers information. The challenge is to use the information to make a difference to the experiences of the 52% of Cumbrian's living in rural areas in our County. The information is clear; the solutions are not, if they were, change would have taken place already. Cumbria is, as we know a complex and varied place.

This report has been compiled using Rural Evidence data published by Action with Communities in Rural England (ACRE) in partnership with Oxford Consultants for Social Inclusion (OCSI).

This partnership has developed datasets for all rural communities in England, including reports at individual parish level. Drawing upon the latest available data, including the Census 2011, these comprehensive Parish Profiles provide over 40 pages of detailed information under the following eight themes:

- Social and Cultural
- Economy
- Transport and Connectivity
- Environmental
- Equity and Prosperity
- Housing and the Built Environment
- Services
- Governance

The reports are an excellent reference source for parish councils, community groups and others interested in their locality and in planning local activities, services and facilities.

Action with Communities in Cumbria (ACT) has undertaken some analysis of just a few of the indicators that are contained in the Parish Profiles of Cumbrian communities. Its purpose is to use the Rural Evidence data to improve our understanding of key issues affecting rural Cumbrians. ACT has explored the challenges that these issues create; the opportunities that they represent; and the partners who will need to collaborate to deliver effective solutions.

In thinking about the challenges and their solutions, we have been guided by Defra's recently published Rural Proofing guidance. This suggests a range of questions that can be asked in seeking to rural proof policies and delivery strategies including:

- Can it be delivered locally? Can it be done by volunteers?
- Are there more cost effective ways of delivering?
- Can services be better tailored to need by using small area data (of which the Parish Profiles are one example)?

Our analysis is based on Defra's Rural Definition which specifies which communities should be considered Urban and which ones are Rural. Our analysis is therefore consistent with data published by Government and Local Authorities. The geographic base for the data used is dictated by the geography used by the Office for National Statistics when publishing the Census 2011. In some instances parishes that are now merged have been treated by ONS as their historic, separate entities.

In the report we have presented most of our analysis in the form of charts. We have used three main types:

- **Rural Share** charts - illustrate the percentage of people with a shared characteristic, such as being over 65, who are rural residents. For example, 57.5% of all Cumbrians who are aged over 65 live in rural communities.

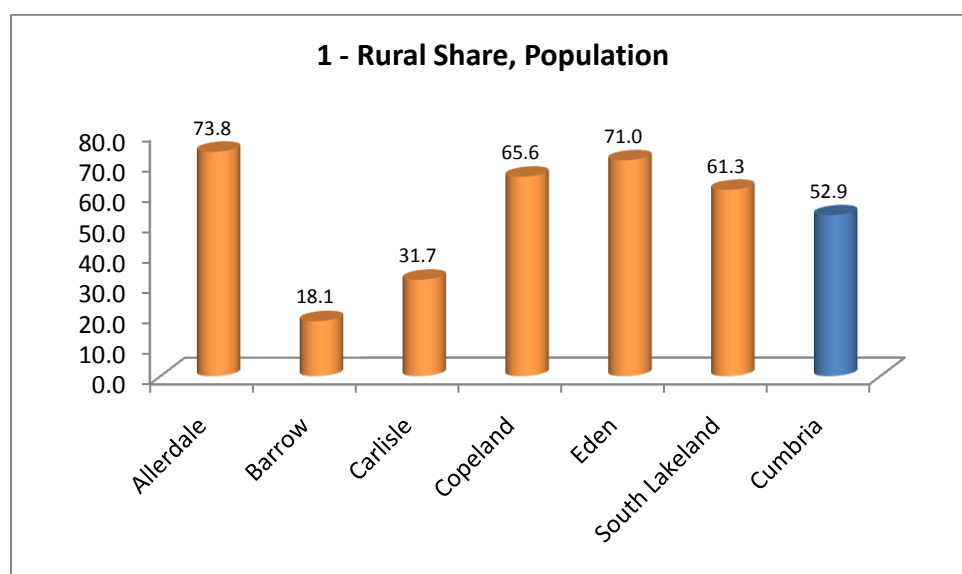
- **Whole Population** charts – show the percentage of the whole population of an area, or all households in an area, that fall into a particular group, for example 20.6% of all Cumbrians are aged over 65.
- **Range** charts – show (in most instances) the five parishes with the highest proportion of a particular population group and the five parishes with the lowest proportion. For example Winscales has the highest proportion of over 65s of any Allerdale parish, and Brigham the lowest proportion.

This report may appear fairly substantial however it merely skims the surface of the extremely detailed and informative Parish Profiles Reports which are available on the ACT website: www.cumbriaaction.org.uk/ResourcesPublications/ParishProfiles

Context¹

Cumbria is the third largest county in England and, with the second sparsest population, is one of the most rural.

Using the Defra Rural Definition, just over half of Cumbria's population live in its rural communities. However, when examined at District level the proportion of rural residents varies enormously as Chart 1 shows. The lowest proportion of rural residents are in Barrow and the highest in Allerdale. Great diversity of population and experience are characteristics which are apparent throughout our analysis.



¹ Source: Census 2011

Part 1 – An Ageing Population²

102,985 people aged over 65 live in Cumbria, 20.6% of the whole population. 57.5% of these people or 59,170 live in our rural communities. As with overall population, the share of older people that are rural residents varies greatly when examined at District level (Chart 2).

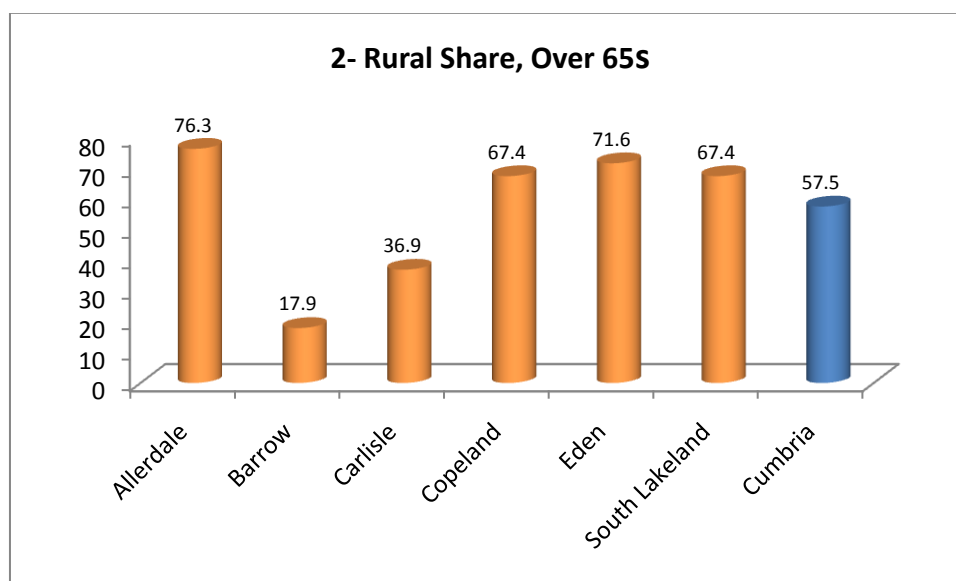
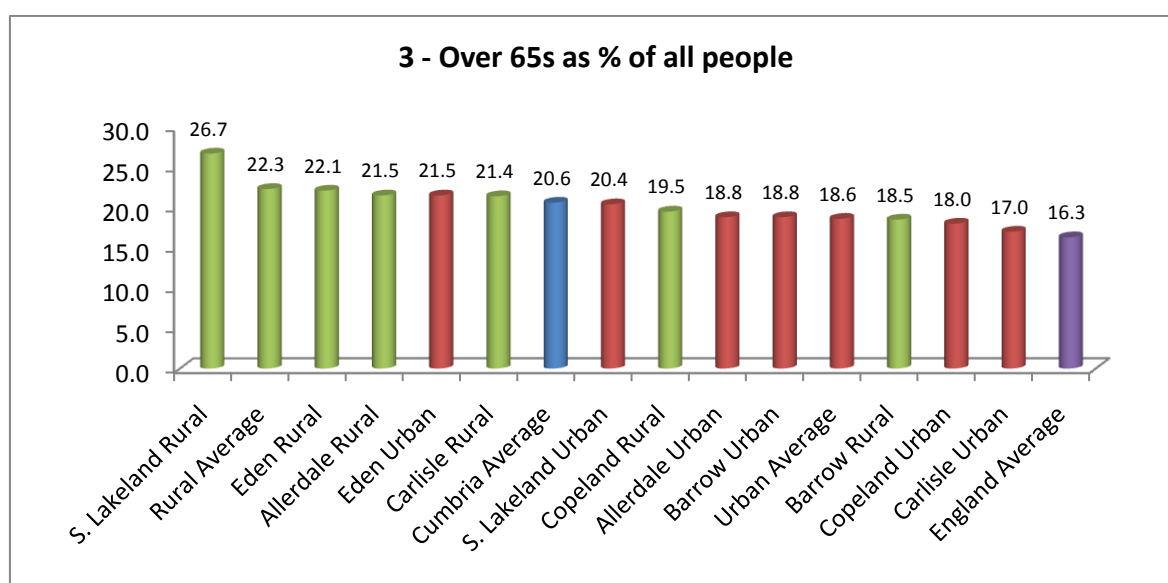


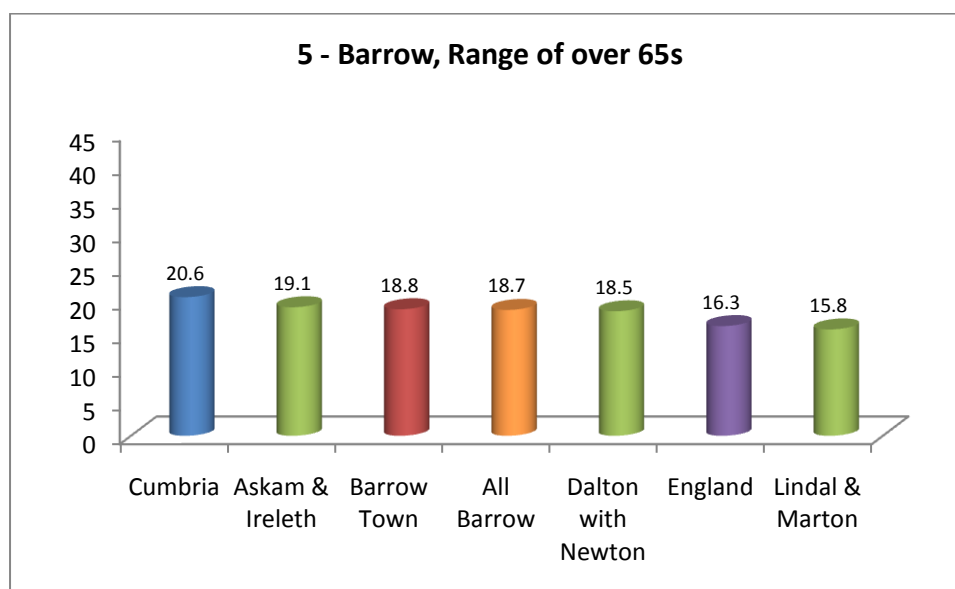
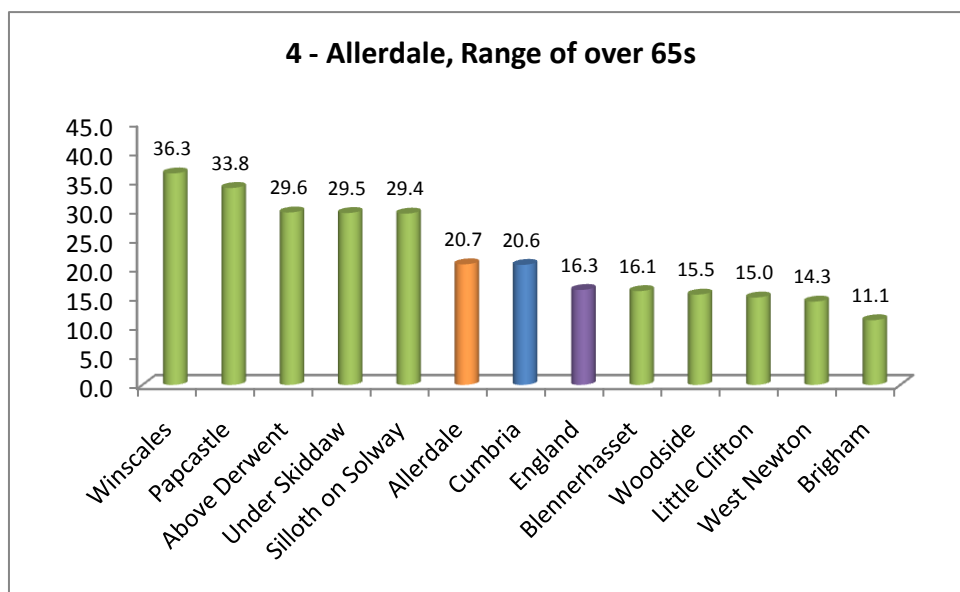
Chart 3 breaks this information down further, showing the varying proportion of the total population that older people comprise of in the urban and rural areas of each district, alongside comparable information for Cumbria and England.



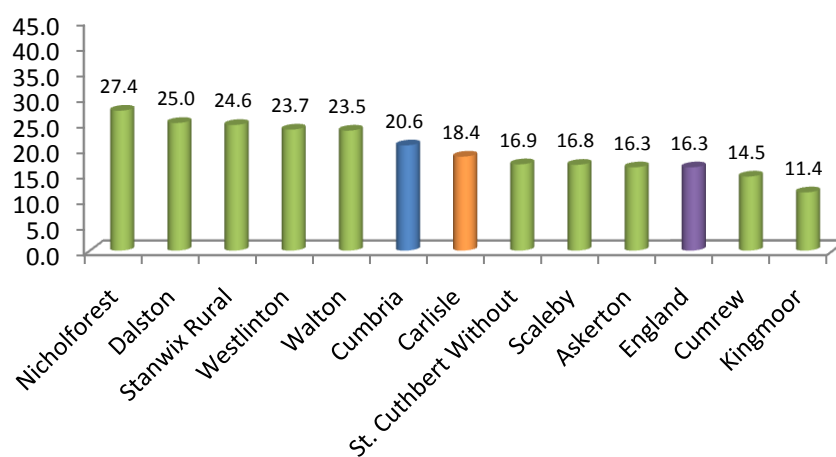
As can be seen, all of our study areas have a higher proportion of older people than is the average for England. However, the divergence from the national average is generally greater in our rural than our urban areas. This is especially so in South Lakeland District where the proportion of older people is over 10% higher than the national average. With the exception of Barrow, the rural communities in every Cumbrian district have a higher proportion of older people than their associated urban areas.

² Source: Census 2011

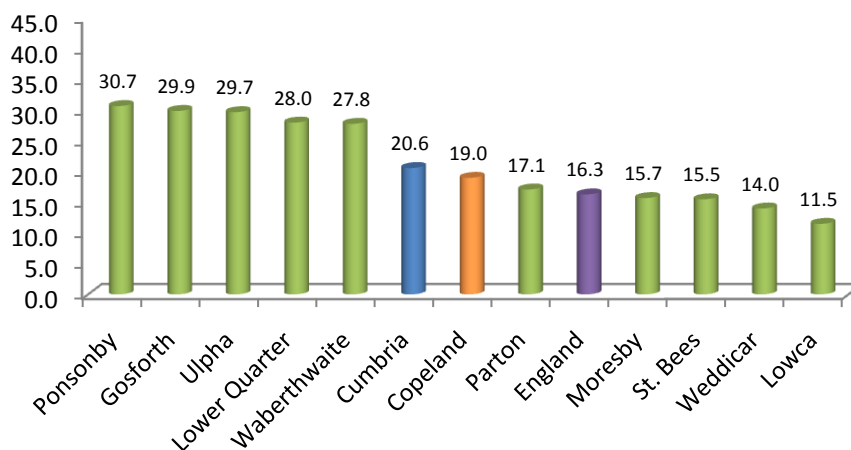
These fairly modest deviations from the Cumbria average mask quite dramatic differences that are apparent when the data is examined at parish level. Below we present six tables which compare the rural parishes with the highest and lowest proportions of older people for each of Cumbria's districts. The diversity in population structure at parish level is a key characteristic that is apparent for each of the indicators that we examine in this report.



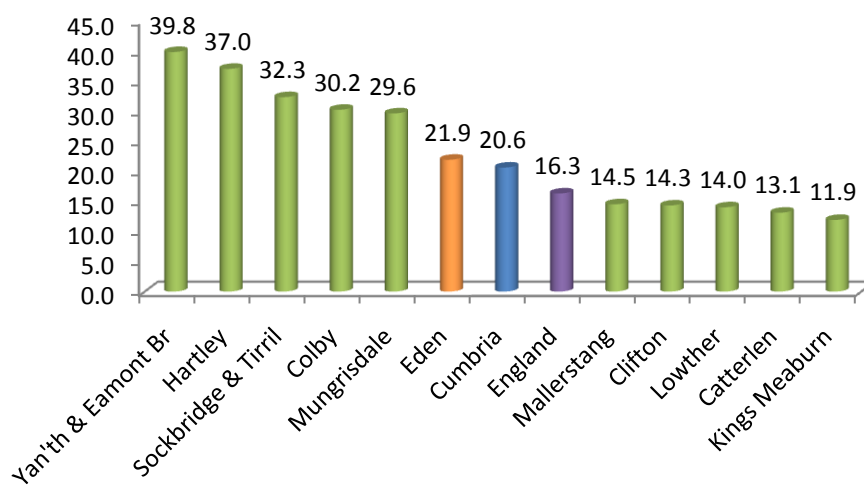
6 - Carlisle, Range of over 65s

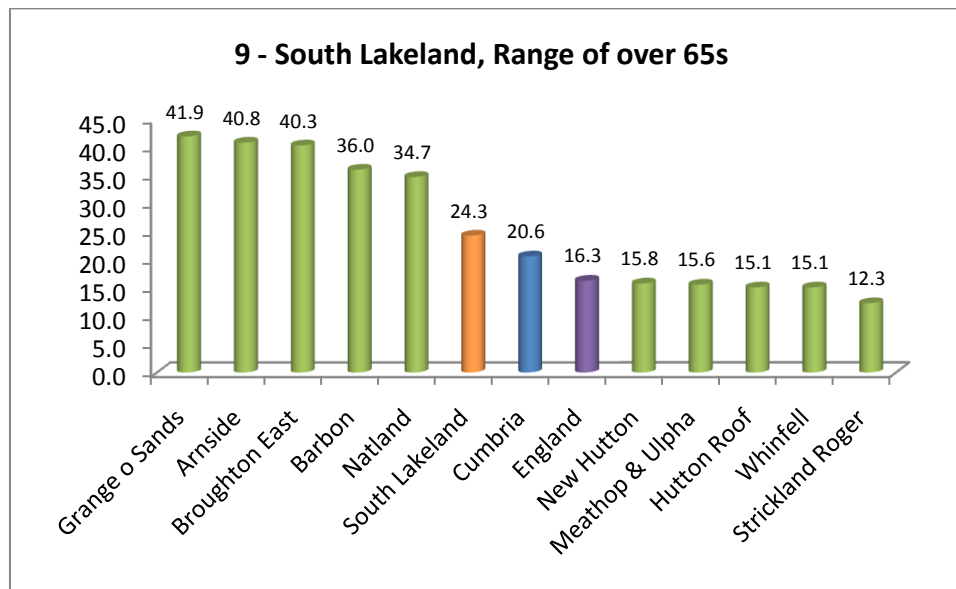


7 - Copeland, Range of over 65s



8 - Eden, Range of over 65s





Lone Pensioner Households³

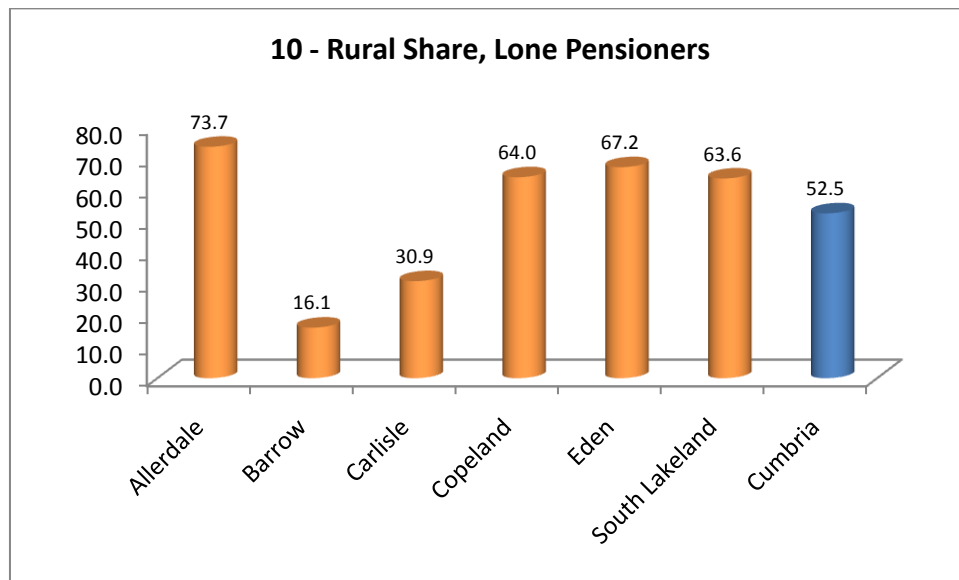
Nationally, around half of those aged over 75 now live alone, and social isolation can affect their health, including whether they eat well. Research shows people over 50 who are single, widowed or divorced eat less healthily than those with partners. Men, people who live alone and those who are socially isolated are most likely to eat a diet with little variety (Campaign to End Loneliness). Lone pensioners are also more likely to be affected by challenges such as fuel poverty.

A new study ('Social isolation, loneliness, and all-cause mortality in older men and women' – Andrew Steptoe, Aparna Shankar, Panayotes Demakakos and Jane Wardle, 2013) suggests that being socially isolated may have a greater effect on risk of early death, especially among the elderly. The research, which was led by Andrew Steptoe, a professor of epidemiology and public health at University College London, followed 6,500 British people over 52 from 2004 until 2012. The most socially isolated in this group were 26% more likely to die during the study period than those with the most active social lives, even after controlling for factors that also affect mortality, like age and illness.

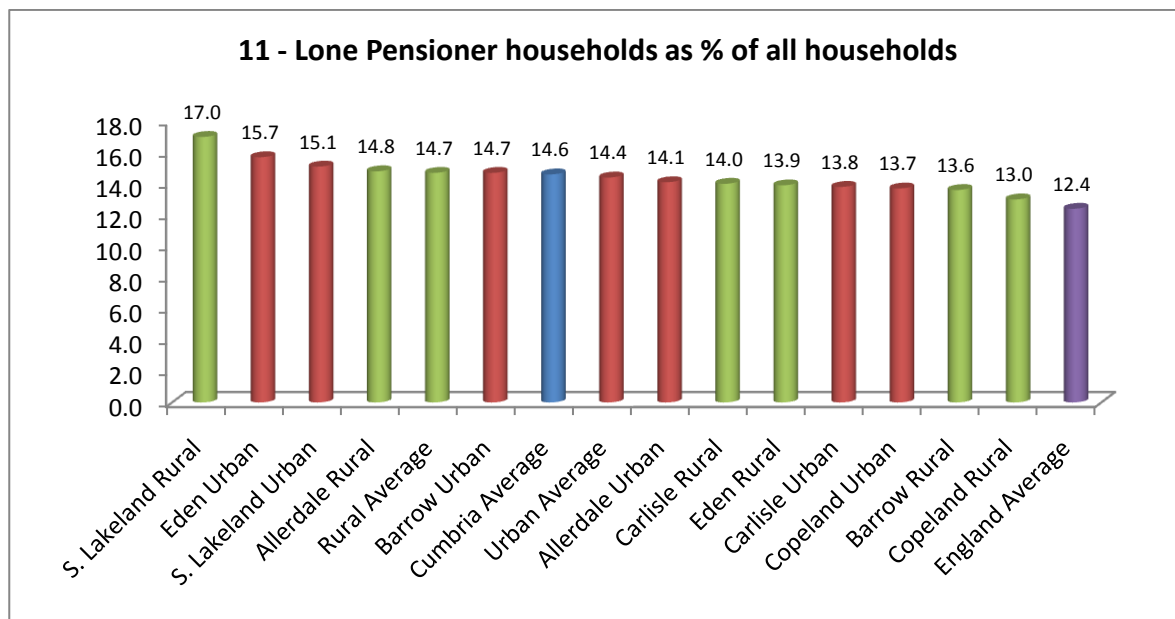
(Read more: <http://healthland.time.com/2013/03/26/social-isolation-not-just-feeling-lonely-may-shorten-lives/#ixzz2j2jZzZan>)

14.6% of all households in Cumbria, that is 32405 households, are lone pensioner households. 52.5% of these households or 17010 live in our rural communities. Chart 10 illustrates the rural share of lone pensioners at District level.

³ Source: Census 2011



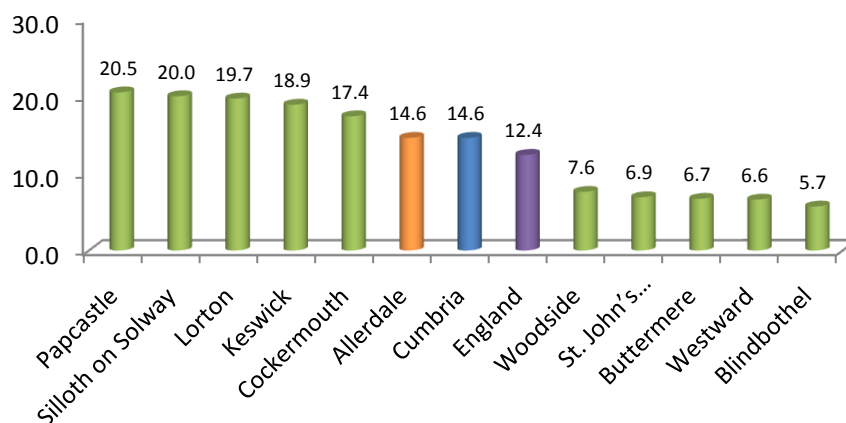
In a county where there is a higher than average proportion of older people it can be no surprise that the proportion of households that are lone pensioner households is also higher than the average for England.



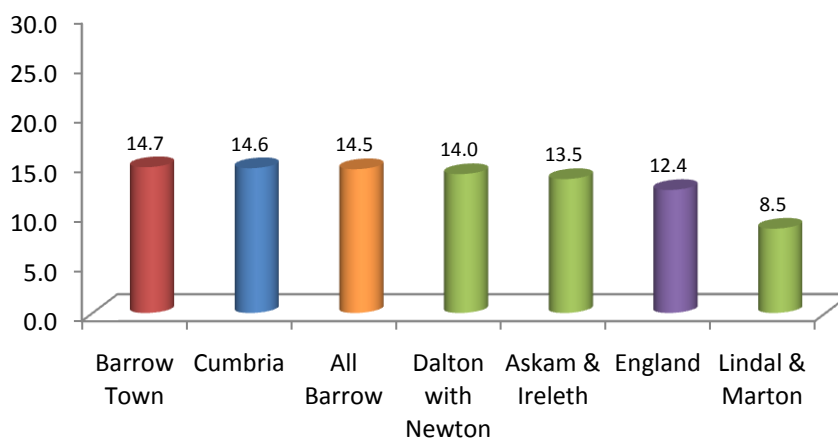
However, as Chart 11 shows, the picture is rather more complex than that presented by our age profiles. Clearly, factors other than simply the proportion of elderly are at play, resulting in differences between urban and rural areas that are less consistent. Factors that are likely to influence the picture include the availability, or otherwise, of suitable accommodation in rural areas.

The following charts, which show the proportion of lone pensioner households in the rural parishes with the highest and lowest levels, again highlight the very varied characteristics of Cumbrian parishes.

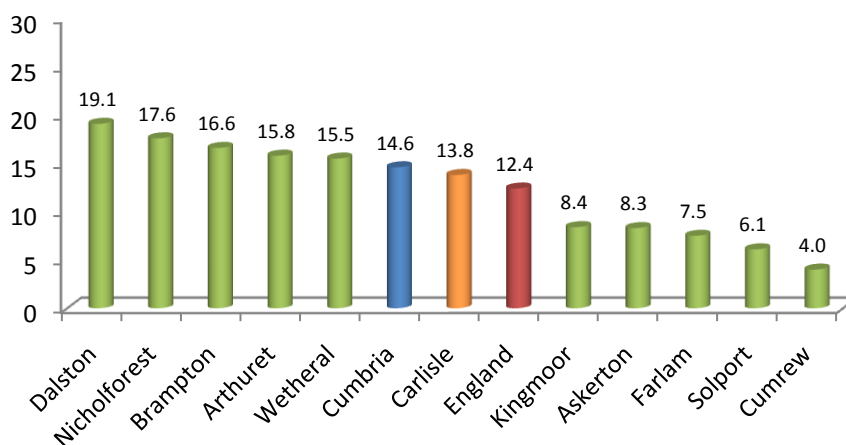
12 - Allerdale, Range of lone pensioner h/h



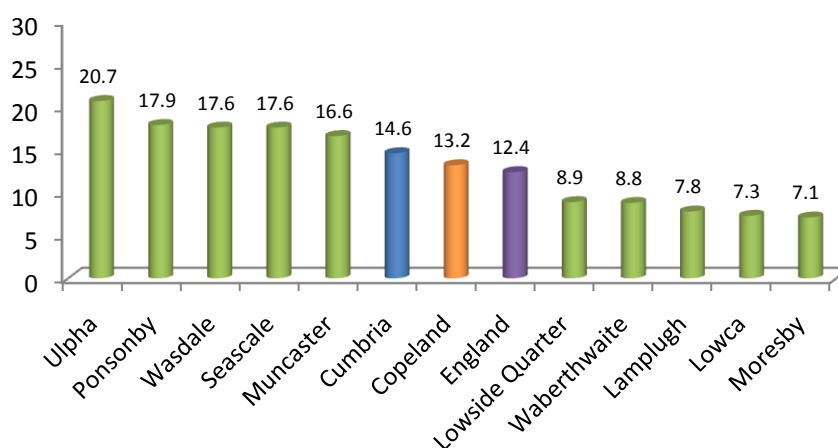
13 - Barrow, Range of lone pensioner h/h



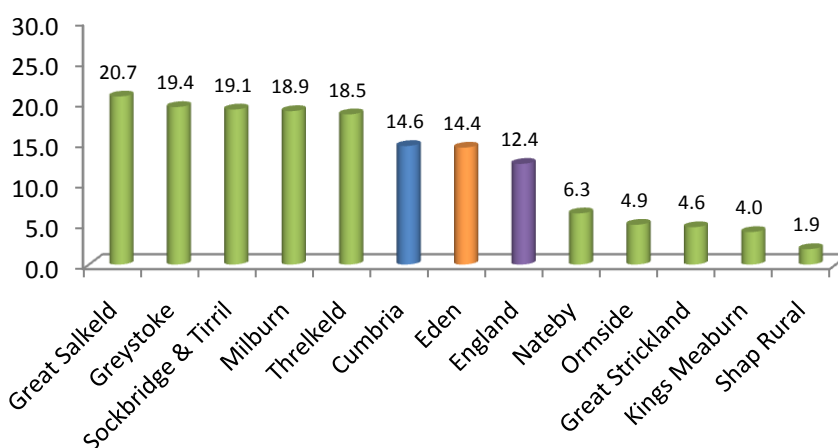
14- Carlisle, Range of lone pensioner h/h



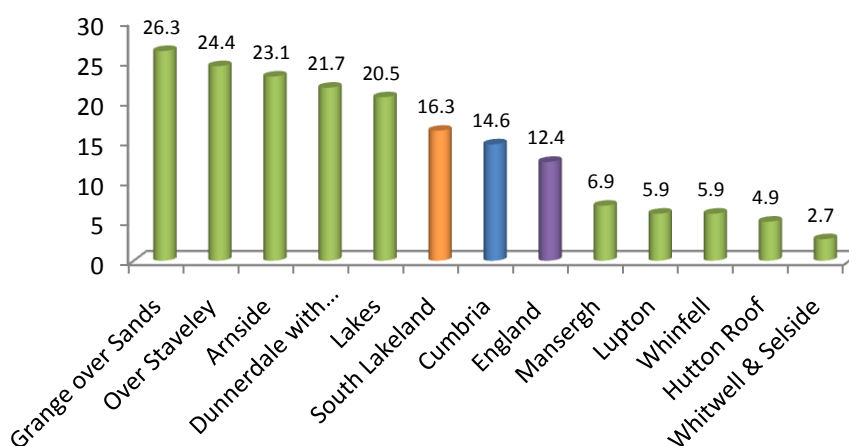
15 - Copeland, Range of lone pensioner h/h



16 - Eden, Range lone pensioner h/h



17 - S. Lakeland, Range of lone pensioner h/h



Access⁴

Being a rural resident impacts on the ease with which it is possible to access services. Chart 18 illustrates the number of people aged over 65 who live more than 30 minutes (blue) and 60 minutes (red) from a main centre⁵ using public transport. As can be seen, older residents who are reliant on public transport to get around can face very significant barriers to accessing the services and facilities that they need.

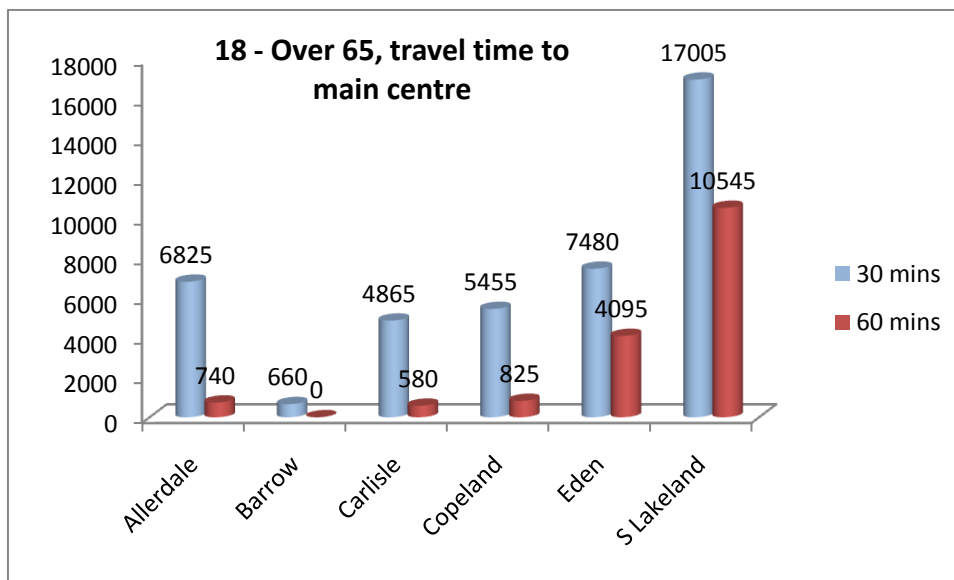
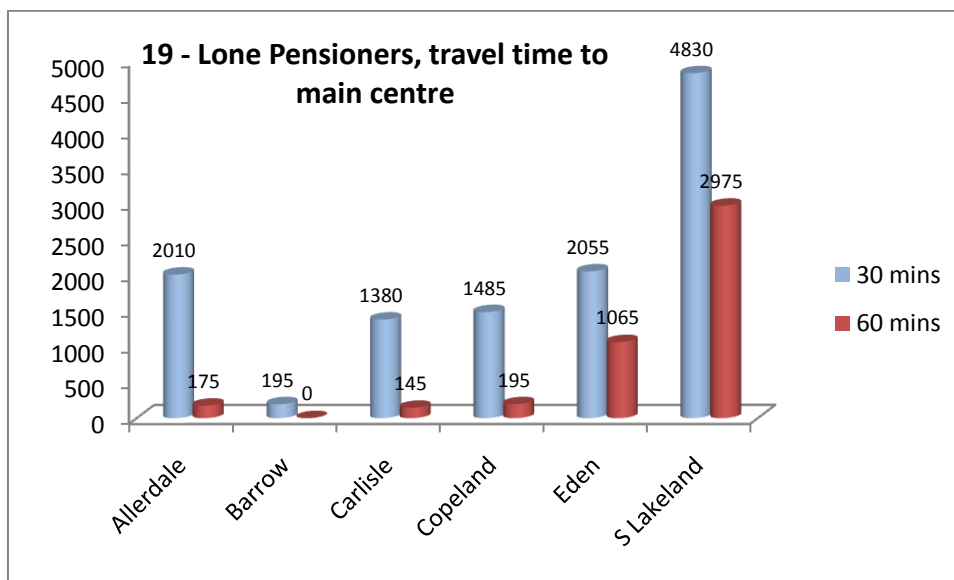


Chart 19 illustrates the number of lone pensioner households that live more than 30 minutes and 60 minutes travel by public transport from a main town centre. Again, it is clear that significant numbers of lone pensioner households face substantial barriers to accessing main centre services, especially if they are reliant on public transport.



⁴ Source: Census 2011/DfT 2011

⁵ As defined by the Department for Transport

An Ageing Population – Summary

Population projections suggest that by 2029 the proportion of Cumbria's population aged over 65 will grow from today's 20% to over 28%. Given the already elevated proportion of over 65s in some rural parishes in Allerdale, Eden and South Lakeland, especially the latter. There is speculation on just how high the proportion will grow in some areas. It is possible we might see parishes where more than half the population are aged over 65, with correspondingly elevated numbers living alone, with a limiting long term illness or some form of dementia. Such communities will place heavy demands upon relevant services.

Key Issues

- Increasing numbers of people who are aged over 75 living in rural communities
- More people living alone
- Potential increased need for complex services in rural communities with people who have less flexibility to travel

Initiatives and Opportunities

- Encourage awareness of personal responsibility for health and well being with people in their 50's – 60's now
- Develop more Community Exchanges, Community Cafes at a very local level where services can be delivered and community care is developed.
- Trail remote and online community care services
- Encourage more community solutions

Potential Partners

- Age UK – Carlisle and Eden, West Cumbria, Barrow, and South Lakeland
- Carers Organisations
- Cumbria Community Foundation – NCI
- Cumbria Partnership Trust – Community delivered services

www.ageuk.org.uk/carlisleandeden

www.ageuk.org.uk/westcumbria

www.ageuk.org.uk/barrow

www.ageuk.org.uk/southlakeland

www.edencarers.co.uk

www.westcumbriacarers.co.uk

www.slcarers.org.uk

www.carlislecarers.com

www.cumbriafoundation.org

www.cumbriapartnership.nhs.uk

Part 2 – Too Few Young People?⁶

83620 people aged under 16 live in Cumbria. This is 16.7% of the total population. 50.7% of these people or 42365 live in our rural communities. Chart 20 shows the proportion of young people in each District that are rural residents.

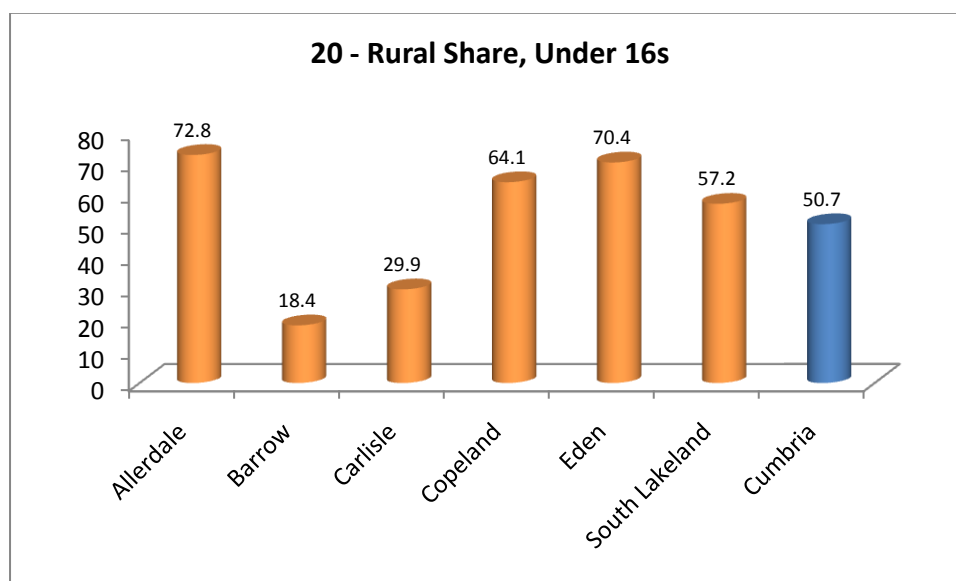
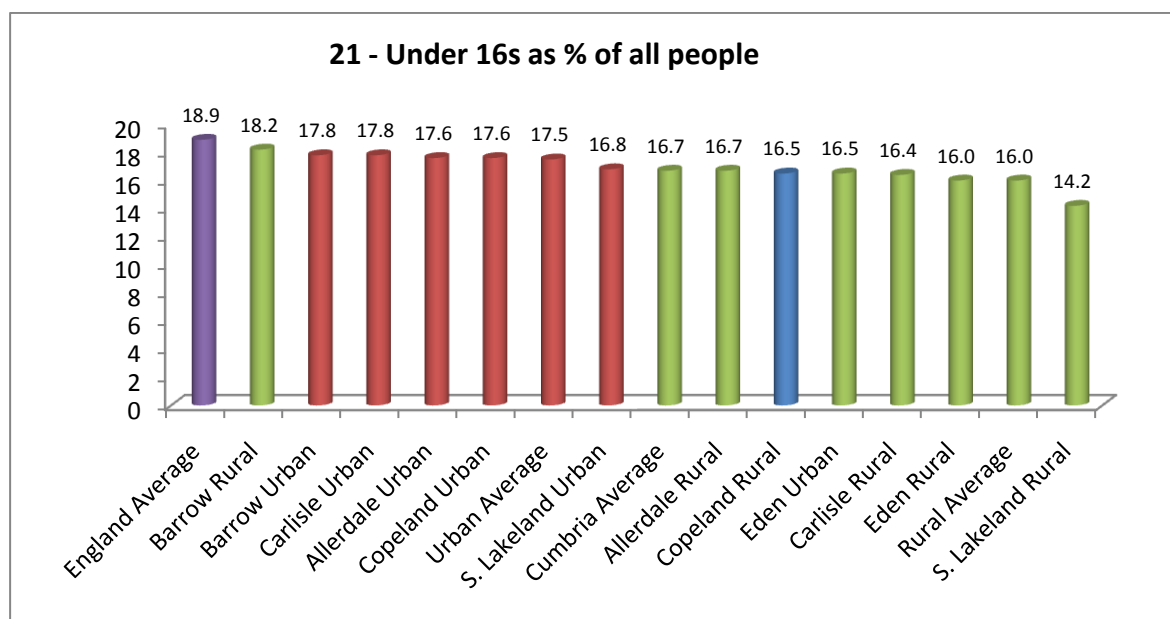


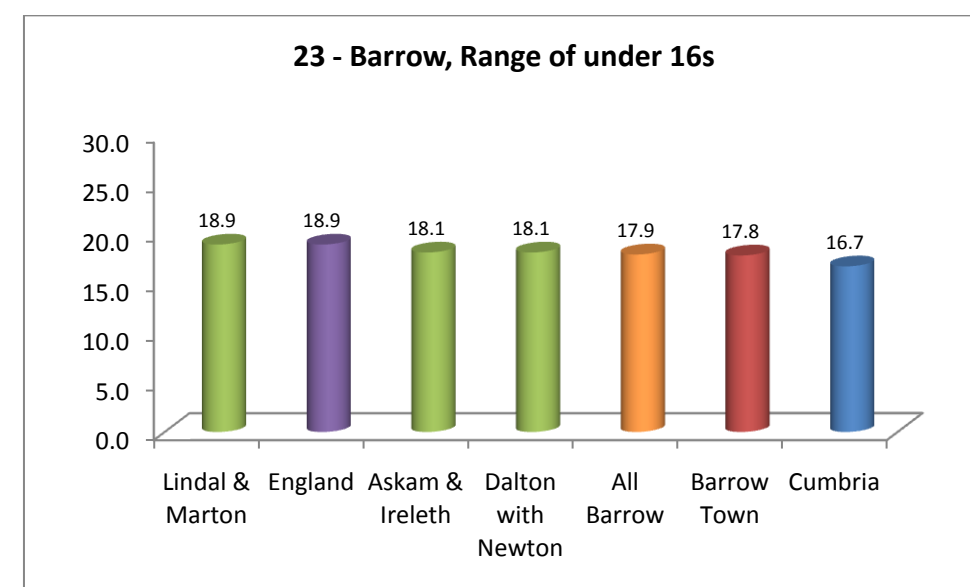
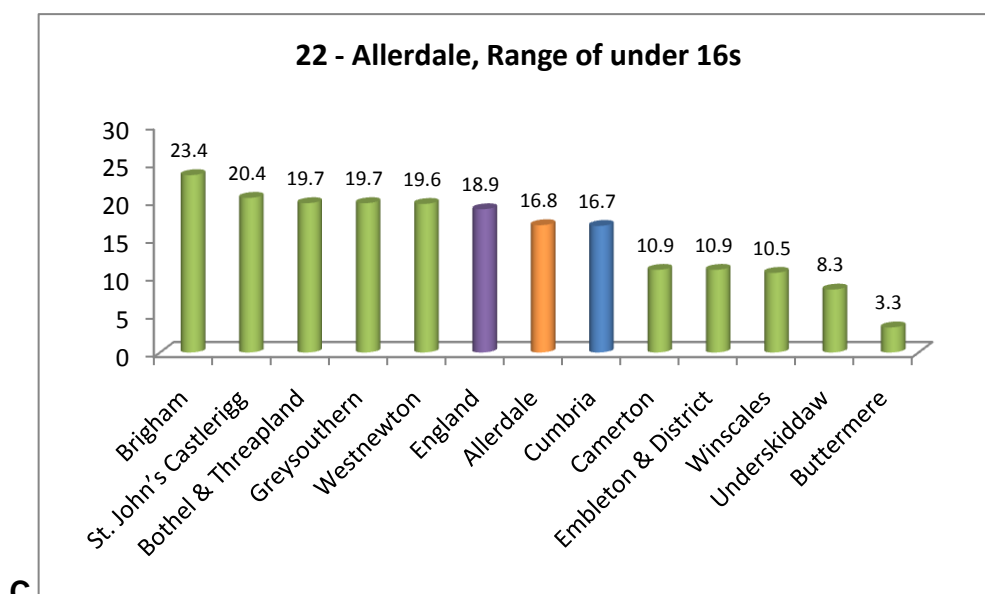
Chart 21 shows that the distribution of young people between urban and rural areas, and the relationship to the England average, is the obverse of the pattern associated with older people.



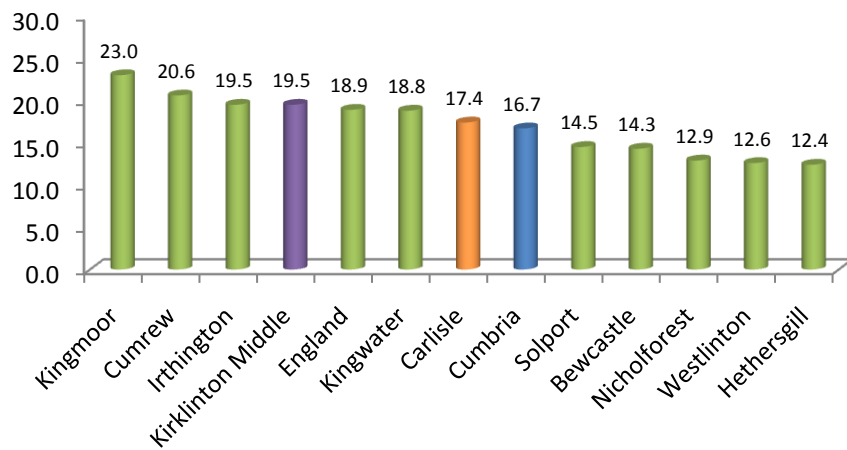
All our study areas, and especially the rural communities of South Lakeland, have proportions of younger people that are less than the national average. Again it is also apparent that there are significant differences between our Urban and Rural communities, in each district apart from Barrow, the former having a greater proportion of under 16's than their rural counterparts.

⁶ Source: Census 2011

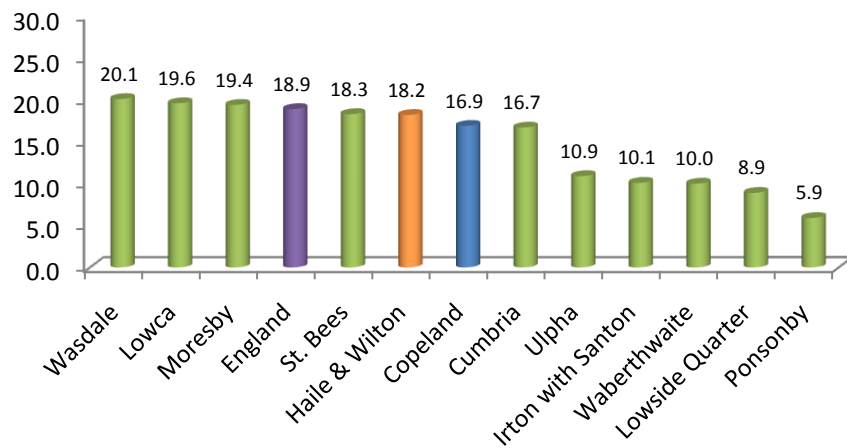
The series of charts below take our analysis to parish level, showing the rural parishes in each district with the highest and lowest proportions of young people, comparing these to the district, county and England averages. As can be seen, the diversity across rural Cumbria is enormous, spanning a variation of over 20% between parishes and at its greatest in Allerdale and South Lakeland.



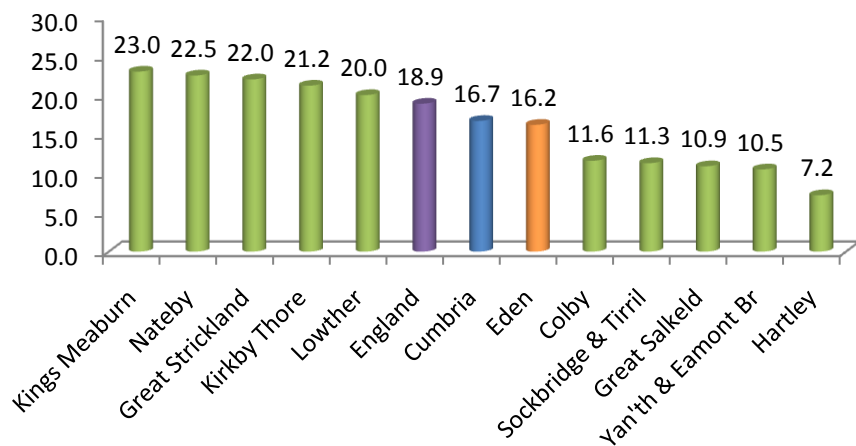
24 - Carlisle, Range of under 16s

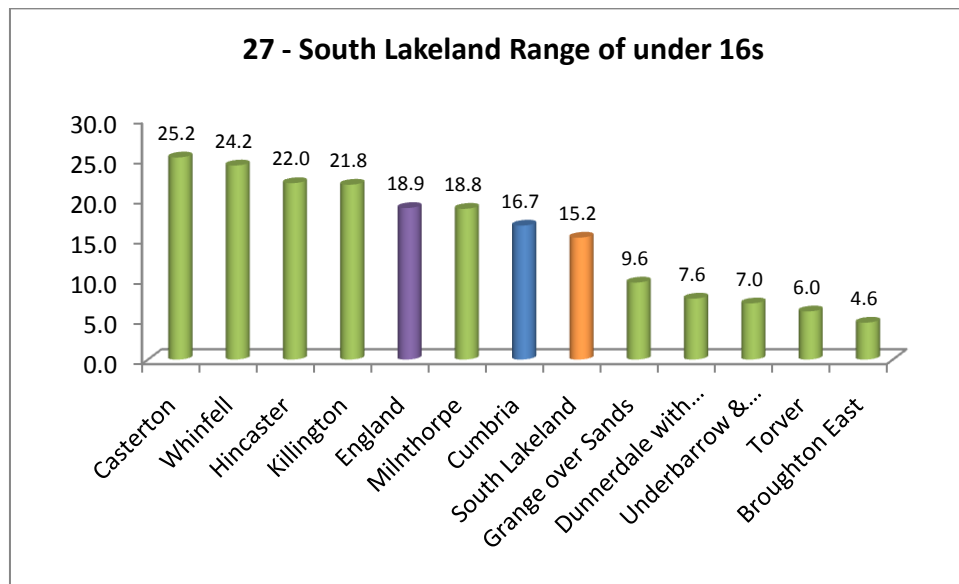


25 - Copeland, Range of under 16s



26 - Eden, Range of under 16s

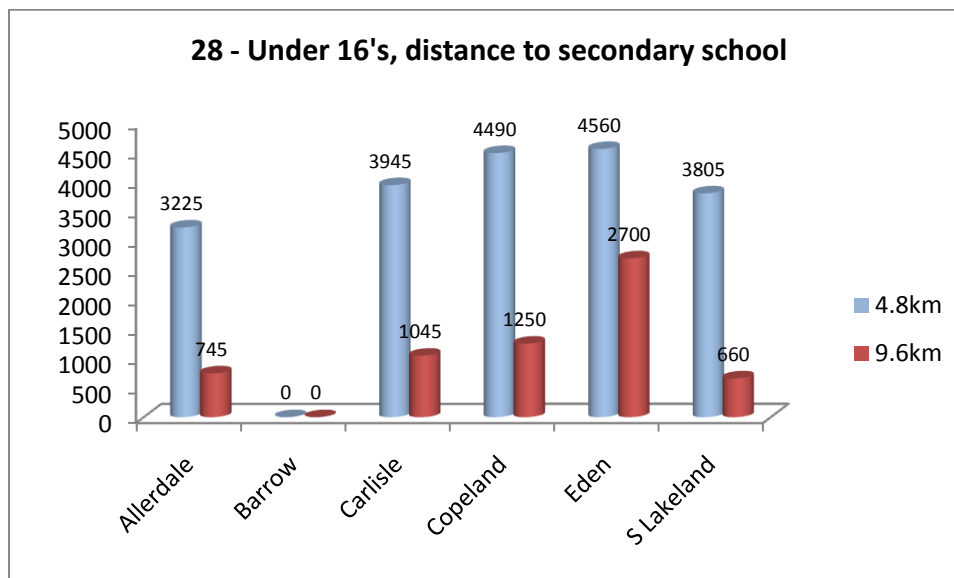




Access⁷

For young people, the amount of time involved in travelling to and from school can impact significantly on opportunities to be involved in social and extra-curricular activities. Chart 28 illustrates the number of children under 16 who live more than 4.8km⁸ (blue) and 9.6km (red) from a secondary school.

As can be seen, substantial numbers of young people are likely to be reliant upon school transport, the timing of which will regulate their daily routine, while significant numbers face quite lengthy journeys to access education.



⁷ Source: Census 2011/Commission for Rural Communities 2010

⁸ 4.8km is the distance from school that a child must live in order to qualify for free school transport.

Young People – Summary

Population projections suggest a continuing decline in the proportion of young people in Cumbria's population. The small numbers of young people in some rural communities, their remoteness from main centres, and the limited nature of public transport in rural Cumbria all have significant implications for the future of young Cumbrian's.

Key Issues

- Social isolation
- Higher costs to access services – including education
- Lack of Broadband

Initiatives and Opportunities

- Target promotion of youth engagement and solutions where statistics, research and Community Led Planning have identified a need
- Develop a European Social Fund Skills project on social inclusion in Broadband
- Promote the programme - Wheels to Work and secure consistent funding
- Engage young people in local decision making
- Make more affordable homes available for young families
- Develop more apprenticeship options

Potential Partners

- Cumbria Youth Alliance
- Cumbria Community Transport Forum
- Inspira
- Learning and Skills Forum
- Cumbria Housing Providers Forum
- Cumbria LEP

www.cya.org.uk

www.inspira.org.uk

www.cumbrialep.co.uk

www.cumbriahousinggroup.org.uk

Part 3 – Disadvantage

In this section of our report we examine a number of indicators associated with disadvantage that impact upon differing sections of the Cumbrian community. We look first at the issue of income deprivation.

Rural Share of Income Deprivation⁹

38429 people (7.7% of the total population) in Cumbria live in 'income deprivation'¹⁰. 35.7% of these people or 13726 live in our rural communities. Chart 29 shows at District level the proportion of people affected that live in our rural communities. As can be seen, in three of Cumbria's six districts a majority of those living in income deprivation are rural residents.

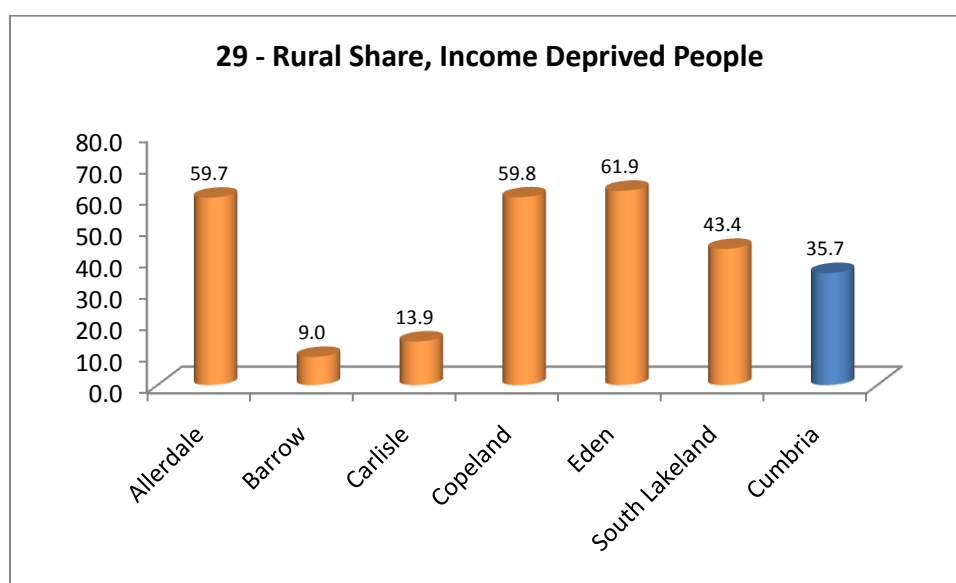


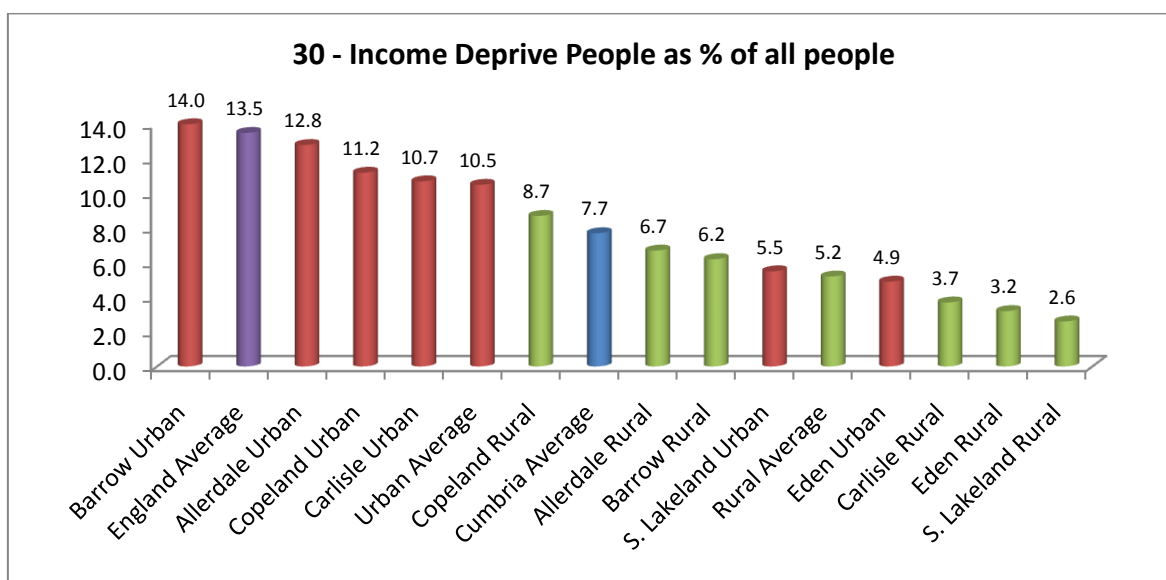
Chart 30 illustrates the proportion of people who are income deprived in each of our study areas.

As can be seen, with the exception of Barrow's urban communities, all parts of Cumbria have proportions of income deprived people that are lower than the England average. It is also apparent that, generally, the proportion is greater in our urban communities, especially those of Allerdale, Copeland and Carlisle. Rural Copeland stands out as a rural area where levels of income deprivation are greater than the County average.

As is the case with other indicators that we have examined, the broad picture apparent at District level masks significant variations between communities that are clear from the Parish profiles. Although there are only a small number of parishes defined by Defra as rural that have levels of income deprivation that exceed the England average (Maryport, Allhallows, Broughton Moor, Great Clifton, Little Clifton in Allerdale and Lowca, Cleator Moor, Distington, Lower Quarter and Parton in Copeland) the parish profiles suggest that every district has communities with higher levels of income deprivation than elsewhere, that may require targeted consideration. These include Brampton and Arthuret in Carlisle district, Kirkby Stephen and Alston Moor in Eden, and Milnthorpe in South Lakeland.

⁹ Source: Economic Deprivation Index 2009

¹⁰ Income deprivation includes people receiving low income benefits and those with households living in poverty. A household is defined as being in poverty if their equivalised income (after size of household has been taken into account) is below 60% of the median income after housing costs.



Rural Share of Children in Poverty¹¹

12790 children (15.3% of all children) in Cumbria are in poverty. 36.8% of these children or 4702 live in our rural communities.

Chart 31 illustrates the rural share of children affected by poverty at District level.

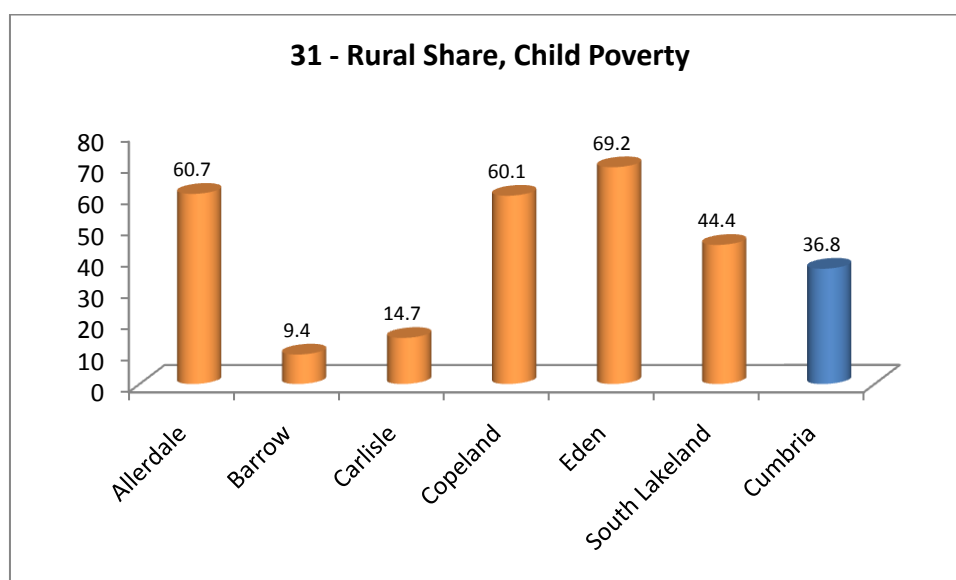
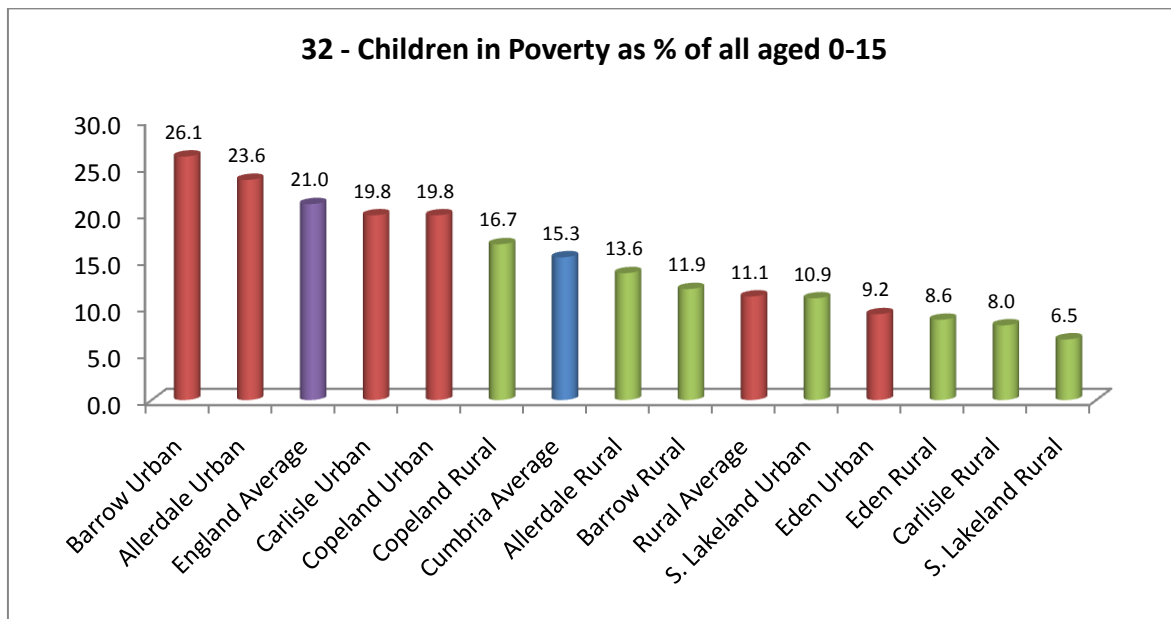


Chart 32 shows that the impact of low incomes on children not surprisingly follows a similar pattern to that of income deprivation. The proportion of people under 16 affected by poverty is greatest in the urban areas of Barrow and Allerdale, whose rates exceed the national average. Elsewhere rates in urban areas exceed those in rural communities and are greater in West Cumbria and Carlisle than elsewhere.

¹¹ Source: Child Wellbeing Index 2010



Rural Share of Working Age DWP Benefit Claimants¹²

There are 41,988 working age people claiming Department for Work and Pensions (DWP) benefits in Cumbria (13.4% of the population of working age). 39.6% or 16,612 of these people live in our rural communities.

Chart 33 illustrates the rural share of working age DWP benefit claimants at District level.

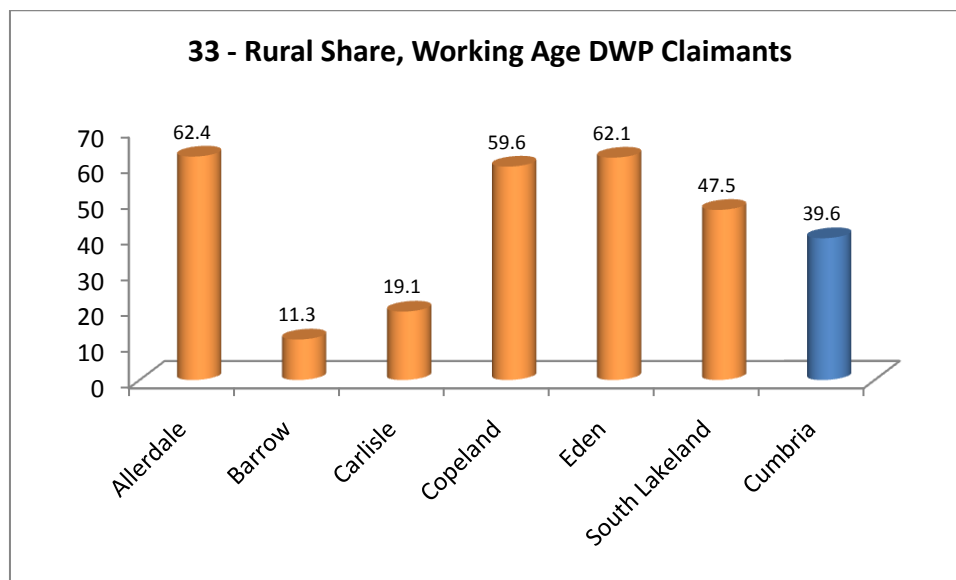
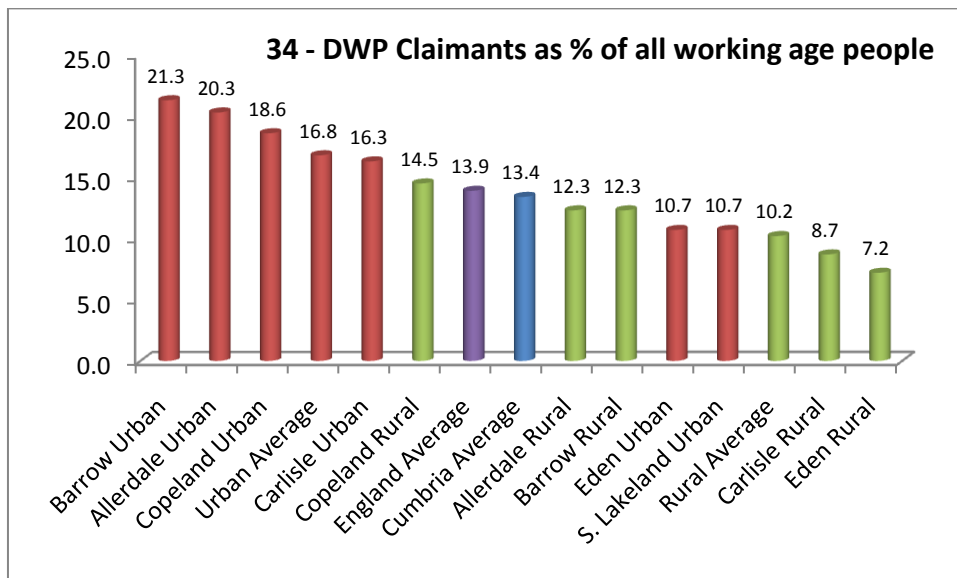


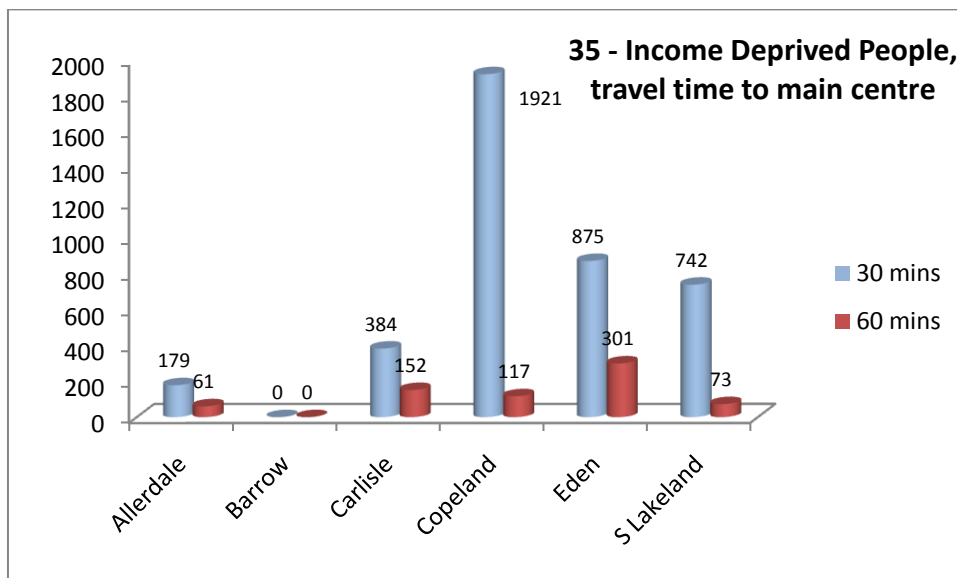
Chart 34 illustrates the relative distribution of working age DWP benefit claimants across the urban and rural parts of each district. As is clear, the highest claimant levels are generally in Cumbria's urban areas, and in West Cumbria. However, substantial numbers of claimants live in the rural parts of every district.

¹² Source: DWP 2012

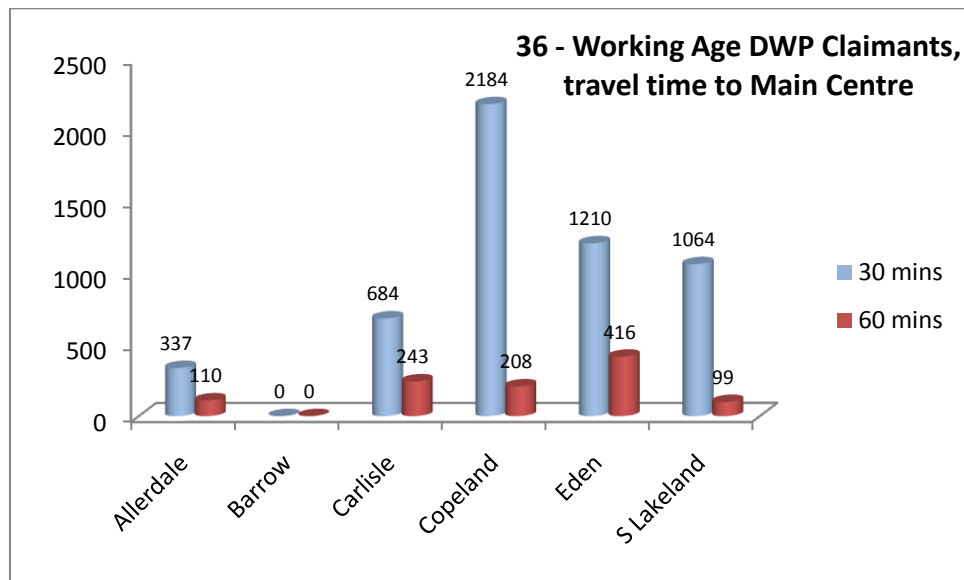


Access¹³

Individuals and households that are struggling on low pay or reliant on benefits have particular support needs that in many cases can only be accessed through facilities based in main centres. Charts 35 and 36 show respectively the number of Income Deprived People and DWP Benefit Claimants (aged 16 – 64) who live more than 30 minutes and 60 minutes travel by public transport from a main centre.



¹³ Source: IMD 2010/DfT2011/DWP 2012



Disadvantage - Summary

The varying impact that different aspects of disadvantage have on communities means that careful tailoring of solutions is required. As the data suggests this is no less the case in our rural as our urban areas. Examination of the data available through the Parish Profiles helps to identify localities where issues such as income deprivation, child poverty and fuel poverty are particular concerns.

Keys Issue

- Effective support to scattered disadvantaged people

Initiatives and Opportunities

- Use small area data to target services
- Support Community Transport improvements
- Support local sustainable solutions and promote best practice e.g. Energy Champions, Village Agents, Access to Broadband in village halls and community buildings
- Clarify what can be done locally and what needs to be done at policy level

Potential Partners

- Financial Inclusion Forum
- Churches Together in Cumbria Social Inclusion Forum
- Cumbria Advice Network
- Children's Centres
- Cumbria Community Transport Forum
- Cumbria Community Learning Trust

www.churchestogethercumbria.co.uk

www.cumbriadvicenetwork.org.uk

www.barnardos.org.uk

www.gov.uk/find-sure-start-childrens-centre

Part 4 – Health¹⁴

In the following section we use information from the 2011 Census relating to those people with limiting long-term illness¹⁵ (LLI) to explore the extent to which health represents a challenge for rural residents.

44,620 people of working age (16-64) and with a limiting long-term illness live in Cumbria (14.2% of all people of working age). 46.6% or 20,780 of these people live in rural communities. Chart 37 shows the rural share of working age people with limiting long-term illness for each District. As can be seen, in four of Cumbria's Districts a majority of people affected by limiting long-term illness are rural residents.

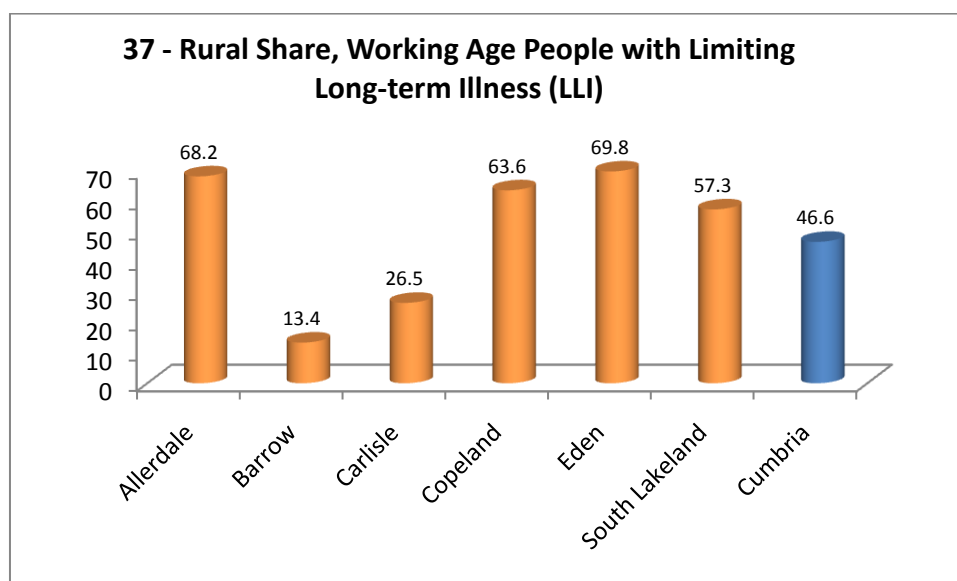
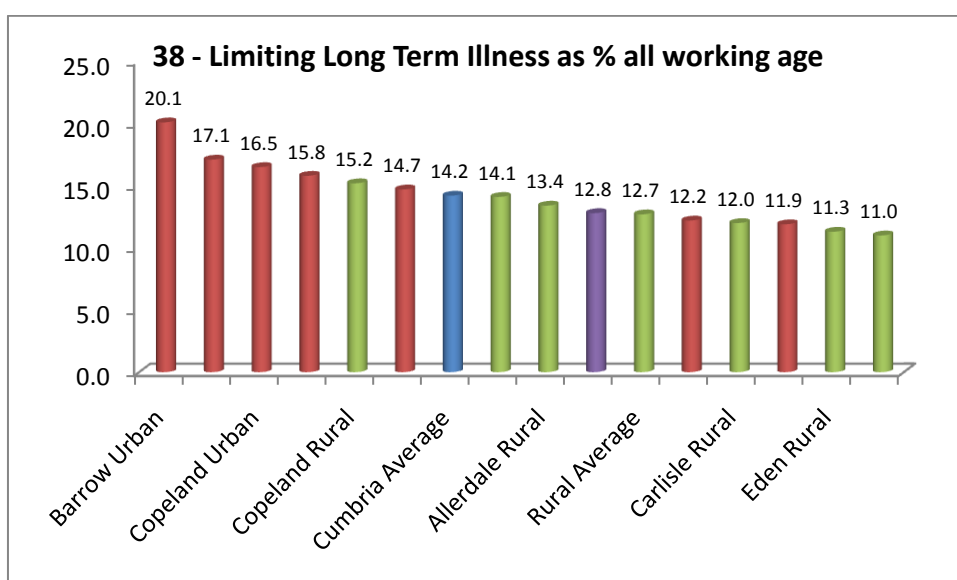


Chart 38 shows the varying proportion of people aged 16-64 who are affected, comparing urban and rural levels with those for Cumbria and England.

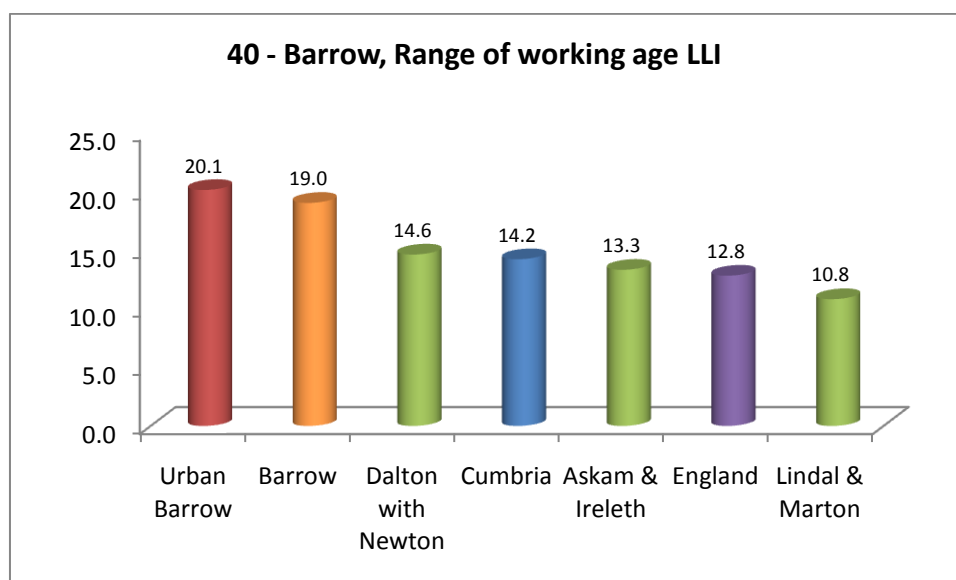
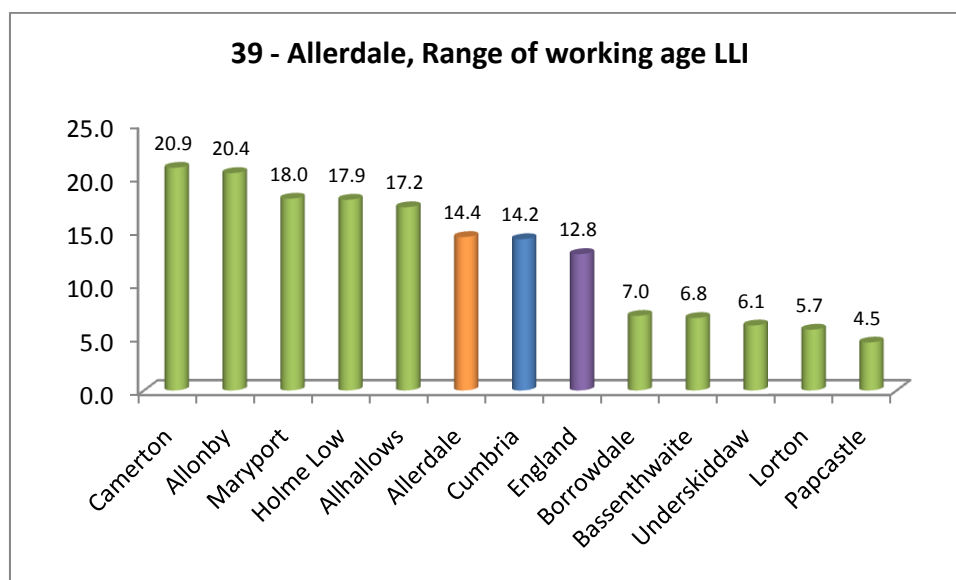


¹⁴ Source: Census 2011

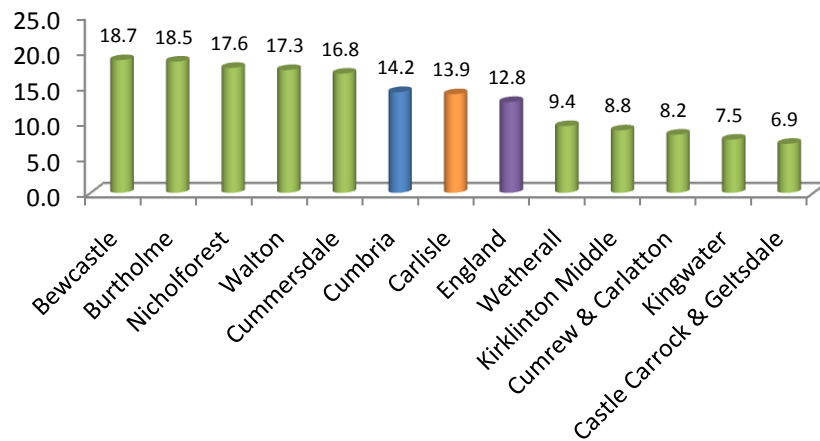
¹⁵ Limiting long term illness is a self-assessment of whether a person has a health problem which limits their daily activities and which has lasted, or expected to last, at least 12 months (ONS).

As can be seen, the County average is only marginally higher than that for England. However, the district urban and rural breakdown highlights the higher levels of limiting long-term illness that affect people in urban communities, especially in West Cumbria, and the apparently better health of rural residents.

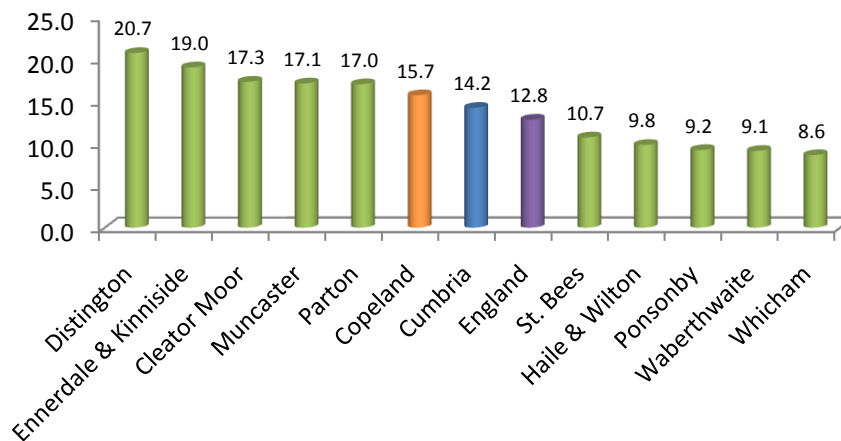
In the charts that follow we show the varying proportion of people with limiting long-term illness among working age people in the County's rural communities, indicating the highest and lowest levels found in each district.



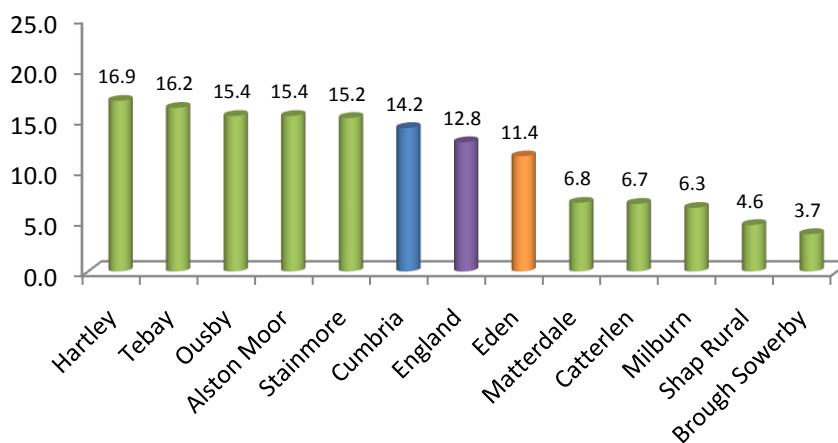
41 - Carlisle, Range of working age LLI

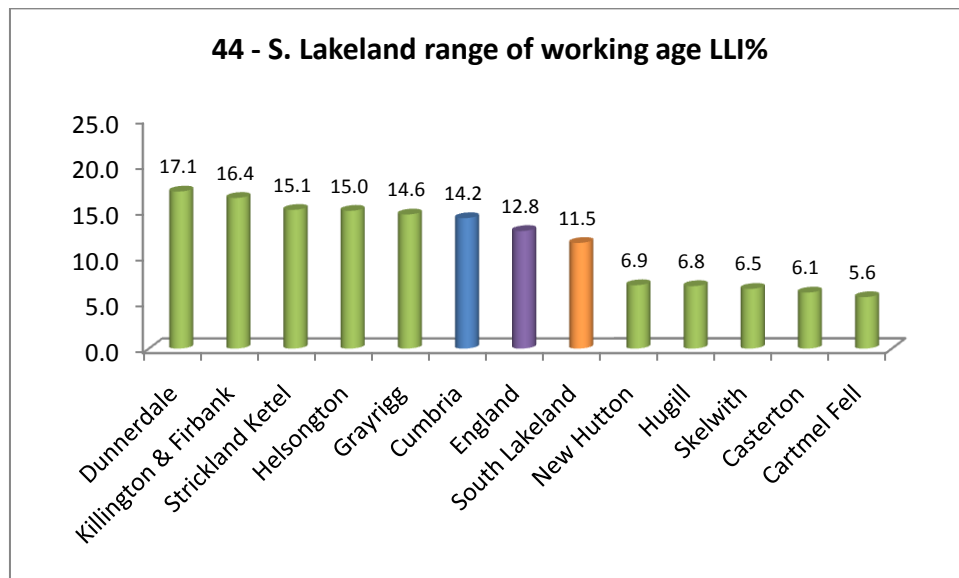


42 - Copeland, Range of working age LLI



43 - Eden, Range of working age LLI

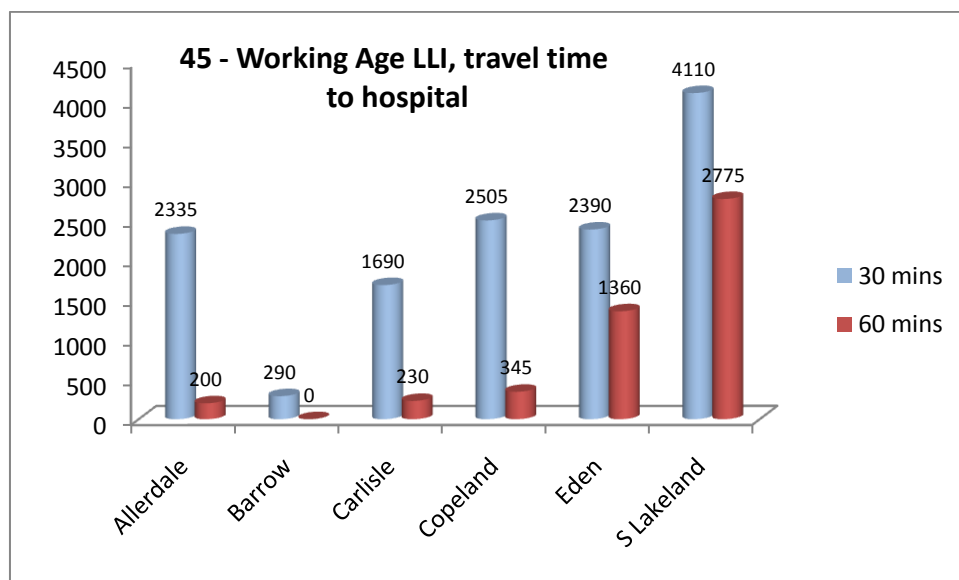




As can be seen, there are very significant variations at parish level between those areas with the lowest and highest rates of limiting long-term illness within each District. Allerdale shows both the highest level, and the greatest variation between highest and lowest.

Access¹⁶

Chart 45 shows the number of working age people with limiting long-term illness in each district who live more than 30 minutes and 60 minutes travel time, by public transport, to a hospital.



¹⁶ Source: Census 2011/DfT 2011

Health – Summary

There are a number of communities in each Cumbrian district with a higher than average proportion of people with a limiting long-term illness. This indicates clusters of people throughout rural Cumbria with health problems and in need of appropriate support. The isolation of some rural communities, as shown by the lengthy journey times to hospital, means that planning and delivering effective support is both difficult and costly while individuals face considerable barriers to accessing centralised services.

Keys Issues

- Cost of service delivery
- Access to services for individuals
- Limited or poor access to broadband for information and support
- Poor transport service
- Smaller budgets to meet need per head costs
- Possibility of small GP practices closing exacerbates the problem

Initiatives and Opportunities

- Improvements in Community Transport
- Improve access to Broadband
- Trial remote and online health services
- Support the Neighbourhood Care Initiatives
- Develop more Village Agent schemes

Potential Partners

- Cumbria Community Transport forum
- Clinical Commissioning Group
- Age UK
- Cumbria Community Foundation – NCI
- Communities across Cumbria
- Connecting Cumbria

www.cumbriaccg.nhs.uk

www.ageuk.org.uk/carlisleandeden

www.ageuk.org.uk/westcumbria

www.ageuk.org.uk/barrow

www.ageuk.org.uk/southlakeland

www.cumbriafoundation.org

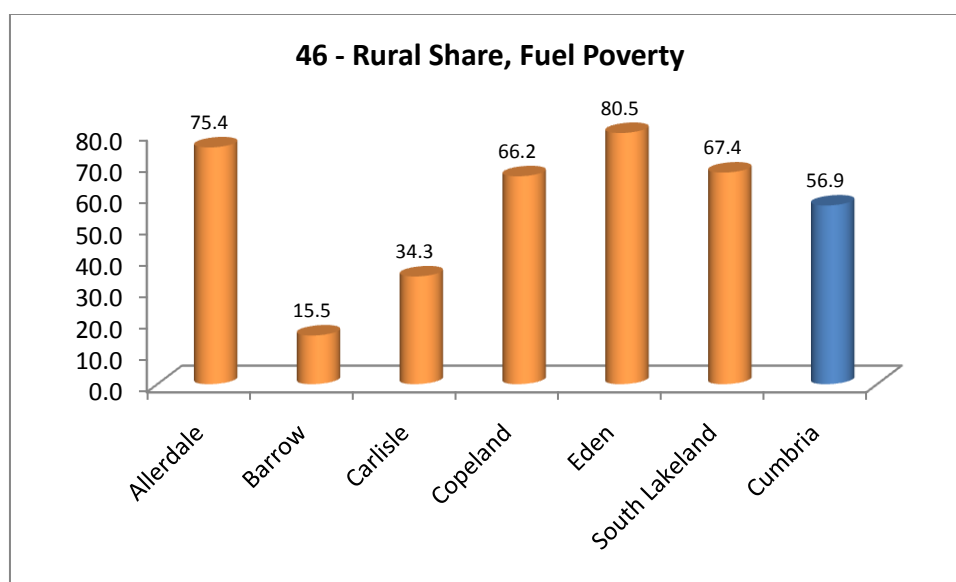
www.connectingcumbria.org.uk

5 – Rural Living

In this, the final section of our report, we review information relating to different aspects of rural life in Cumbria.

Fuel Poverty¹⁷

51015 households in Cumbria are in Fuel Poverty¹⁸ (22.9% of all households). 56.9% of these households, or 29,040, are in our rural communities. As Chart 46 shows, this is a significant issue for rural communities across Cumbria.



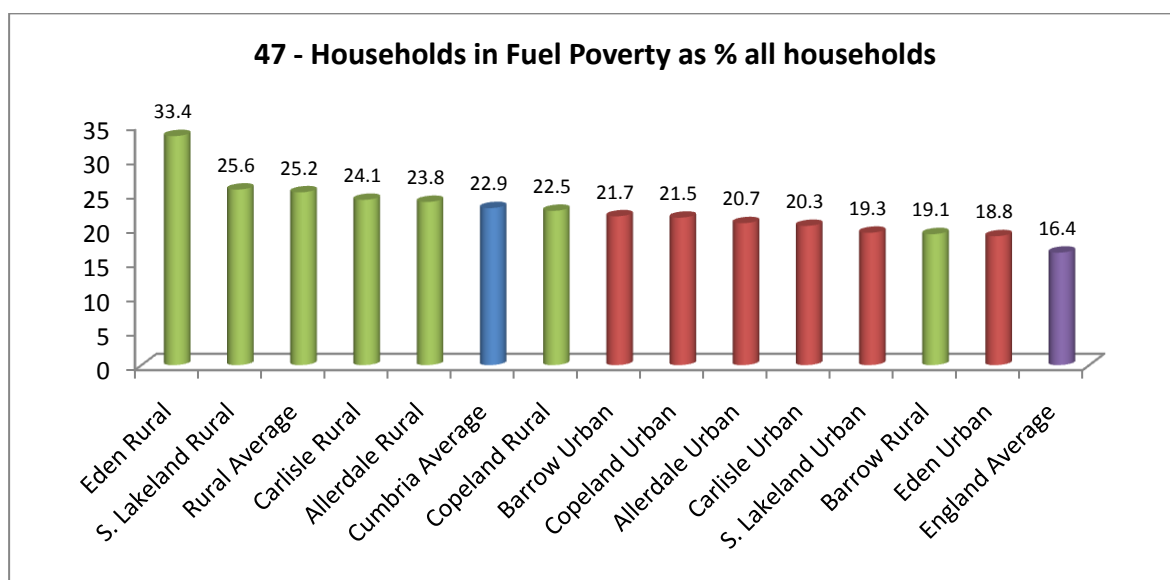
However, this is an aspect of disadvantage that shows a very different pattern of distribution to those we have looked at previously.

Chart 47 shows that all parts of Cumbria have higher proportions of households affected by fuel poverty than is the average for England. In this instance it is Cumbria's rural communities that are most affected, with rural Eden exhibiting particularly high levels with one third of all rural households affected. A number of factors affect the level of fuel poverty:

- High fuel prices, including lack of access to mains gas, leaving only more expensive fuel options
- Energy inefficient homes, affected by age and type of housing stock
- Low household income

¹⁷ Source: DECC 2009

¹⁸ Fuel poverty is said to occur where, in order to heat its home to an adequate standard of warmth, a household needs to spend more than 10% of its income on total fuel use.



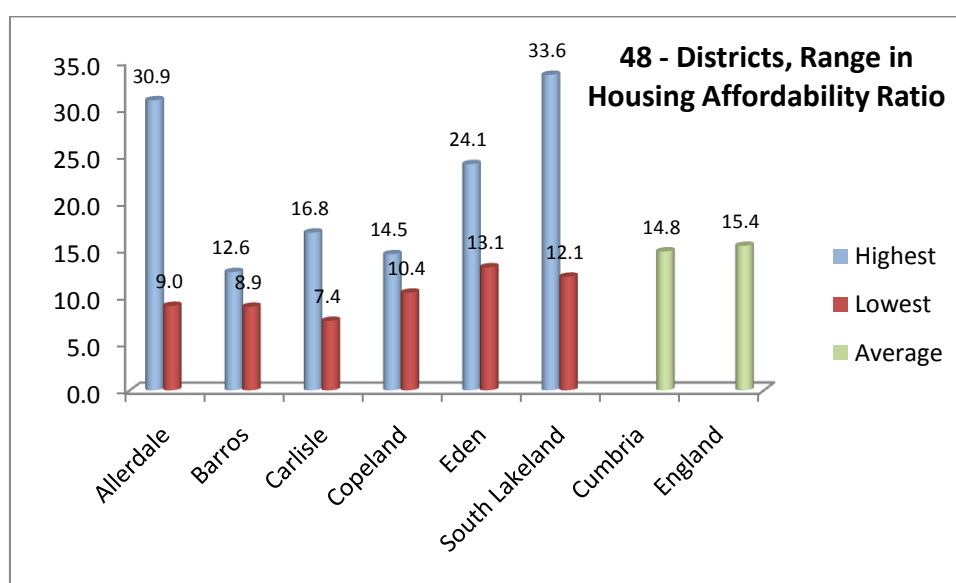
Rural Housing Affordability¹⁹

The housing affordability ratio represents median house prices for a locality as a multiple of median incomes. The ratio for England is 15.4, i.e. median house prices are 15.4 times median incomes.

The data available shows that there are very wide variations in housing affordability across Cumbria. Unsurprisingly the popularity of the Lake District, South Cumbria and the southern parts of the Eden Valley are reflected in relatively high affordability ratios, with those ratios peaking in the Central Lakes.

Housing is at its most affordable in Barrow and parts of Allerdale, Carlisle and Copeland.

Chart 48 illustrates the range of affordability within each Cumbrian district, relative to the average rate of housing affordability for Cumbria and England.



¹⁹ Source: Land Registry/ONS 2007/08

The following table sets out some of the supporting detail available in the parish profiles for Cumbria.

Allerdale	12 of Allerdale's parishes having ratios higher than the England average. The least affordable houses are in the four parishes of St. John's Castlerigg, Keswick, Borrowdale and Above Derwent. The most affordable houses are in the eleven parishes of Aikton, Bassenthwaite, Boltons, Bowness, Caldbeck, Ireby, Kirkbampton, Sebergham, Thursby, Underskiddaw and Westward.
Barrow	No parts of Barrow show ratios higher than the national average.
Carlisle	8 Parishes have ratios above the national average. The least affordable housing is in the eight parishes of Askerton, Brampton, Burtholme, Farlam, Kingwater, Upper Denton, Walton and Waterhead. The most affordable housing is in the three parishes of Beaumont, Burgh by Sands and Orton.
Copeland	No parts of Copeland show ratios higher than the national average. The least affordable housing is in the seven parishes of Bootle, Millom, Millom Without, Muncaster, Ulpha, Waberthwaite and Whicham. The most affordable housing is in the four parishes of Distington, Egremont, Lowca and Parton.
Eden	48 (i.e. well over half) of Eden's parishes have an affordability ratio that is higher than the national average. The least affordable housing is in the eleven parishes of Askham, Barton, Dacre, Greystoke, Hutton, Lowther, Martindale, Matterdale, Mungrisdale, Patterdale and Threlkeld. The most affordable housing is in the parishes of Castle Sowerby, Catterlen, Great Salkeld, Hesketh, Lazonby and Skelton.
South Lakeland	Only 2 South Lakeland parishes show ratios that are below the national average. There are 42 parishes with an affordability ratio over 20, with the least affordable housing being in the two parishes of Windermere (28.1) and Lakes (33.6). The most affordable housing is in the two parishes of Aldingham and Ulpha.

Working from Home²⁰

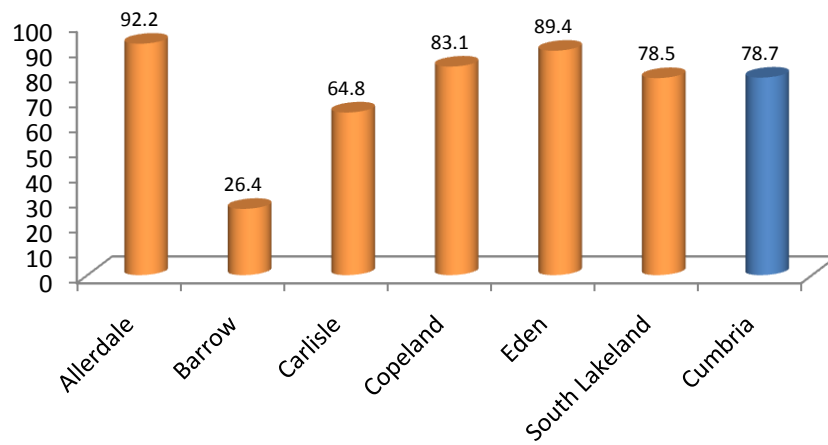
The economies of Cumbria's urban and rural communities exhibit a range of differences. One of these is the extent to which home working is a feature of rural areas.

Across Cumbria 16,540 people work from home, this represents 5.3% of people of working age. Of these 13,020 (78.7%) are rural residents. Chart 49 shows the rural share of home workers for each District, while Chart 50 shows the percentage of home workers in the rural population of working age in each district.

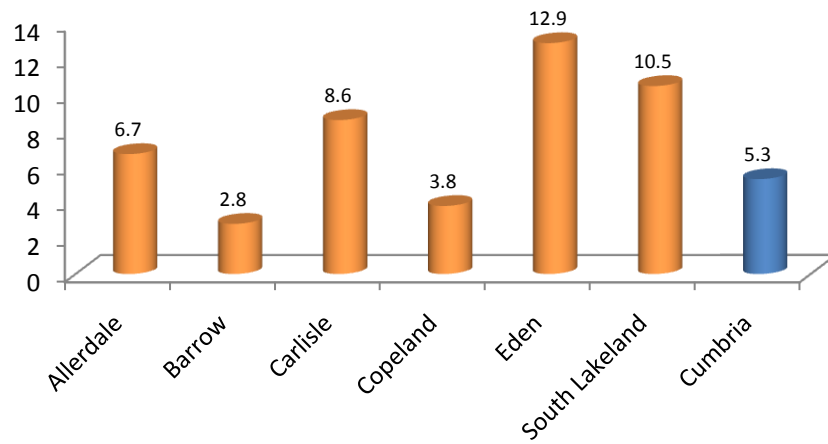
It is apparent that home working is more prevalent in rural areas, raising questions about the infrastructure requirements of rural home workers and ways in which home-based businesses in rural areas might be supported and helped to succeed.

²⁰ Census 2011

49 - Rural Share, Home Workers



50 - Home Workers as % all working age people



Rural Living – Summary

Living in rural Cumbria presents residents with a range of challenges that, although not solely a rural concern, do require particular focus and appropriately tailored solutions.

The lack of mains gas in most rural communities, and the age of the housing stock, means that conventional solutions to fuel poverty, and the current grant programmes could be of little relevance.

Lack of affordable housing means many young people are forced to leave their home communities.

The rural economy has a distinctive structure and particular needs, the high proportion of home working being just one example.

Keys Issues

- Lack of mains gas
- Older housing stock with poor insulation
- Lack of rural affordable homes
- Providing effective development support to rural businesses

Initiatives and Opportunities

- Lobby government to address energy pricing for rural communities with no mains gas
- Promote finance schemes to enable more energy efficient rural homes
- Implement rural broadband solutions

Potential Partners

- Cumbria Rural Growth Network
- Cumbria LEP
- Cumbria Action for Sustainability
- Cumbria Rural Housing Trust
- Local Authorities
- Cumbria Green Deal and Warm Homes projects
- Connecting Cumbria
- Age UK – Homeshares etc.

www.cumbriagrowthhub.co.uk

www.cafs.org.uk

www.cumbria.gov.uk

www.carlisle.gov.uk

www.eden.gov.uk

www.greendealcumbria.com

www.ageuk.org.uk/carlisleandeden

www.ageuk.org.uk/barrow

www.cumbrialep.co.uk

www.crht.org.uk

www.allerdale.gov.uk

www.copeland.gov.uk

www.southlakeland.gov

www.cumbriawarmhomes.org.uk

www.ageuk.org.uk/westcumbria

www.ageuk.org.uk/southlakeland

Part 6 – Next Steps

This report delivers information. The challenge is to use the information to make a difference to the experiences of the 52% of Cumbrian's living in rural areas in our County.

The information is clear, the solutions are not, if they were, change would have taken place already. Cumbria is, as we know, a complex and varied place.

Communities across Cumbria are working to identify local needs and develop local solutions. Authorities and Agencies are also looking at different delivery models to allow local influence and prioritisation of decision making and service delivery.

ACT will continue to work with partners across Cumbria to facilitate evidence based projects.

ACT will focus on each of the key issues in the report, working with an individual community to elucidate the challenges and opportunities in the next five issues of our Gazette. ACT will use this information to target our work.

ACT welcomes all to use our data

- Parishes can access their own profile on the ACT website
- Reports can be developed for other localities on request for a fee

ACTion with communities in cumbria champions community and rural issues



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