Rural Evidence Base

2018

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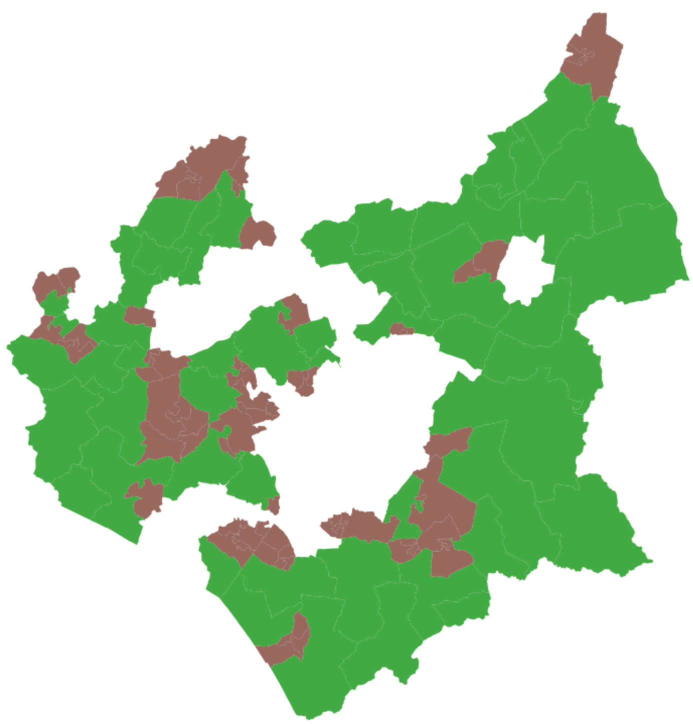

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1. Introduction

Leicestershire is urban by population, but rural by area. Although many of the county's major economic opportunities are in, or close to urban areas and alongside major transport routes, the rural economy is a major asset and Leicestershire County Council is committed to supporting rural economic growth.

It is easy for the issues affecting rural Leicestershire to become lost against priorities and issues affecting more deprived urban neighbourhoods. This evidence base pulls together information, from a wide variety of sources to emphasise that issues do exist in our rural areas, such as lower Broadband speeds and fewer affordable homes that can have a limiting effect on the rural economy.

The Leicester and Leicestershire Enterprise Partnership (LLEP) has been identified in the second wave of areas to develop a Local Industrial Strategy (LIS). This report will provide a robust evidence base to help influence the rural content and priority given to Leicestershire's rural economy within the LIS.

Leicestershire Rural Partnership (LRP), commissioned this study, and has identified the following areas as priorities for its future work:

- **Rural Inclusion** - supporting people to move closer to work.
- **Small and micro businesses** - supporting them to diversify and grow.
- **Sectors of importance** - Tourism, Food and Drink, Creative Industries, Agriculture, Low Carbon and other land based businesses.
- **Places of importance** - National Forest, Charnwood Forest, Vale of Belvoir, Bosworth, Waterways - canals and River Soar.
- **Market towns and rural centres** - creating prosperous economic and service centres.
- **Broadband and mobile phone coverage** - enabling digitally connected rural economies.
- **Physical connectivity** - improving access and sustainable transport options

Leicestershire County Council is committed to working with the LRP and LLEP to support the rural economy. The Council will continue to deliver deployment of superfast broadband, develop and promote other infrastructure improvements and influence the enhanced provision of employment and training interventions and support to ensure businesses and residents get the help they need.

It is intended to utilise this evidence base to assist the LRP in responding to key national and local consultations to assist with influencing and applying for new funding streams including the UK Shared Prosperity Fund.

2. Executive Summary

Rural Leicestershire

- Rural Leicestershire is defined by the 2011 Rural Urban Classification and can be split into Rural Town and Fringe (‘less’ rural), and Rural Village and Dispersed (‘more’ rural);

- Leicestershire is predominantly rural by area, with the majority of Melton and Harborough districts in the east classed as rural, as well as large areas of Hinckley and Bosworth borough and North West Leicestershire district to the west;

- In total, 82 percent of the area of Leicestershire is classed as rural; 18 percent of the county (5,156ha) is classed as Rural Town and Fringe, while 64 percent is classed as Rural Village and Dispersed.

Population

- Only 30.4 percent of the population of Leicestershire (205,474 people) live in rural areas; 17.7 percent of the population live in areas classed as Rural Town and Fringe (119,842). The remaining 12.7 percent (85,632) live in areas classed as Rural Village and Dispersed;

- Harborough has the highest rural population as a proportion (66 percent), followed by Melton (46 percent) and North West Leicestershire (45 percent). Melton has the largest proportion of the population living in the most rural areas (35 percent in areas classed as 'Rural Village and Dispersed');

- Overall, rural areas tend to be older, with higher proportions of the total population in older age groups compared to urban areas. This is most noticeable in the 45-79 age bands;

- The population of Rural Village and Dispersed areas are projected to grow by 14.8 percent to 2037. In comparison, Rural Town and Fringe areas are projected to increase by 10.1 percent over the same period;

- By 2037, Harborough is projected to have the largest rural population by size, with 64,100 people, followed by North West Leicestershire with 43,700. Harborough is also expected to experience the greatest overall change, with 7,600 more people living in the rural parts of the district by 2037;

- Charnwood is projected to experience the greatest percentage increase in the rural population to 2037 (31 percent). In comparison, Blaby is projected to have the smallest percentage change (4.2 percent);

- By 2037 the 75+ age group is projected to be the largest group, with 37,900 people, an increase of 119 percent. In comparison, the 35-64 age groups experience decline between 2014 and 2037, with the 45-54 age group experiencing the greatest decline (-5,900 people, -18.3 percent);

Deprivation

- Rural Leicestershire is generally less deprived than urban Leicestershire. However, some pockets of significant rural deprivation exist across the various deprivation domains of the ID2015;

- Fewer rural Leicestershire Lower Super Output Areas (LSOA) fall within the higher deciles (more deprived) nationally for overall deprivation compared with urban LSOAs. No rural LSOAs fall within the top two deciles (20 percent most deprived) nationally;

- Within the Barriers to Housing and Services Domain, 16 percent of rural Leicestershire LSOAs fall within the most deprived 10 percent in England, with a third of rural LSOAS in the top three deciles nationally;

- Nine percent of rural LSOAs fall in the top two deciles nationally for Living Environment deprivation, while five percent fall in the top two deciles for Education, Skills and Training Deprivation;

- Looking at overall deprivation in the county, clusters of higher ranked rural LSOAs can be found in and around parts of Castle Donington, Ashby de la Zouch, Anstey, Bagworth and the eastern edge of the county in Melton and Harborough districts.

Economy

Productivity

- In 2016 the GVA per head figure for Leicestershire and Rutland was £22,920, and £21,984 for Leicester City. This is considerably lower than the GVA per head figure for both England (£27,060) and the UK (£26,584), but higher than the figure for the East Midlands (£21,502);

- GVA has been increasing steadily for all the above areas since 2011, however, the productivity gap between Leicestershire and Rutland, and the East Midlands compared with England and UK has widened since 1997.

Employment

- Logistics and manufacturing are the key sectors of the rural economy in terms of numbers of jobs. Almost 14,000 jobs in rural Leicestershire (16 percent of all rural jobs) are in the Transport and Storage industry, while over 5,800 (7 percent) in Wholesale and a further 11,000 jobs (13 percent) are in Manufacturing;

- Other key industries in rural areas by size are Accommodation and Food Services and Professional, Scientific and Technical;

- Rural areas are under-represented in Retail (6.2 percentage point difference compared with urban areas), Health (4 percentage points difference) and Public Administration and Defence (3 percentage point difference);

- Between 2009 and 2016 the total number of jobs in rural Leicestershire increased from 75,750 to 86,390, an increase of over 10,500 (14 percent). In comparison, during the same period, urban jobs have increased by 16,300 (8 percent);

- In the same period, employment in the Transport and Storage industry experienced the largest percentage point increase in rural Leicestershire (2.7 percentage points). Professional, Scientific and Technical (2.4 percentage points) and Accommodation and Food Services (2.2 percentage points) also experienced significant increases. In comparison, Retail employment saw a decline of 4.9 percentage points.

Agricultural Industry

- Between 2013 and 2016 Melton (1.2 percent) and Harborough (1 percent) experienced the largest increases in total farmed area. Charnwood experienced the greatest decrease (-5.7 percent), followed by North West Leicestershire (-3.6 percent);

- In 2016, there were a total of just over 5,000 people working on commercial agricultural holdings in Leicester and Leicestershire, up fractionally from 2013 (0.5 percent increase). The largest number of workers could be found in Harborough (1,560) and Melton (1,080);

- Between 2013 and 2016, Charnwood (-5.4 percent) and Blaby, Leicester and Oadby and Wigston (-1.7 percent) experienced a decline in the total number of jobs on commercial agricultural holdings. Hinckley and Bosworth experienced the largest percentage increase (5.3 percent), followed by Harborough (2.3 percent);

- In 2016, there was estimated to be a total of 2,162 farm holdings in Leicester, Leicestershire and Rutland, covering 189,000 hectares of land;

- In 2016 it was estimated that there was a total farm labour workforce of 5,536 in Leicester, Leicestershire and Rutland.

Tourism

- There are higher numbers of accommodation and attractions in rural parts of Leicestershire compared with urban areas; there are 81 identified accommodation services in rural parts of the county, compared with 52 in urban areas, while there are 90 rural attractions, compared with 65 in urban areas;

- Harborough and North West Leicestershire districts have the highest number of rural accommodation services with 22 known locations each.

Creative Businesses

- In 2017, 28 percent of Creative Leicestershire businesses (314 businesses) are located within rural areas;

- Overall, 40 percent of Made in Leicestershire businesses (113 businesses) are located within rural areas.

Earnings

- Harborough experiences the highest gross annual resident earnings in Leicestershire in 2017 (£27,583), significantly higher than the figure for Leicestershire (£22,322), the East Midlands (£21,070) and England (£22,654);

- Melton experienced gross annual earnings of £22,409, comparable with earnings at a county, region and national level;

- Since 2002, gross annual resident earnings in Melton have increased at a slower rate compared with Harborough.

Business Counts

- There were a total of 11,465 businesses in rural Leicestershire in 2017, 38 percent of the total businesses in the county;

- Between 2016 and 2017, the number of rural businesses increased by 1.2 percent, compared with a 10 percent increase in urban Leicestershire;

- Micro businesses (0-9 employees) in rural Leicestershire make up a slightly larger proportion of the total; 90.2 percent of the total compared with 88.7 percent in urban Leicestershire;

- The largest proportion of rural businesses are in the Professional, Scientific and Technical industry (16.5 percent), followed by Agriculture, forestry and fishing (12.6 percent) and Construction (11.6 percent).

Business Survey

- A total of 67 percent of urban businesses were expecting to grow over the next 12 months, compared to 56 percent of rural businesses;

- Rural businesses were slightly more likely to think they would be affected by Brexit (18 percent compared with 14 percent of urban businesses);

- Leicestershire rural businesses were more likely to be uncertain of the general business conditions in the city and county over the next two years; 21 percent of respondents replied that they did not know how conditions would change over the next two years, compared with just 15 percent of urban businesses.
- The top five concerns for rural businesses were; regulation and red tape, broadband speed, skill shortages/ finding staff, petrol or diesel costs, and energy costs;

- Almost one in three (31 percent) rural businesses reported difficulties in recruitment in the 12 months prior to the survey;

- The following traffic issues were cited as most likely to have significant benefits to rural businesses; reducing traffic congestion, more access to car parking, and improving access for customers travelling by sustainable modes;

- Only one in ten rural businesses were looking to relocate their business, of which 43 percent were doing so because their premises were too small, while 21 percent were doing so as a result of business expansion.

Travel to Work

- In 2011, of the 100,000 people working in rural areas in Leicestershire, 20 percent also lived in rural areas. This level of self-containment is much lower than urban parts of Leicestershire (43 percent);

- Rural Leicestershire has a net outflow of approximately 28,000 employees;

- Harborough exhibits the highest rate of rural employment self-containment, with 24 percent of rural employees also working in rural parts of the district. The next highest is North West Leicestershire, with 23 percent while Charnwood has the lowest rate with 12 percent;

- Charnwood exhibits the highest proportion of the rural population travelling into Leicester (25 percent), while North West Leicestershire exhibits the lowest rate (3.3 percent);

- North West Leicestershire experiences the highest proportion of rural employees travelling outside of Leicester, Leicestershire and Rutland for employment, with 28 percent, followed by Melton with 25 percent. Melton also has the highest rate of rural employees working from home and other locations (27 percent).

Road Condition

- Overall, the condition of surveyed rural roads between 2016 and 2018 in Leicestershire was good; only 1.9 percent of the rural road distance surveyed required maintenance soon, compared with 1.6 percent of urban roads;

- A roads in rural areas are generally in better condition compared to those in urban areas; only 0.8 percent of rural A roads surveyed required maintenance soon, compared with 1.8 percent of urban roads surveyed;

- B roads in rural areas are generally in better condition compared to those in urban areas; only 0.9 percent of rural A roads surveyed required maintenance soon, compared with 1.5 percent of urban roads surveyed;

- C roads in rural areas, were in generally worse condition compared with those in urban areas, with 2.8 percent of surveyed roads requiring maintenance soon;

- Unclassified roads in rural areas are much more likely to require surface or structural repair. Harborough and Melton have the highest proportion of surveyed roads in need of repair and have rates higher than the county overall.

National Highways and Transport (NHT) Survey

- 56 percent of rural residents surveyed thought that there were more potholes or damaged roads in Leicestershire compared with a year ago. This is compared with 55 percent in both urban areas and the county as a whole;

- 37 percent of rural residents surveyed were satisfied with the condition of roads in Leicestershire. This is compared with 38 percent in urban areas and 37 percent in the county as a whole;

- The three most important issues for rural residents were; safe roads, roads being in good condition, and good pavements and footpaths;

- Rural residents were most satisfied with; pavements and footpaths, street lighting, and local rights of way;

- Rural residents were least satisfied with the condition of roads, traffic levels and congestion, and local bus services;

- Rural residents were most likely to be satisfied with access to school/ college (81 percent) and doctors/ health facilities (79 percent) and least satisfied with access to hospitals (49 percent).

Broadband

- Leicestershire has an average download speed of 47.9 Mbits/s and a maximum download speed of 436 Mbits/s. This ranks Leicestershire 7th out of 37 county councils for average download speed, and 13th for maximum download speed;

- 96 percent of properties in Leicestershire have access to superfast broadband. In rural areas, this rate drops slightly to 93 percent of properties, compared with 97 percent of properties in urban areas;

- In rural areas, only 84 percent of non-residential properties have access to superfast broadband, compared with 93 percent in urban areas. In comparison, 94 percent of residential properties in rural areas have access to superfast broadband, compared with 98 percent in urban areas.

Unemployment

- Across rural Leicestershire, the Jobseeker's Allowance (JSA) rate for rural areas is consistently lower than urban Leicestershire as well as regional and national comparators;

- In February 2018 there were 331 people claiming JSA in rural Leicestershire;

- In February 2018, the claimant rate for both Rural Town and Fringe and Rural Village and Dispersed (both 0.3 percent) was lower than the rate for urban Leicestershire (0.5 percent);

- Rural areas have experienced a steady decline in the claimant rate since 2012, broadly following the pattern for national and regional comparators, as well as urban areas;

- The highest individual ward unemployment rates in February 2018 could be found in Lutterworth Springs Ward (0.8 percent), Measham Ward and Castle Donington Ward (both 0.6 percent). Overall rural wards in the western part of the county tended to have higher rates compared with the eastern half, where rates were often zero;

- Castle Donington Ward also exhibited the largest overall number of claimants amongst rural wards, with 25 people claiming JSA in February 2018.

NEET

- In Leicestershire in January 2018, there were 304 young people Not in Employment, Education or Training (NEET), 2.3 percent of the total cohort. Wards classed as Rural Town and Fringe experienced the same rate as urban areas (2.4 percent) while for wards classed as Rural Village and Dispersed, the rate was considerably lower (1.4 percent);

- Within Leicestershire rural wards, the highest NEET rate was experienced in Sence Valley Ward (9.4 percent), followed by Daleacre Hill (6.7 percent) and Lutterworth Swift Ward (6.5 percent). In comparison, 21 rural wards had no young people classified as NEET.

Communities

Leicestershire Insights Survey

- Rural Village and Dispersed residents are more likely to feel satisfied with their local area as a place to live (97.8 percent) compared to Rural Town and Fringe (94.1) and urban areas (93.3);

- Rural Town and Fringe residents are just as likely to agree that people from different backgrounds get on well together (95.8 percent) compared with Rural Village and Dispersed (94.5 percent);

- Respondents in Rural Village and Dispersed areas were more likely to agree that people were willing to work together to improve their neighbourhood (77.5 percent), slightly higher than urban areas (75.5) and Rural Town and Fringe (71.6);

- Residents in areas classed as Rural Village are significantly less likely to think that local housing needs are being met;

- From the literal comments received, the top three themes for rural housing were; affordability for younger people; general lack of affordable housing; and housing not being the correct size.

Crime

- The vast majority of crime (77 percent) occurs in urban areas. Smaller proportions occur within rural areas; 13 percent in areas classed as Rural Town and Fringe and 7.5 percent in Rural Village. A nominal proportion of total crime occurs within Hamlets and Isolated Dwellings (2.5 percent),

- The overall crime rate per 1,000 population for all rural areas in Leicestershire is well below the England and Wales national crime rate;

- The Residential Burglary crime rate per 1,000 population for areas classed as Hamlets and Isolated Dwellings (7), and Rural Villages (6) is slightly higher than the national rate (5). The rate for Rural Town and Fringe (4) is slightly lower than the national rate;

- The non-Residential Burglary crime rate per 1,000 population for areas classed as Hamlets and Isolated Dwellings (7), and Rural Villages (3) is slightly higher than the national rate (2). The rate for Rural Town and Fringe (1) is slightly lower than the national rate.

Housing and Employment Land Provision

- The two predominantly rural districts, Harborough and Melton, have an annual requirement of 514 and 170 dwellings per annum respectively. Harborough's annual requirement is the second highest in the county, while Melton's requirement is the second lowest;

- Harborough has the largest requirement for affordable housing in the county (67 dwellings);

- Harborough and Melton are forecast to need 63 and 32 additional specialist housing units for older people per annum respectively to 2036;

- Harborough is forecast to require between 17-24ha of B1a/b employment land between 2011 and 2036, and between 0.1-28ha of B1c/B2 employment land, based on projections;

- Melton is forecast to require 10-23ha of B1a/b employment land, and between 6-26ha of B1c/B2 employment land based on projections.

Early Help/ Supporting Leicestershire Families

- Compared with the overall population, Early Help service users are less likely to come from rural areas; overall, 30 percent of the county population lives in rural areas, whereas 27 percent of all Early Help service users come from rural areas;

- In comparison, 28 percent of Children's Centre users come from rural areas, 23 percent of Supporting Leicestershire Families (SLF) and 23 percent of Youth Offending Service users come from rural areas.

Rural Health Issues

- In general, people in rural areas enjoy better health and wellbeing than their urban counterparts, and score consistently better on standard measures of health such as life expectancy and infant mortality. However, health levels are generally related to income rather than to rurality itself – people in rural areas on low incomes have less healthy outcomes;

- There are significant difficulties faced by many rural communities, such as poverty, lack of services, poor public transport and significant social or economic changes at a local level;

- Rural Health Inequalities exist around cancer, caring, wider determinants of health, employment, poverty, mental health and major life events;

- Economies of scale mean that most services are located in highly populated urban areas. As a result, there are fewer specialist services in rural areas, and those that exist are likely to be many miles from a patient's home;

- Farmers and farm workers are at higher risk for stress, depression and suicide than other groups. As such, farmers and other agricultural workers are included amongst occupational groups that are at particularly high suicide risk.

3. Rural Leicestershire

It is important to distinguish between rural and urban areas when analysing social and economic statistics as the populations and businesses can differ in their makeup (for example rural areas tend to have higher proportions of older people). The opportunities, challenges and barriers for businesses, the services people receive and their quality of life can also differ markedly between rural areas and larger towns and cities.

ONS, May 2015

The 2011 Urban Rural Classification (RUC2011) was released by the Office for National Statistics in October 2013. RUC2011 allows for a consistent rural/urban view of datasets. A suite of classifications has been produced for use at a variety of geographic levels, including ward, Lower Super Output Area (LSOA) and output area (OA), depending on the level of detail or the availability of data. RUC2011 is a revised version of the classification produced after the 2001 Census. It was created by the Department of Town and Regional Planning at the University of Sheffield on behalf of a government working group.

RUC2011 for Lower Super Output Areas is built up from smaller OA level classification, with assignment to urban or rural made by reference to the category to which the majority of their constituent OAs is assigned.

Lower Super Output Areas (LSOAs)

LSOAs were designed to improve the reporting of small area statistics and are built up from groups of output areas (OA). LSOAs have a minimum population of 1,000 people and a maximum population of 3,000. They contain a minimum of 400 households and a maximum of 1,200 households. Where possible, LSOA boundaries follow natural boundaries such as roads and rivers.

Further Information
More details of on the ONS Area Classifications can be found here:
https://www.gov.uk/government/statistics/2011-rural-urban-classification

Exploring the Data

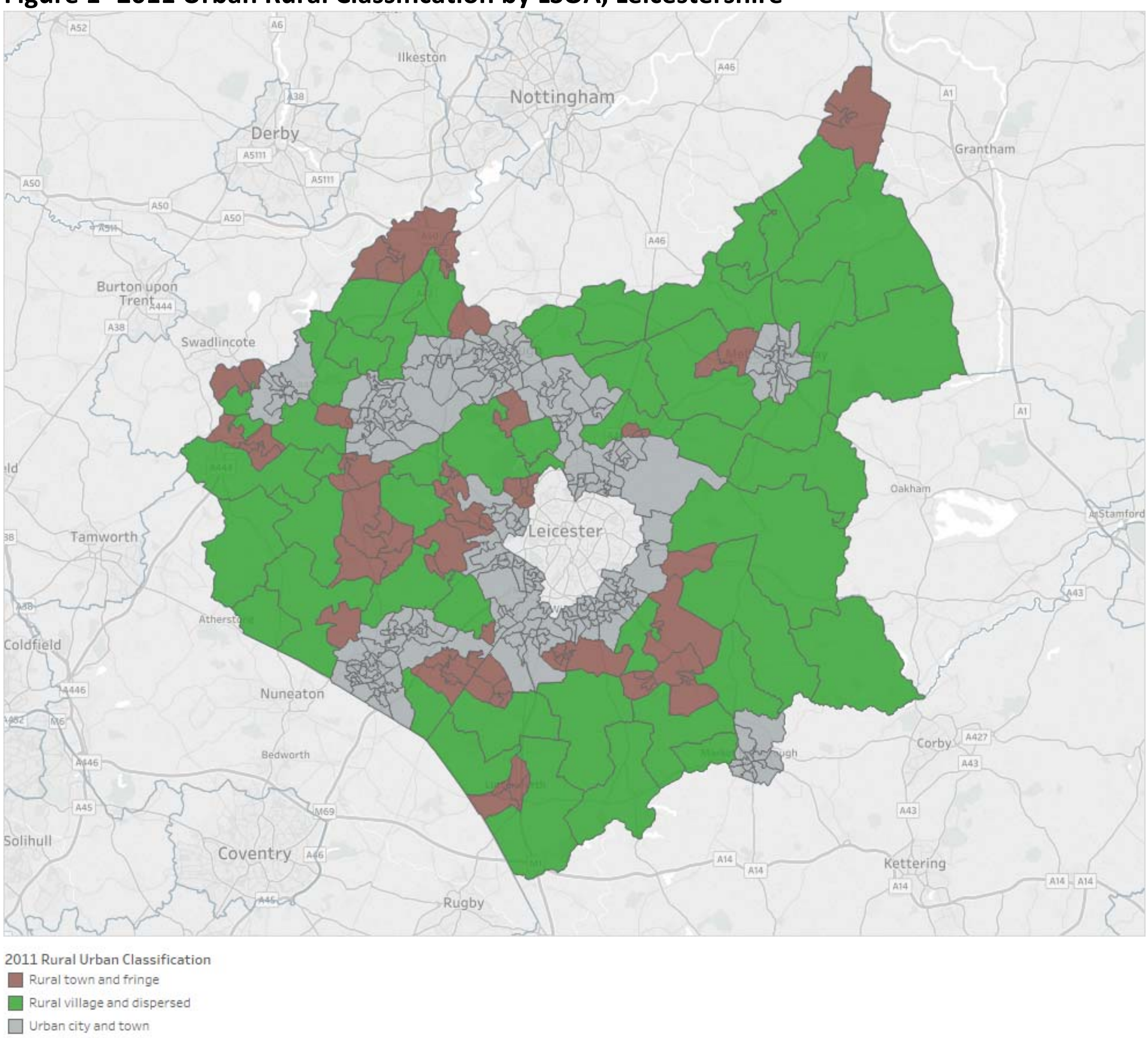
The figure below displays 2011 Rural Urban Classification for Leicestershire at LSOA level. In Leicestershire, a single typology covers all urban areas, while rural areas comprise two typologies; Rural Town and Fringe (‘less’ rural), and Rural Village and Dispersed (‘more’ rural). Throughout the report, these typologies are either used separately, or combined into an overall ‘rural’ typology, depending on suitability within the analysis.

Leicestershire is predominantly rural by area, with the majority of Melton and Harborough districts classed as rural, as well as large areas of Hinckley and Bosworth borough and North West Leicestershire district. Overall, 18 percent of the total area of Leicestershire (5,156ha) is classed as Urban City and Town, with a further 18 percent classed as Rural Town and Fringe and the remaining area (64 percent) classed as Rural Village and Dispersed.

Urban areas (classed as areas with populations of 10,000 or more at the time of the 2011 Census) can be found covering settlements in the county adjoining the urban area of Leicester City, including all of Oadby and Wigston Borough (which is entirely urban, and therefore excluded from all analysis of rural Leicestershire), along with the main towns of Coalville, Hinckley, Loughborough, Market Harborough, and Melton Mowbray. Additional urban areas cover larger outlying settlements such as Ashby de la Zouch, Mountsorrel, Birstall and Earl Shilton.

Rural Town and Fringe areas cover smaller settlements, predominately adjoining urban areas, such as Castle Donington, Market Bosworth, Broughton Astley and Lutterworth. Finally, Rural Village and Dispersed typologies cover the remaining areas of the county, encompassing smaller and more isolated villages and hamlets.

Figure 1- 2011 Urban Rural Classification by LSOA, Leicestershire



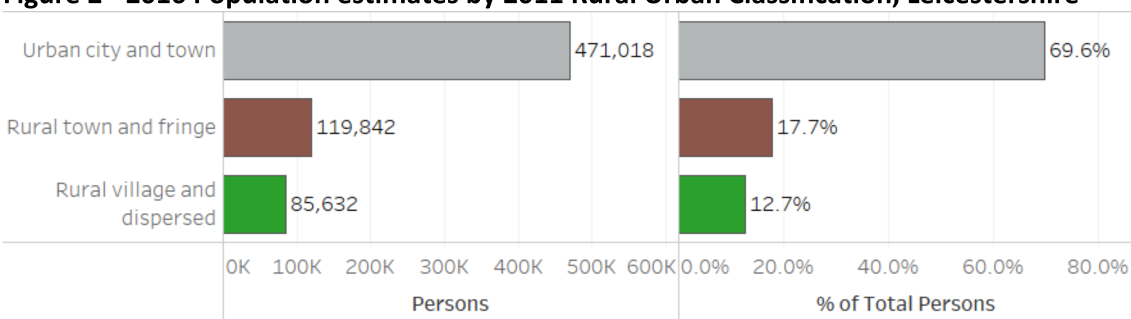
Source: 2011 Rural Urban Classification, ONS, 2013.

4. Population

Population Estimates

The chart below shows the 2016 mid-year population estimates for Leicestershire split by 2011 RUC. Looking at the population of Leicestershire by RUC, it is clear that while the county is rural in terms of area (as mentioned above); the population is concentrated within urban areas. Overall, 70 percent of the population of Leicestershire (471,018 people) live in areas classed as Urban City and Town, while 18 percent (119,842) live in Rural Town and Fringe and the remaining 13 percent (85,632) live in areas classed as Rural Village and Dispersed.

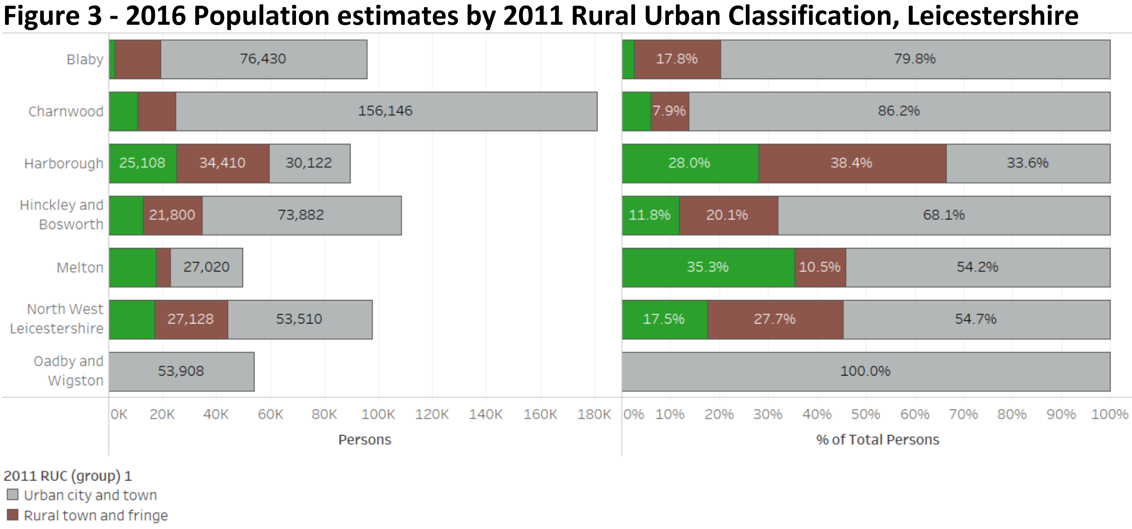
Figure 2 - 2016 Population estimates by 2011 Rural Urban Classification, Leicestershire



Source: 2011 Rural Urban Classification, ONS, 2013. 2016 mid-year population estimates, ONS, 2017. 2011RUC calculated at output area level.

The chart below displays the breakdown of population by urban/rural for Leicestershire districts.

Figure 3 - 2016 Population estimates by 2011 Rural Urban Classification, Leicestershire

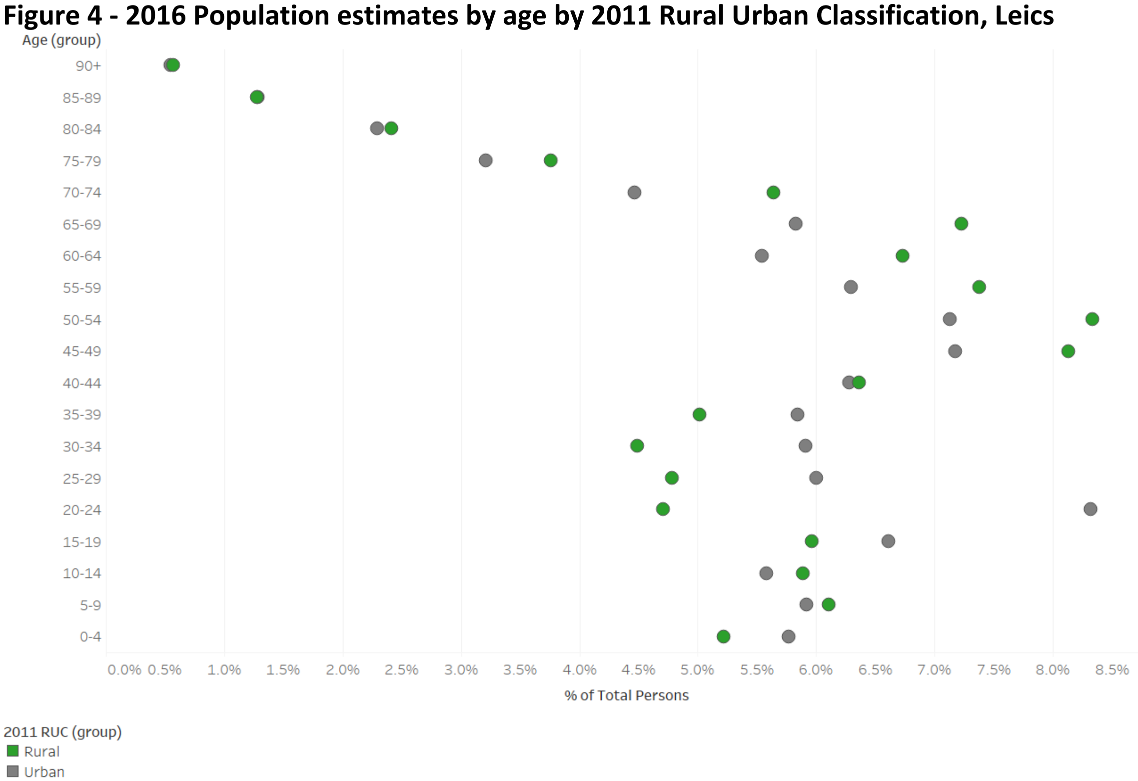


Source: 2011 Rural Urban Classification, ONS, 2013. 2016 mid-year population estimates, ONS, 2017. 2011RUC calculated at output area level.

From the chart above, it is clear to see that Oadby and Wigston has the highest urban population, classed entirely as urban, while Charnwood has the next highest urban population (86 percent), followed by Blaby (80 percent). Harborough has the highest rural population (66 percent), followed by Melton (46 percent) and North West Leicestershire (45 percent). Melton has the largest proportion of the population living in the most rural areas (35 percent in areas classed as 'Rural Village and Dispersed').

The chart below shows the total Leicestershire population by age for Urban and Rural. Overall, rural areas tend to be older, with higher proportions of the total population in older age groups compared to urban areas. This is most noticeable in the 45-79 age bands. In comparison, urban areas tend to be younger, with higher proportions in the 20-39 age bands. This is most noticeable in the 20-24 age band; 8.3 percent of the urban population fall within this band, compared with just 4.7 percent of rural areas. This is most likely due to university accommodation in parts of Loughborough and Oadby.

Figure 4 - 2016 Population estimates by age by 2011 Rural Urban Classification, Leics



Source: 2011 Rural Urban Classification, ONS, 2013. 2016 mid-year population estimates, ONS, 2017. 2011RUC calculated at output area level.

Further Information
Access the 2011 Rural Urban Classification dashboard here:
https://public.tableau.com/views/2011RuralUrbanClassification/2011RUC?:embed=y&:display_count=yes:showVizHome=no#

The table below displays population data for urban and rural areas in Leicestershire by broad age band.

Figure 5 - 2016 Population estimates by broad age band by urban/rural, Leicestershire

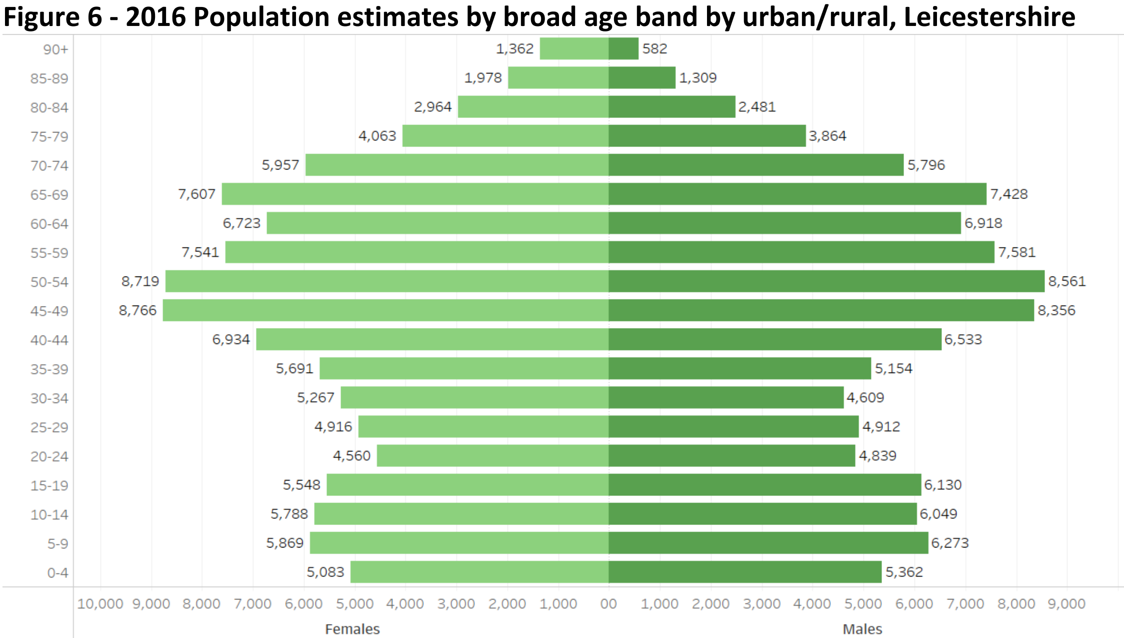
Age Band	Rural		Urban	
	Persons	Percent	Persons	Percent
0-19	46,102	22.2	108,634	22.9
20-39	39,948	19.2	121,128	25.5
40-64	76,632	36.8	153,966	32.4
65-84	40,160	19.3	78,704	16.6
85+	5,231	2.5	12,452	2.6
Total	**208,073**	**100.0**	**474,884**	**100.0**

Source: 2011 Rural Urban Classification, ONS, 2013. 2016 mid-year population estimates, ONS, 2017. 2011RUC calculated at output area level.

From the table above, it is evident that while the overall proportion of the population aged 0-19 is broadly similar for urban and rural areas (approximately 22 percent), the 20-39 age group in rural areas makes up a smaller proportion of the overall population (19.3 percent compared with 25.5 percent in urban areas). The pattern is replicated within the 40-64 age bands (36.8 percent compared with 32.4 percent) and the 65-84 age band (19.3 percent compared with 16.6 percent). For the 85 and over age band, the proportion is similar for both rural and urban areas (approximately 2.5 percent).

Building on the analysis above, the chart below shows detailed population data for rural Leicestershire by age and sex.

Figure 6 - 2016 Population estimates by broad age band by urban/rural, Leicestershire



Source: 2011 Rural Urban Classification, ONS, 2013. 2016 mid-year population estimates, ONS, 2017. 2011RUC calculated at output area level.

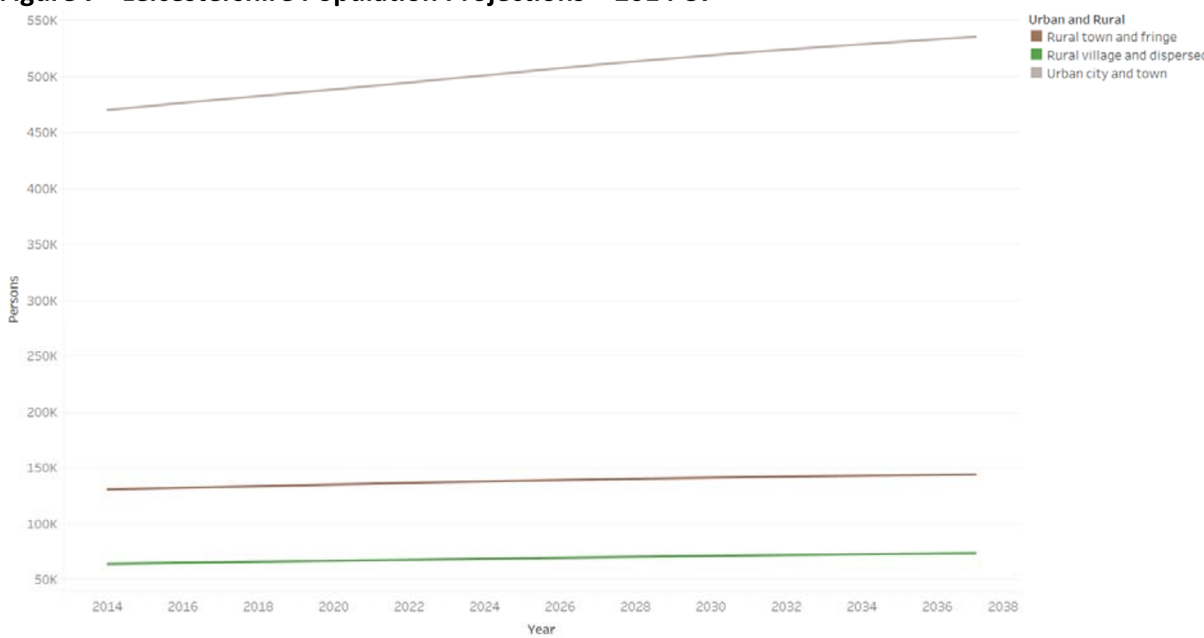
Echoing the analysis above, it is clear to see that the population of rural Leicestershire tends to exhibit high numbers of people in older age bands, in particular the 45-55 age band. The high numbers of people around pensionable age (65-69) is also particularly noticeable. The decline in numbers of younger adults in the 20-24 age bands is also particularly stark, most likely due to younger adults moving out of rural areas in order to study and find employment.

Population Projections

The Local Government Boundary Commission for England (LGBCE) reviews boundaries in England every five years. In 2015, as part of their local boundary review, Leicestershire County Council commissioned Edge Analytics to provide insight into future population growth for all Wards and Polling Districts within the county. As ONS population projections are only released down to a local authority level, the Edge Analytics projections offer a useful source of insight into population change at a small area level.[1]

The chart below shows actual population change for urban and rural typologies in Leicestershire from 2014 to 2037. The data has been aggregated from the Edge Analytics ward projections.

Figure 7 - Leicestershire Population Projections – 2014-37

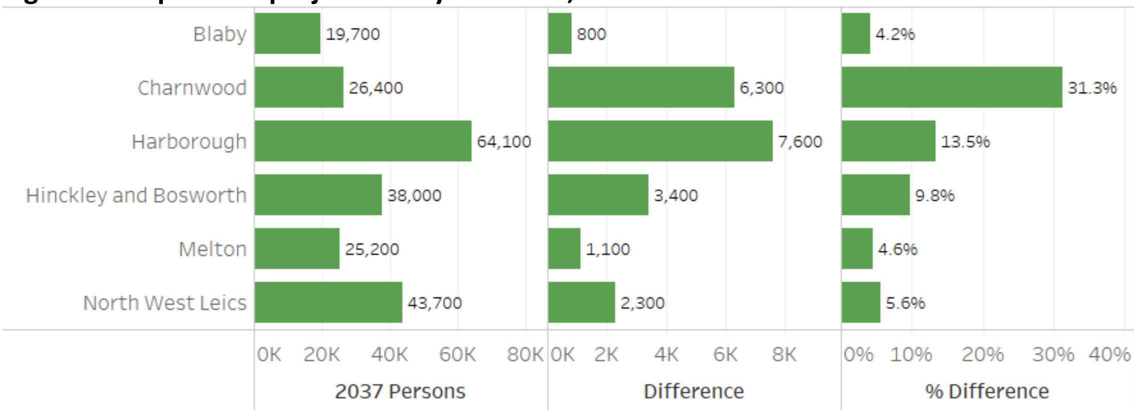


Source: Edge Analytics, Leicestershire County Council, 2015.

Up to 2037, the greatest population change is projected to occur in urban areas, increasing from 470,000 to over 535,000, an increase of over 65,000, or 13.9 percent. However interestingly, urban areas are not planned to experience the greatest rate of population change; Rural Village and Dispersed areas are projected to grow from 64,200 to over 73,500, an increase of 9,500, or 14.8 percent. In comparison, Rural Town and Fringe areas are projected to increase from almost 131,000 to 144,000, an increase of over 13,000, or 10.1 percent over the same period. The chart below summarises projected population change to 2037 for rural Leicestershire, by districts.

[1] Caution should be used when drawing conclusions from this data, as the projections were developed specifically for the 2015 Leicestershire Boundary Review. Using the data for other projects should be done at the users own risk.

Figure 8 - Population projections by 2011RUC, rural Leicestershire districts

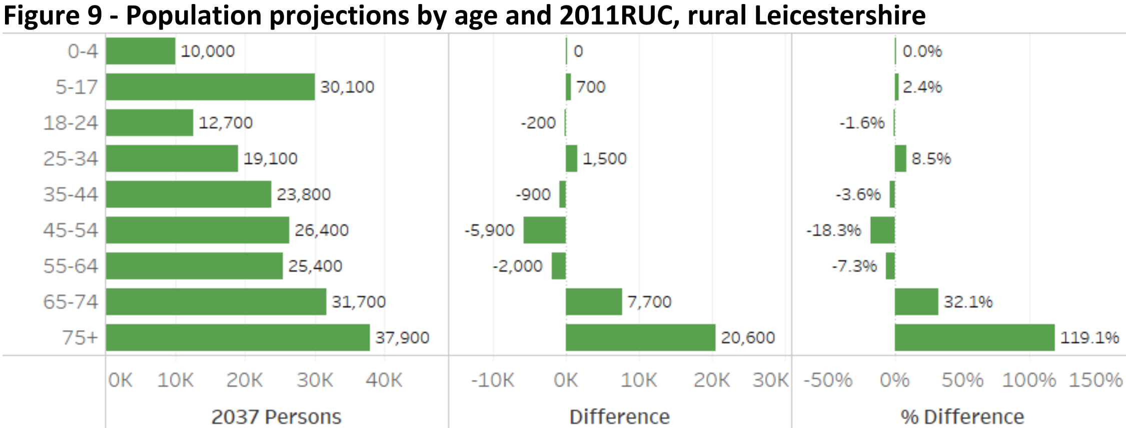


Source: Edge Analytics, Leicestershire County Council, 2015. Figures rounded to the nearest 100. Figures may not sum due to rounding.

While the majority of population change in Leicestershire between 2014 and 2037 is projected to occur within urban areas, rural Leicestershire is still projected to experience significant population change. By 2037, Harborough is projected to have the largest rural population in Leicestershire, with 64,100 people, followed by North West Leicestershire with 43,700. Harborough also experiences the greatest overall change, with 7,600 more people living in the rural parts of the district by 2037. Charnwood experiences the next highest rural population change, with 6,300 additional people. Charnwood also experiences the largest percentage change, with almost a third more people projected to live in the rural parts of the borough by 2017.

The chart below summarises projected population change to 2037 for rural Leicestershire across broad age bands.

Figure 9 - Population projections by age and 2011RUC, rural Leicestershire



Source: Edge Analytics, Leicestershire County Council, 2015. Figures rounded to the nearest 100. Figures may not sum due to rounding.

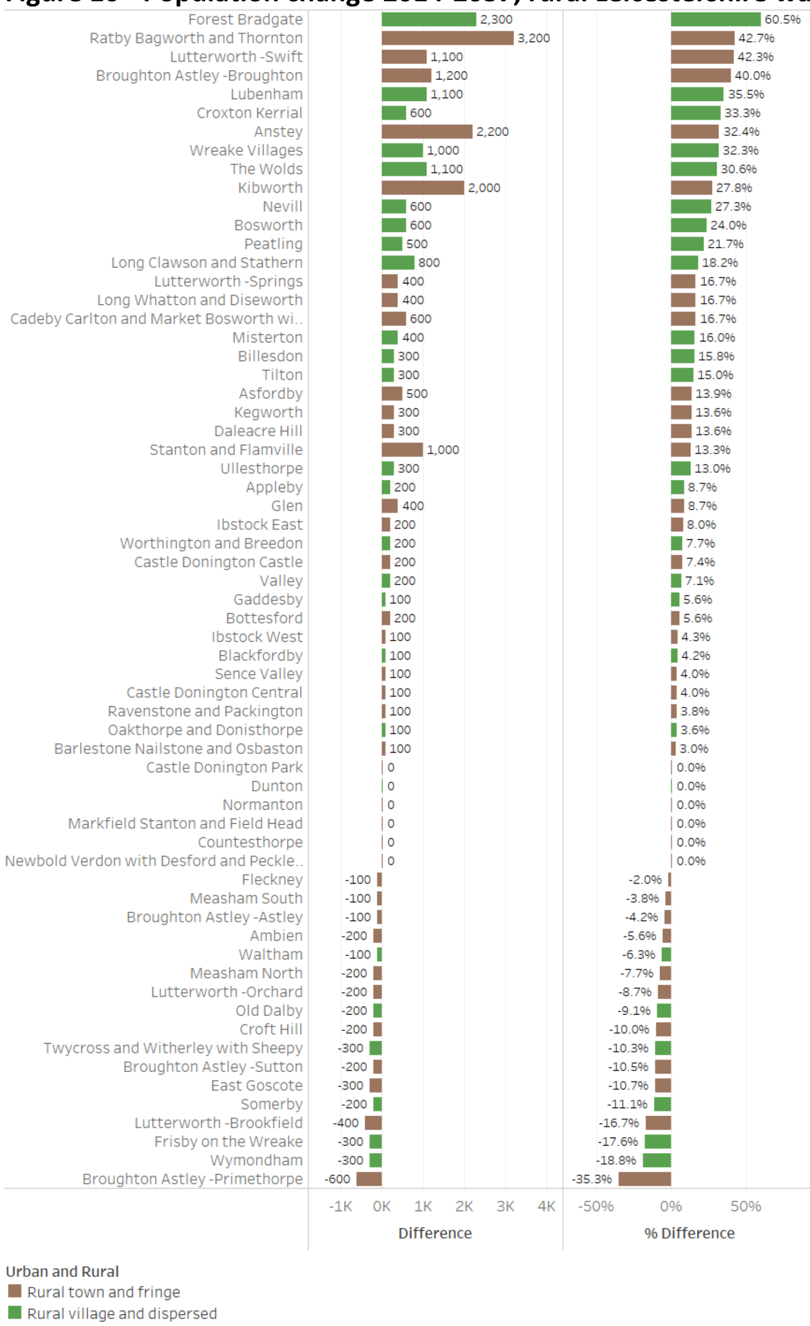
By 2037, the age structure of rural Leicestershire is heavily skewed towards older age groups, with the exception of the 5-17 age group, which is the third largest group with 30,100 people. By 2037 the 75+ age group is projected to be the largest group, with 37,900 people, an increase of 20,600 people since 2014 (119 percent). Elsewhere the 65-74 age group is projected to increase by 7,700 people to 31,700 (32 percent). In comparison, the

35-64 age groups experience decline between 2014 and 2037, with the 45-54 age group experiencing the greatest decline (-5,900 people, -18.3 percent).

Population Projections by Ward – 2014-2037

The chart below displays actual and percentage projected change across all individual rural Leicestershire wards between 2014 and 2037.

Figure 10 - Population change 2014-2037, rural Leicestershire wards



Source: Edge Analytics, Leicestershire County Council, 2015. Figures rounded to the nearest 100. Figures may not sum due to rounding.

In terms of overall change in number of people, Ratby, Bagworth and Thornton is projected to experience the greatest change, seeing an increase of 3,200 people to 2037, followed by Forest Bradgate (2,300), Anstey (2.200) and Kibworth (2,000). In comparison, Broughton Astley-Primethorpe is projected to experience the largest single decrease in population in rural Leicestershire (-600 people), followed by Lutterworth-Brookfield (-400) and Twycross Witherley with Sheepy, East Goscote, Frisby on the Wreake and Wymondham (all -300).

In terms of the percentage change in population between 2014 and 2037, Forest Bradgate Ward is projected to experience the greatest change, with a 60.5 percent increase in the population of the ward, followed by Ratby, Bagworth and Thornton (42.7 percent), Lutterworth-Swift (42.3 percent) and Broughton Astley - Broughton (40 percent). Wards with the greatest projected decline in population are Broughton Astley-Primethorpe (-35.3 percent), Wymondham (-18.8 percent) and Frisby on the Wreake (-17.6 percent) and Lutterworth-Brookfield (-16.7 percent).

5. Deprivation

The English Indices of Deprivation 2015 (ID2015) are based on 37 separate indicators, organised across seven distinct domains (or themes) of deprivation which are combined to calculate the overall Index of Multiple Deprivation. This is an overall measure of multiple deprivation experienced by people living in an area and is calculated for every Lower layer Super Output Area (LSOA), or neighbourhood, in England. Every such neighbourhood in England is ranked according to its level of deprivation relative to that of other areas. It is important to note that these statistics are a measure of relative not absolute deprivation, and conversely are not a not a measure of affluence. It is also important to recognise that not every person living in a deprived area will themselves be deprived. Likewise, there will be some deprived people living in less deprived areas. Care should be taken when drawing generalisations about an area from the data.

The ID2015 is a useful policy tool for identifying deprived areas for intervention across a range of themes. As such, a cut-off is usually used to identify, for example, the top 10 most deprived areas, the top 10 percent of areas, or top decile, which may become the target for intervention.

Exploring the Data

Overall, when looked at in the national context, Leicestershire is not particularly deprived. At a local authority level, using the overall Multiple Deprivation measure, the county is ranked 136th out of 152 upper tier authorities in England, where 1st is the most deprived. The table below displays the ranks for Leicestershire districts, across all 326 local authority districts in England.

Figure 11 - Multiple Deprivation Ranks, local authority districts, Leicestershire

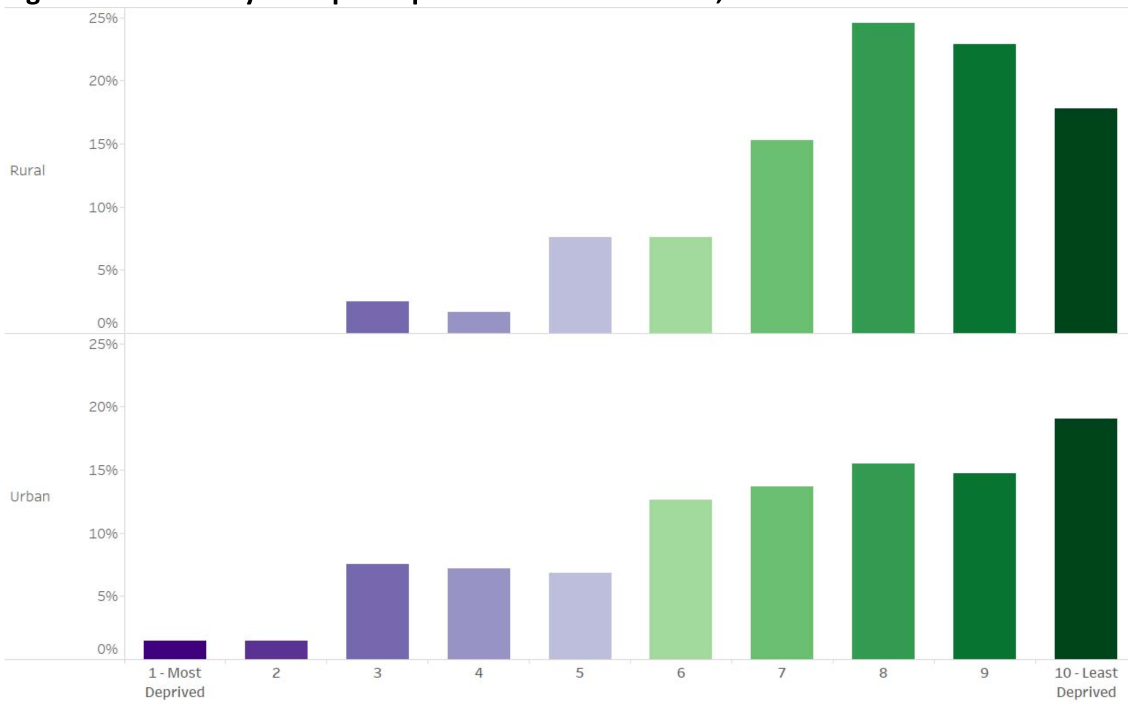
Local Authority District	Rank
North West Leicestershire	214
Melton	236
Charnwood	237
Hinckley and Bosworth	248
Oadby and Wigston	249
Blaby	288
Harborough	311

Source: Indices of Deprivation 2015, MHCLG, 2015.

From the table above, it is clear that Leicestershire districts are relatively less deprived; no district falls within the top half of all local authority districts within England. Of the two predominantly rural Leicestershire local authorities, Harborough is the least deprived local authority in the county, ranked 311 out of 326 authorities in England. In comparison, the other rural local authority in the county, Melton Borough, is the second most deprived local authority in Leicestershire; even so, it is still only ranked 236 in England. However, despite this positive high-level picture, some pockets of significant deprivation exist across the various deprivation domains of the ID2015.

The chart below shows all Leicestershire LSOAs by their Multiple Deprivation national decile.

Figure 12 - LSOAs by Multiple Deprivation national decile, Leicestershire

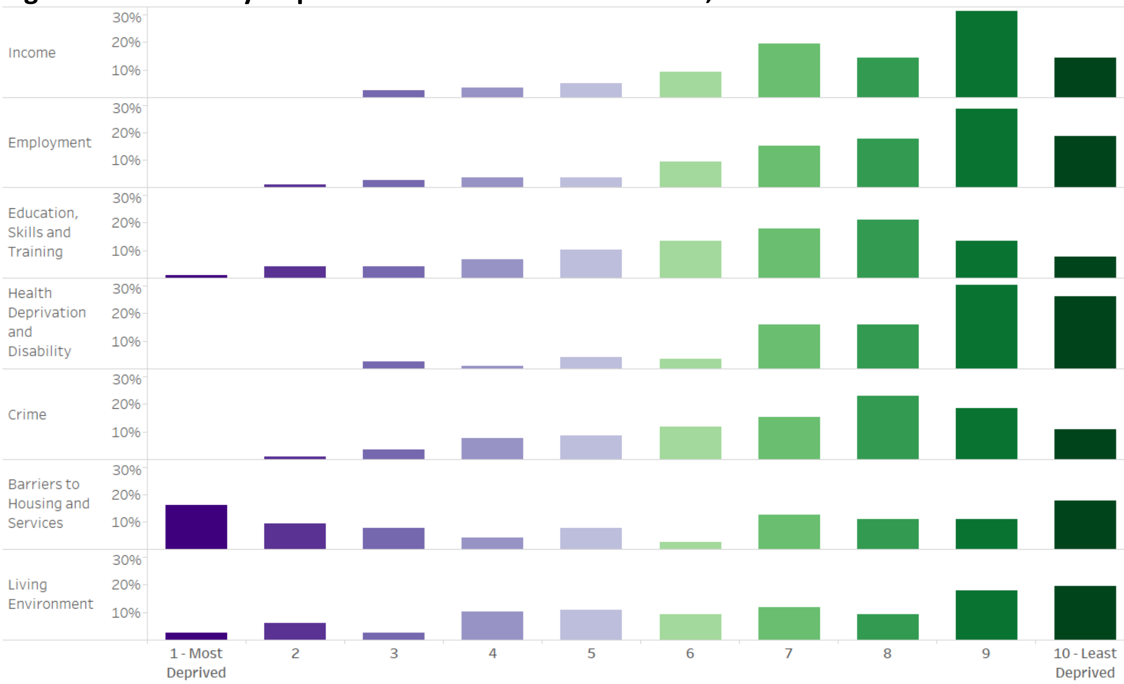


Source: Indices of Deprivation 2015, MHCLG, 2015.

From the chart, it is clear that fewer rural Leicestershire LSOAs fall within the higher deciles (more deprived) nationally compared with urban LSOAs. No rural LSOAs fall within the top two deciles (20 percent most deprived) nationally, whereas eight urban LSOAs fall within the top two deciles nationally. In addition, a higher proportion of rural LSOAs fall within lower deciles (less deprived) compared with urban areas, which are more equally distributed across all deciles; almost two-thirds (65 percent) of rural LSOAs fall within the bottom three deciles nationally, compared with almost half (49 percent) of urban LSOAs.

The chart below shows the number of rural LSOAs falling within each deprivation national decile for each of the ID2015 domains;

Figure 13 - LSOAs by Deprivation Domain national decile, Leicestershire



Source: Indices of Deprivation 2015, MHCLG, 2015.

Overall, rural Leicestershire LSOAs tend to be more heavily skewed towards the least deprived national deciles; no rural LSOAs fall in the top two deciles nationally in either the Income or Health Deprivation and Disability domains, while almost two thirds (57 percent) of rural LSOAs fall within the bottom two deciles (least deprived) for this domain. No rural LSOAs fall in the top decile nationally in the Employment and Crime deprivation domains.

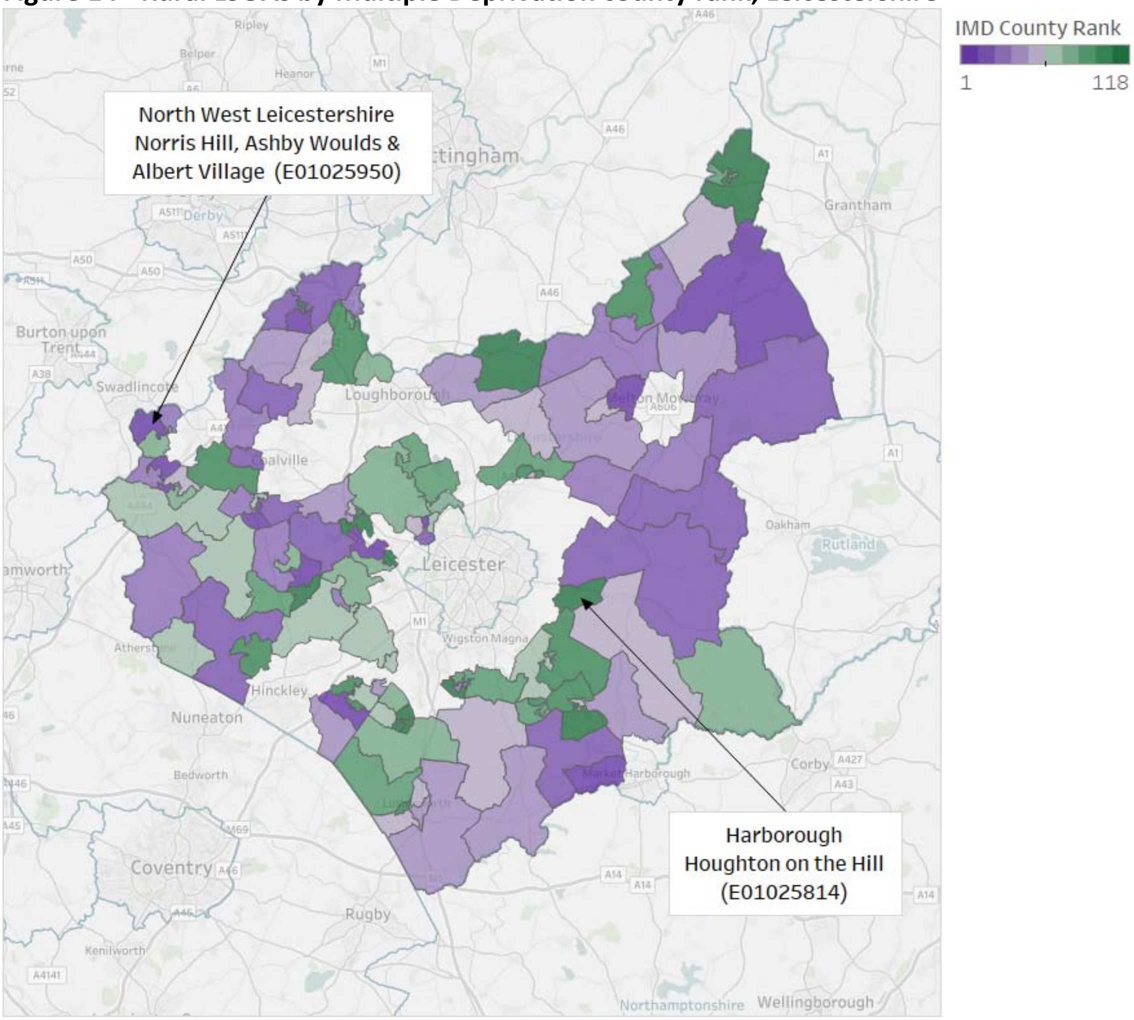
However, some exceptions exist; most notably in the Barriers to Housing and Services domain.[2] Within this domain, 16 percent of rural Leicestershire LSOAs fall within the most deprived 10 percent in England, with a third of rural LSOAs in the top three deciles nationally. This is most likely due to greater difficulty accessing the owner occupied housing market as well as core services given the isolated nature of parts of the county. Elsewhere, nine percent of rural LSOAs fall in the top two deciles nationally for Living Environment Deprivation,[3] while five percent fall in the top two deciles for Education, Skills and Training Deprivation.[4]

Further Information
Details of the indicators used in each domain can be found here:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/464485/English_Indices_of_Deprivation_2015_-_Technical-Report.pdf

[2] The Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services
[3] The Living Environment Deprivation Domain measures the quality of the local environment
[4] The Education, Skills and Training Domain measures the lack of attainment and skills in the local population

The map below shows the distribution of rural LSOAs across Leicestershire coloured by their county Multiple Deprivation rank. The most deprived (Norris Hill, Ashby Woulds and Albert Village) and least deprived rural LSOA (Houghton on the Hill) are marked on the map.

Figure 14 - Rural LSOAs by Multiple Deprivation county rank, Leicestershire



Source: Indices of Deprivation 2015, MHCLG, 2015.

Clusters of higher ranked rural LSOAs can be found in and around parts of Castle Donington, the western parts of North West Leicestershire, Anstey, Bagworth and the eastern edge of the county in Melton and Harborough districts.

Further Information
Further information, guidance and full datasets for the 2015 Indices of Deprivation can be found here:
https://www.gov.uk/government/statistics/english-indices-of-deprivation-2015

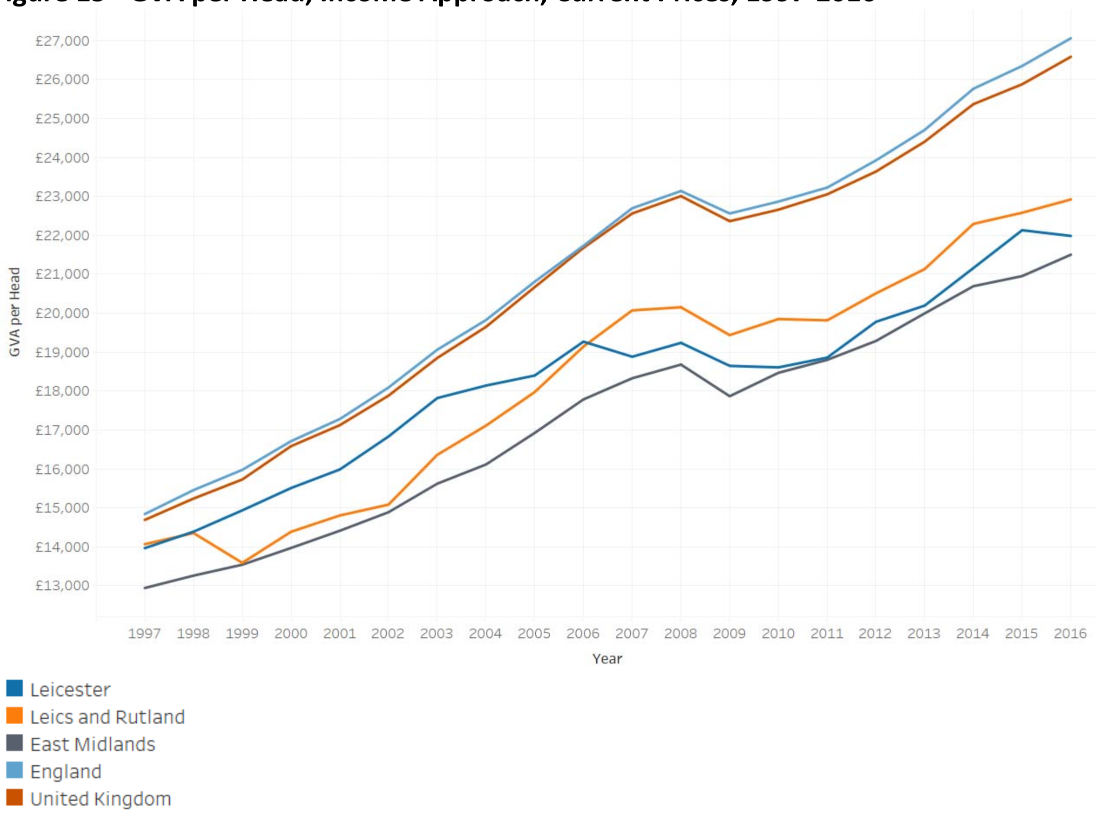
6. Economy

Productivity

Productivity is measured by Gross Value Added (GVA) and is the value generated by any unit engaged in the production of goods and services. GVA figures are released at NUTS3 level,[5] covering Leicestershire and Rutland combined. Figures are not available for Leicestershire, or smaller geographies, but provide a useful context.

In 2016 the GVA per head figure for Leicestershire and Rutland was £22,920. This is considerably lower than the GVA per head figure for both England (£27,060) and the UK (£26,584), but higher than the figure for Leicester City (£21,984) and the East Midlands (£21,502). GVA has been increasing steadily for all the above areas since 2011, however, the productivity gap between Leicestershire and Rutland, and the East Midlands compared with England and UK has widened since 1997.

Figure 15 - GVA per Head, Income Approach, Current Prices, 1997-2016



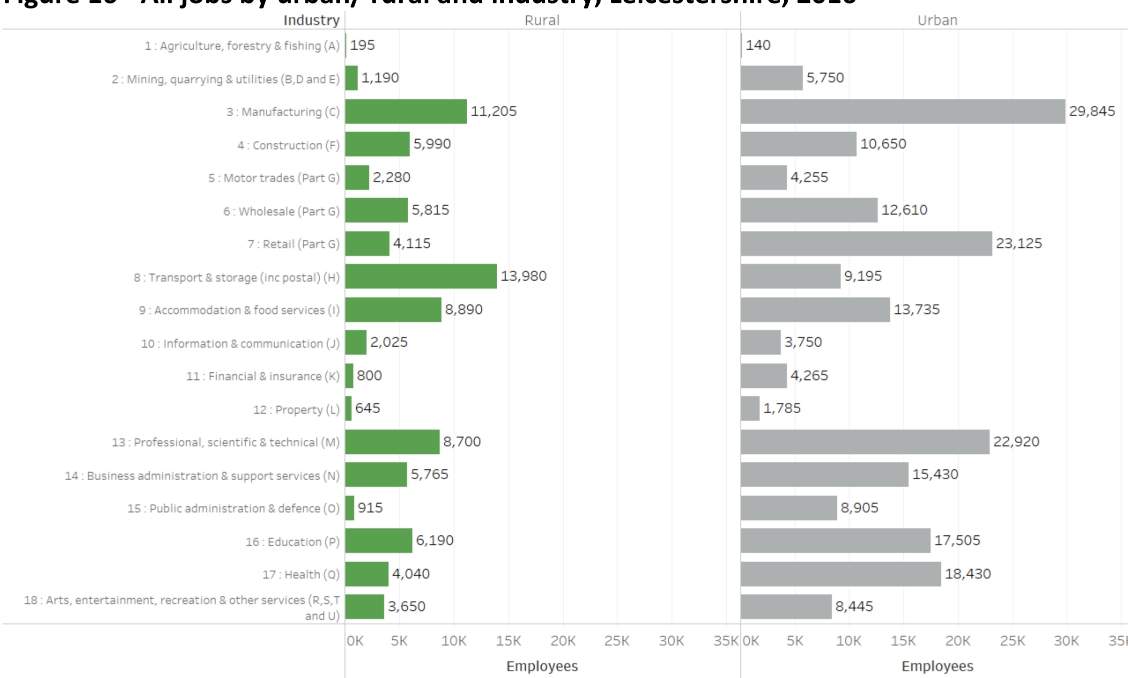
Source: NOMIS, 2018

[55] NUTS3 is part of a hierarchical system for dividing up the economic territory of the EU. For more information please visit; http://ec.europa.eu/eurostat/web/nuts/background

Employment

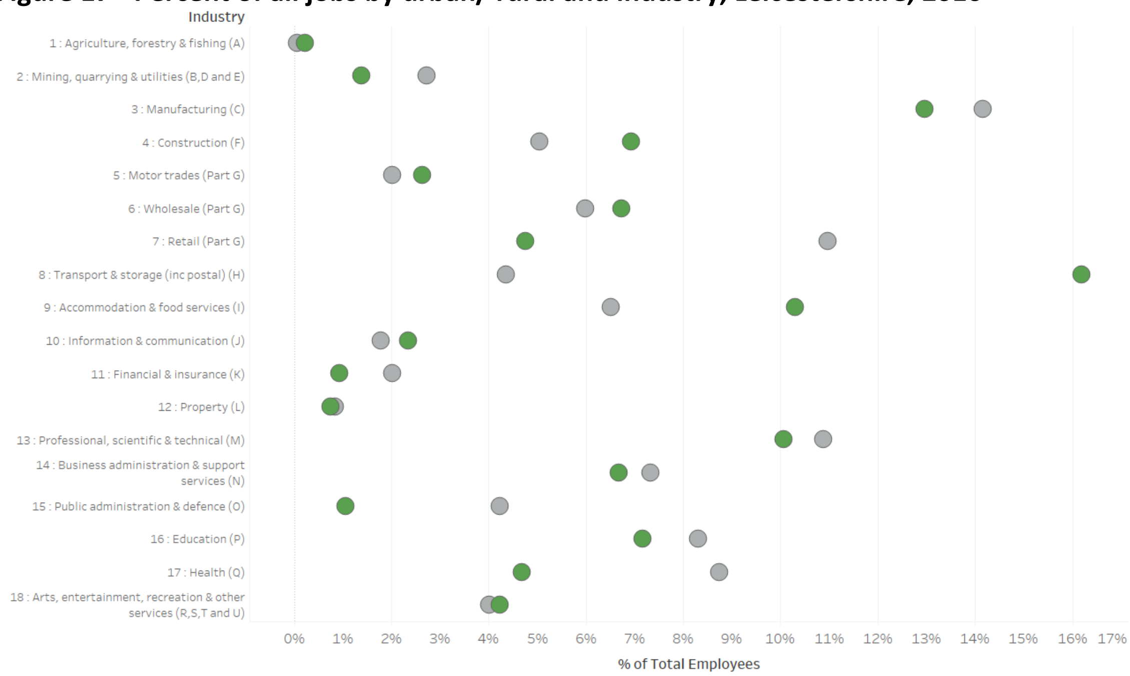
Data from the Business Register and Employment Survey (BRES) contains figures on the number of jobs based in an area by broad industrial group. The charts below uses ward-level BRES data in order to estimate the overall numbers of jobs by industry for rural and urban Leicestershire.

Figure 16 - All jobs by urban/ rural and industry, Leicestershire, 2016



Source; BRES, 2017, Office for National Statistics, 2018. Figures rounded to nearest 5. 2011RUC calculated at ward level.

Figure 17 - Percent of all jobs by urban/ rural and industry, Leicestershire, 2016



Source; BRES, 2017, Office for National Statistics, 2018. 2011RUC calculated at ward level.

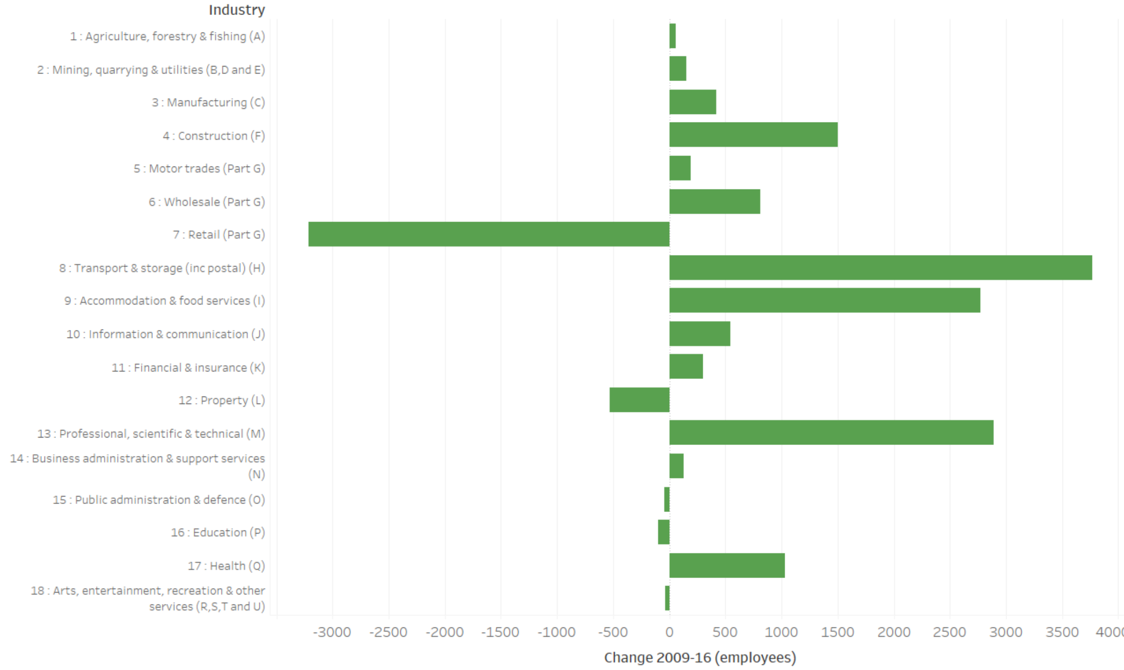
From the charts above, it can be seen that logistics and manufacturing are the key sectors of the rural economy in terms of numbers of employees. The logistics sector[6] in particular accounts for 19,795 jobs in rural Leicestershire, and 23 percent of all rural jobs. With regards to Transport and Storage especially, this is most likely due to the more rural location of large distribution centres given the amount of space they require, as well as good transport links.

Almost 14,000 jobs in rural Leicestershire (16 percent) are in the Transport and Storage industry, while over 5,800 (7 percent) in Wholesale and a further 11,000 jobs (13 percent) are in Manufacturing. Other key industries in rural areas are Accommodation and Food Services (8,900 jobs, 10 percent) and Professional, Scientific and Technical (8,700 jobs, 10 percent). In comparison, compared with urban areas, rural areas have relatively less employment in Retail (6.2 percentage point difference), Health (4 percentage points) and Public Administration and Defence (3 percentage points).

The chart below summarises the change in total employees in rural Leicestershire between 2009 and 2016.[7] During this period, the total number of jobs in rural Leicestershire has increased from 75,750 to 86,390, an increase of over 10,500 (an increase of 14 percent). In comparison, during the same period, urban jobs have increased by 16,300 (8 percent). The largest increases have occurred in Transport and Storage (3,800 additional employees), Professional, Scientific and Technical (2,900) and Accommodation and Food Services (2,800). In the same period, the largest declines have been experienced in the Retail industry (3,200 fewer employees) and Property (500 fewer employees).

[6] Transport and Storage, and Wholesale broad industrial groups
[7] Caution should be used when comparing BRES data as it is from a sample base and as such may be open to variation between years.

Figure 18 - Employee change by industry, 2009-16, rural Leicestershire



Source; BRES, 2017, Office for National Statistics, 2018. 2011RUC calculated at ward level.

In terms of the proportion of total jobs in rural Leicestershire, between 2009 and 2016 Transport and Storage industry experienced the largest percentage point increase; in 2009 the industry accounted for 13.5 percent of total rural employment, while in 2016 it was 16.2 percent, an increase of 2.7 percentage points. During the same period, Professional, Scientific and Technical (2.4 percentage points) and Accommodation and Food Services (2.2 percentage points) also experienced significant increases. In comparison, Retail employment saw a decline of 4.9 percentage points.

Agricultural Employment Data

The tables below summarises data for commercial agricultural holdings in Leicester and Leicestershire, between 2013 and 2016.

Figure 19 - Total holdings and farmed area of commercial agricultural holdings, 2013-16

Local Authority	Number of holdings 2016	Total farmed area (Ha)		
		2013	2016	% difference 2016-13
Blaby, Leicester, Oadby & Wigston	140	10,540	10,490	-0.5
Charnwood	220	19,850	18,720	-5.7
Harborough	600	50,200	50,680	1.0
Hinckley & Bosworth	300	22,650	22,370	-1.2
Melton	430	39,900	40,400	1.2
North West Leicestershire	230	16,590	15,990	-3.6
Leicester and Leicestershire Total	**1,920**	**159,720**	**158,640**	**-0.7**

Source: Defra, 2018. Figures rounded to nearest 10.

In 2016 there were almost 2,000 agricultural holdings in Leicester and Leicestershire. The highest number could be found in Harborough (603) followed by Melton (434). This translated into over 150,000 hectares of farmed land within the city and county, a slight decrease (-0.7 percent) since 2013.

Between 2013 and 2016 Melton (1.2 percent) and Harborough (1 percent) experienced the largest increases in total farmed area. Charnwood experienced the greatest percentage decrease in farmed land between 2013 and 2016 (-5.7 percent), followed by North West Leicestershire (-3.6 percent). Harborough and Melton each saw small increases in the total farmed area during the same period.

In 2016, there were a total of just over 7,000 people working on commercial agricultural holdings in Leicester and Leicestershire, up fractionally from 2013 (0.5 percent increase). The largest number of workers could be found in Harborough (1,555) and Melton (1,079).

Figure 20 - Total labour on commercial agricultural holdings, 2013-16

Local Authority	**Total labour**		
	Number of people		**% difference**
	2013	**2016**	
Blaby, Leicester, Oadby & Wigston	360	360	-1.7
Charnwood	630	600	-5.4
Harborough	1,520	1,560	2.3
Hinckley & Bosworth	730	770	5.3
Melton	1,080	1,080	0.2
North West Leicestershire	630	630	0
Leicester and Leicestershire Total	**4,950**	**5,000**	**0.5**

Source: Defra, 2018. Figures rounded to nearest 10. Figures refer to commercial holdings. Commercial holdings are those above the thresholds for the 2010 Census.

Between 2013 and 2016, all areas experienced an increase, or no change in the number of people working on holdings with the exception of Charnwood (-5.4 percent) and Blaby, Leicester and Oadby and Wigston (-1.7 percent). Hinckley and Bosworth experienced the largest percentage increase (5.3 percent), followed by Harborough (2.3 percent).

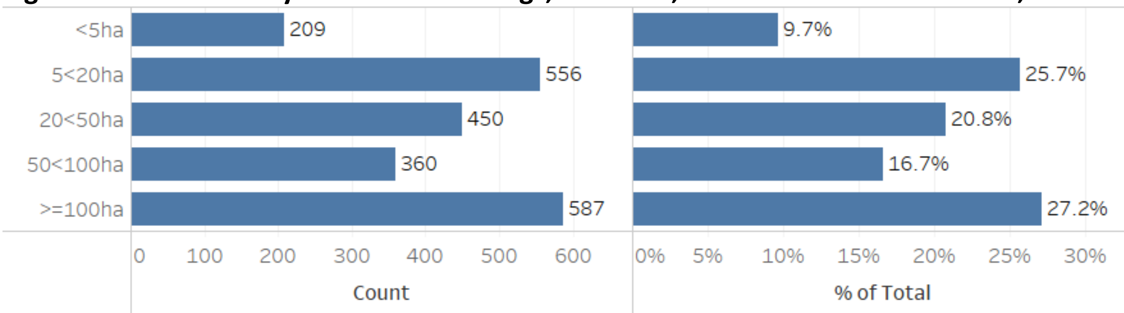
Structure of the Agricultural Industry

An annual survey of the agricultural industry is carried out by Defra, covering land and crop areas, livestock populations and agricultural workforce. A summary of the data for Leicester, Leicestershire and Rutland[8] is available below.

In 2016, there was estimated to be a total of 2,162 farm holdings in Leicester, Leicestershire and Rutland, covering 189,000 hectares (ha) of land. The charts below break these figures down by size of holding.

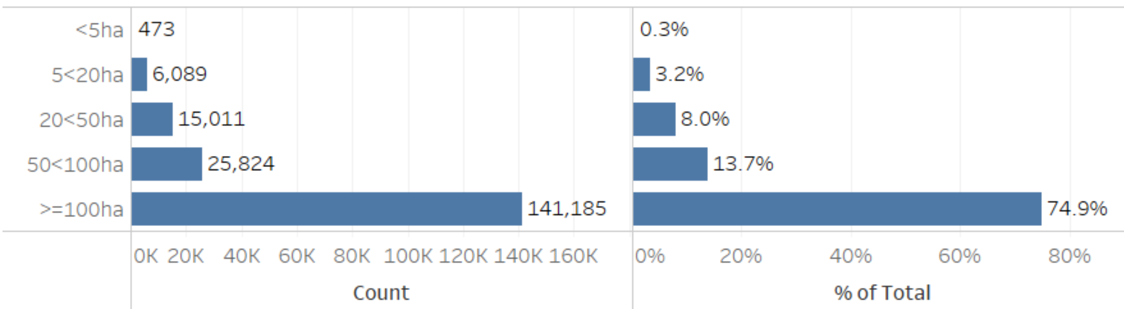
[8] Data is only released at this geographical level due to small counts in some areas.

Figure 21 - Farm size by number of holdings, Leicester, Leicestershire and Rutland, 2016



Source: Defra, 2018.

Figure 22 - Farm size by area of holding (hectares), Leicester, Leicestershire and Rutland, 2016



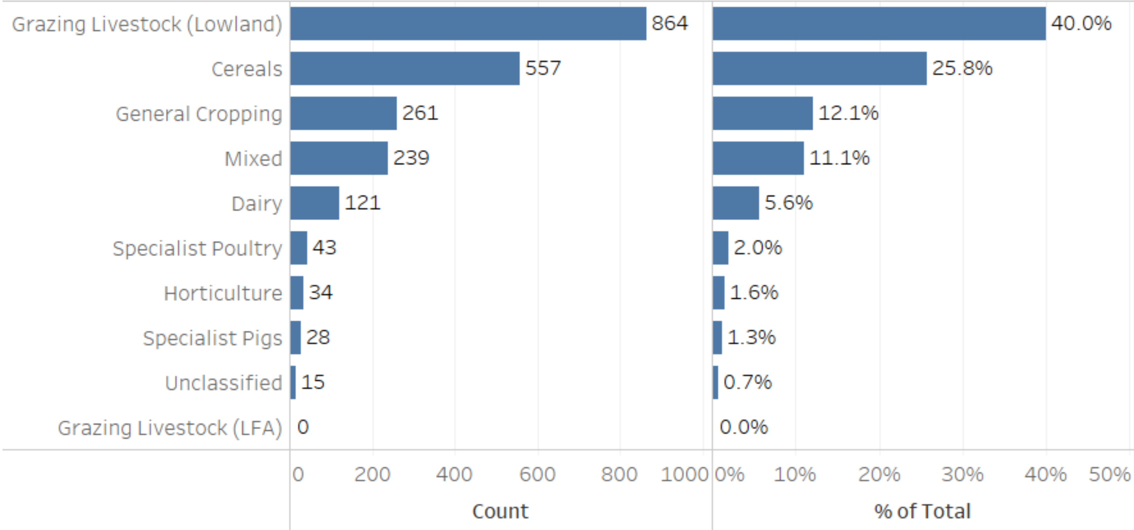
Source: Defra, 2018.

From the charts above, it is clear that over half of the holdings in Leicester, Leicestershire and Rutland are either over 100ha (587 holdings, 27 percent) or between 5 and 20ha (556 holdings, 26 percent). In comparison, small holdings account for the smallest number of farms, with just 209 (10 percent).

Given this split, it is unsurprising that large farms account for the largest proportion of total land area; over 141,000ha (75 percent) of the total farmed area of Leicester, Leicestershire and Rutland can be found on holdings over 100ha.

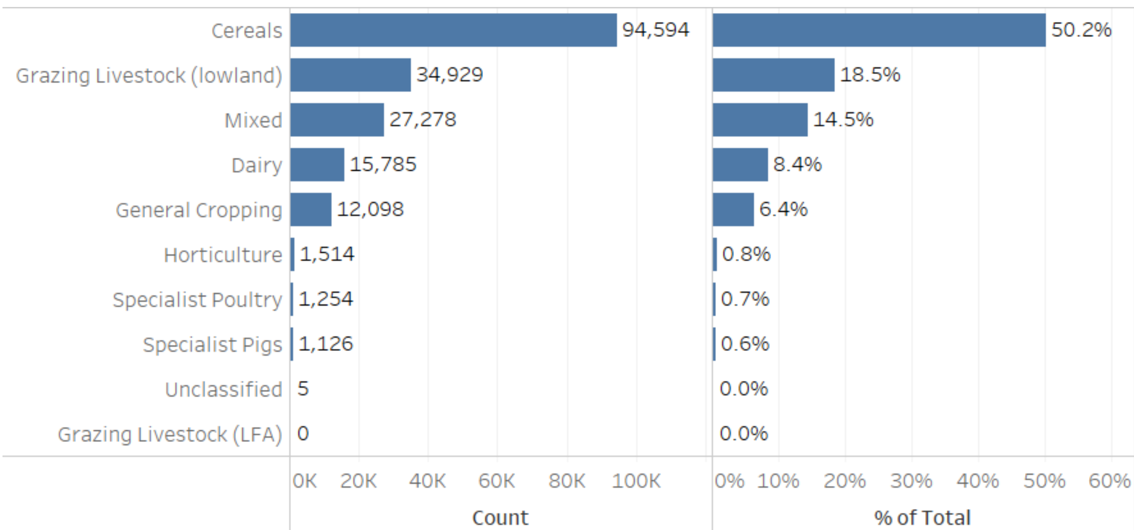
The charts below break down number of holdings and total farmed area by the type of holding.

Figure 23 - Farm type by number of holdings, Leicester, Leicestershire and Rutland, 2016



Source: Defra, 2018.

Figure 24 - Farm size by area of holdings (hectares), Leicester, Leicestershire and Rutland, 2016



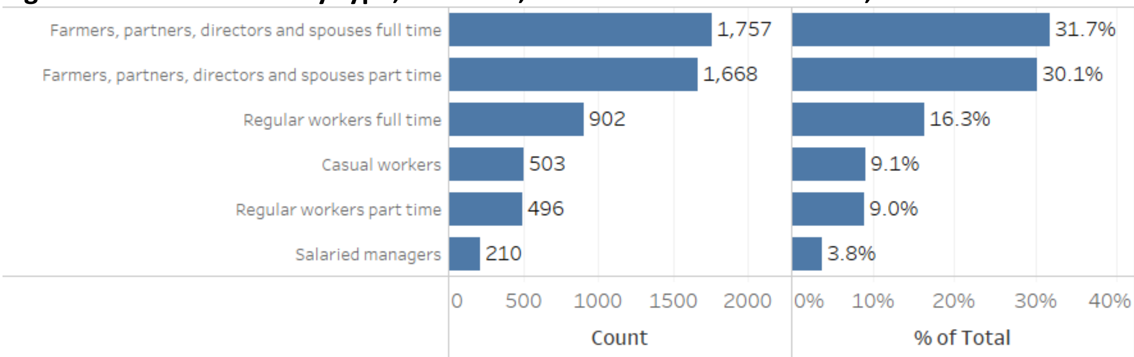
Source: Defra, 2018.

In 2016, it was estimated that 864 farms in Leicester, Leicestershire and Rutland were exclusively lowland grazing livestock, accounting for 40 percent of the total farms in the area. Cereals accounted for just over a quarter of all farm types (26 percent), while general cropping and mixed uses accounted for smaller proportions (12 and 11 percent respectively).

In terms of the overall land area, it was estimated that cereals accounted for half of all farm area in Leicester, Leicestershire and Rutland (over 94,500ha), followed by lowland grazing livestock (19 percent, almost 35,000ha) and mixed uses (15 percent, over 27,000ha).

The chart below breaks down total farm labour by type.

Figure 25 - Farm labour by type, Leicester, Leicestershire and Rutland, 2016



Source: Defra, 2018.

In 2016 it was estimated that there was a total farm labour workforce of 5,536 in Leicester, Leicestershire and Rutland. Of these, almost two-thirds were farmers, partners, directors, and spouses; either full time (1,757 people, 32 percent) or part time (1,668 people, 32 percent). There were 902 regular full time workers (16 percent) and 496 regular full time workers (9 percent). Casual workers accounted for 503 people (9 percent).

Further Information
All data covering land and crop areas, livestock populations and agricultural workforce estimates can be found at the link below:
https://www.gov.uk/government/statistical-data-sets/structure-of-the-agricultural-industry-in-england-and-the-uk-at-june

Tourism

The table below summarises individual Leicestershire accommodation and attractions by their location.

Figure 26 - Tourism-related locations by 2011RUC, Leicestershire, 2018

	Accommodation		Attraction	
Local Authority	**Rural**	**Urban**	**Rural**	**Urban**
Blaby	2	11	2	6
Charnwood	10	19	9	17
Harborough	22	4	27	10
Hinckley and Bosworth	10	4	11	3
Melton	15	6	14	12
North West Leicestershire	22	7	27	13
Oadby and Wigston	-	1	-	4
Leicestershire	**81**	**52**	**90**	**65**

Source: Leicester City Council, Leicestershire County Council, 2018.
N.B. List is not exhaustive and has not been verified. 2011RUC calculated at output area level.

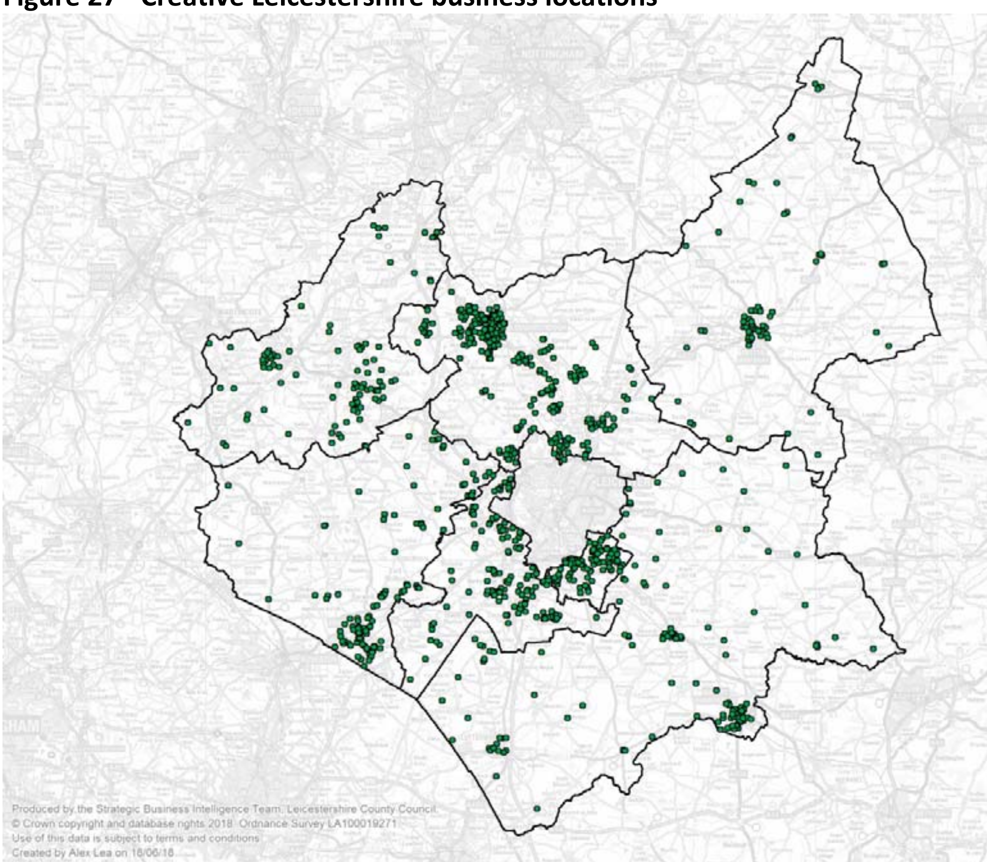
From the list above, it is clear that the number of accommodation and attractions in rural parts of Leicestershire are considerably higher than those in urban areas; there are 81 identified accommodation services in rural parts of the county, compared with 52 in urban areas, while there are 90 rural attractions, compared with 65 in urban areas. Harborough and North West Leicestershire districts have the highest number of rural accommodation services with 22 known locations each. The same two districts also have the highest number of rural attractions, with 27 locations each.

Further Information
The LLEP Tourism and Hospitality Sector Growth Plan contains a comprehensive overview of the tourism industry within Leicestershire:
https://www.llep.org.uk/wp-content/uploads/2015/09/LLEP-Tourism-Sector-Plan-Final-Version.pdf

Creative Industries Sector

Information on creative businesses in Leicestershire is compiled by the Economic Growth Team at Leicestershire County Council as part of their Creative Leicestershire and Made in Leicestershire databases. While this list is not exhaustive, it does provide a useful overview of creative businesses in the county. The map below displays the location of Creative Leicestershire businesses, by postcode.

Figure 27 - Creative Leicestershire business locations[9]



Source: Economic Growth Team, Leicestershire County Council, 2017

[9] Businesses who received the monthly Creative Leicestershire e-bulletin in Leicester, Leicestershire and Rutland before GDPR.

The table below shows the split of Creative Leicestershire business counts, by local authority and 2011 Rural Urban Classification.

Figure 28 - Creative Leicestershire businesses by local authority and 2011RUC, 2017

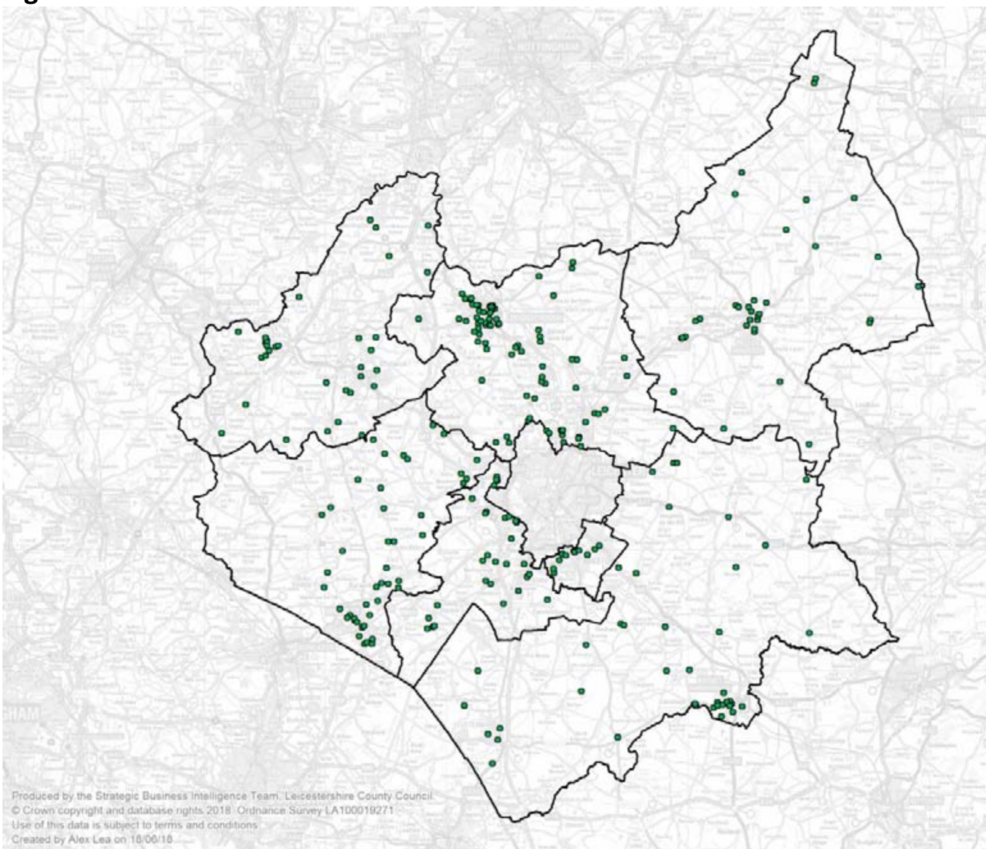
	2011 Rural Urban Classification			
	Rural		Urban	
Name	Count	Percent	Count	Percent
Blaby	35	20.8	133	79.2
Charnwood	40	10.3	348	89.7
Harborough	105	71.4	42	28.6
Hinckley & Bosworth	48	36.9	82	63.1
Melton	36	48.0	39	52.0
North West Leicestershire	50	44.2	63	55.8
Oadby & Wigston	-	-	107	100.0
Total	**314**	**27.8**	**814**	**72.2**

Source: Economic Growth Team, Leicestershire County Council, 2017. 2011RUC calculated at output area level.

Overall, 28 percent of Creative Leicestershire businesses (314 businesses) are located within rural areas, similar to the percentage of the population living in rural parts of Leicestershire (30 percent, see Population section above). Across Leicestershire districts, the proportion of Creative Leicestershire businesses in rural locations ranges from 71 percent in Harborough, to 10 percent in Charnwood.

The map below displays the location of Made in Leicestershire businesses, by postcode, within the county.

Figure 29 - Made in Leicestershire business locations[10]



Source: Economic Growth Team, Leicestershire County Council, 2017

The table below shows the split of Made in Leicestershire business counts, by local authority and 2011 Rural Urban Classification;

Figure 30 - Made in Leicestershire businesses by local authority and 2011RUC, 2017

	2011 Rural Urban Classification			
	Rural		Urban	
Name	Count	Percent	Count	Percent
Blaby	6	20.7	23	79.3
Charnwood	14	16.5	71	83.5
Harborough	33	71.7	13	28.3
Hinckley & Bosworth	21	47.7	23	52.3
Melton	23	63.9	13	36.1
North West Leicestershire	16	48.5	17	51.5
Oadby & Wigston	-	-	12	100.0
Total	**113**	**39.6**	**172**	**60.4**

Source: Economic Growth Team, Leicestershire County Council, 2017. 2011RUC calculated at output area level.

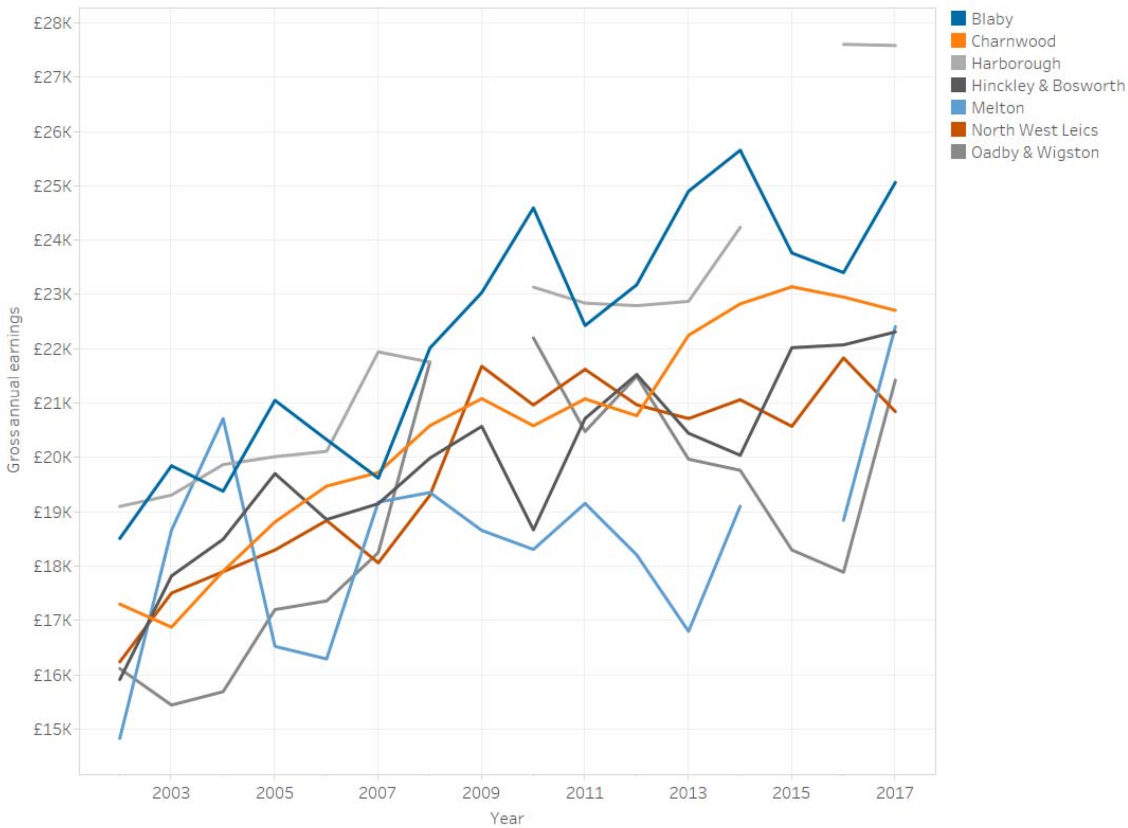
[10] The Creative Leicestershire database consists of businesses, primarily Makers from Leicestershire and Rutland, who completed a survey and attended networking and discussion events. This information was used to understand their development needs and how Made in Leicestershire might better support these in the future.

Overall, 40 percent of Made in Leicestershire businesses (113 businesses) are located within rural areas, higher than the percentage of the population living in rural parts of Leicestershire (30 percent, see Population section above). Across Leicestershire districts, the proportion of Made in Leicestershire businesses in rural locations ranges from 72 percent in Harborough, to 17 percent in Charnwood. Creative Industries are a priority sector for the LLEP and as such they have produced a sector growth plan.[11]

Earnings

Data from the Office for National Statistics on earnings is not available below district level. As such, data for rural Leicestershire is unavailable. The chart below summarises data for gross annual pay data for all resident workers for all Leicestershire local authorities, paying particular attention to the two predominantly rural districts in the county, Harborough and Melton. Note that the data is subject to annual variation and data may be missing due to sampling.

Figure 31 - Gross annual pay data, all resident workers, Leicestershire districts



Source: Annual Survey of Hours and Earnings, NOMIS, 2017.

Overall, gross annual median resident earnings have increased since 2002 across Leicestershire local authorities. Of the two predominantly rural districts in the county,

[11] For more information, please visit; https://www.llep.org.uk/wp-content/uploads/2015/07/LLEP-Creative-Industries-Sector-Growth-Plan1.pdf N.B. The definition of Creative industries within the report is different to that used in this report so there are differences in figures.

Harborough experiences the highest earnings in Leicestershire; the gross annual earnings for Harborough residents in 2017 was £27,583, almost £2,500 higher than the next highest (Blaby district with £25,062), and significantly higher than the figure for Leicestershire (£22,322), the East Midlands (£21,070) and England (£22,654). Earnings in Harborough have been increasing steadily since 2002, when annual earnings were £19,097.

In comparison, Melton experienced gross annual earnings in 2017 of £22,409, over £5,000 lower than Harborough, and the fourth highest earnings in the county. Annual earnings in Melton were comparable with earnings at a county, region and national level. Earnings in Melton have increased at a slower rate compared with Harborough.

Further Information
Analysis of the Annual Survey of Hours and Earnings (ASHE) can be found here:
https://public.tableau.com/views/AnnualSurveyofHoursEarningsASHE/HeadlineData?:embed=y&:display_count=yes&publish=yes

Business Counts

The table below displays the number of business in Leicestershire split by 2011 Rural Urban Classification and size band.

Figure 32 - Business counts by urban/rural and size (employees), 2016-17, Leicestershire

		Year		Change	
2011 RUC	**Businesses**	**2016**	**2017**	**Count**	**Percent**
Rural	Micro (0 to 9)	10,220	10,345	125	1.2
	Small (10 to 49)	665	710	45	6.8
	Medium-sized (50 to 249)	70	70	0	0.0
	Large (250+)	0	5	5	-
	Total	**11,330**	**11,465**	**135**	**1.2**
Urban	Micro (0 to 9)	15,150	16,775	1,625	10.7
	Small (10 to 49)	1,370	1,430	60	4.4
	Medium-sized (50 to 249)	105	120	15	14.3
	Large (250+)	10	5	-5	-50.0
	Total	**17,145**	**18,905**	**1,760**	**10.3**

Source: Inter Departmental Business Register (IDBR), NOMIS, 2017. 2011RUC calculated at MSOA level. Counts rounded to nearest 5.

There were a total of 11,465 businesses in rural Leicestershire in 2017, 38 percent of the total businesses in the county. Between 2016 and 2017, there was an increase of 135 businesses in the county, an increase of 1.2 percent, compared with a 10 percent increase in urban parts of Leicestershire. Overall, micro businesses (0-9 employees) in rural Leicestershire make up a slightly larger proportion of the total; 90.2 percent of the total compared with 88.7 percent in urban Leicestershire.

The table below summarises the percentage of rural businesses by size and industry. Overall, the largest proportion of rural businesses are in the Professional, scientific and technical industry sector (16.5 percent), followed by Agriculture, forestry and fishing (12.6 percent) and construction (11.6 percent). This pattern remains consistent when just looking at Micro businesses (0-9 employees), given that they make up the vast majority of rural businesses. In comparison, the largest proportion of Small industries (10-49 employees) can be found in Accommodation and food services (18.3 percent), Wholesale (12 percent) and Manufacturing (11.3 percent) while almost a third (28.6 percent) of Medium sized businesses (50-249 employees) can be found in Manufacturing. All large rural businesses are from the Professional, scientific and technical sector, although this is most likely due to sampling and rounding of small counts.

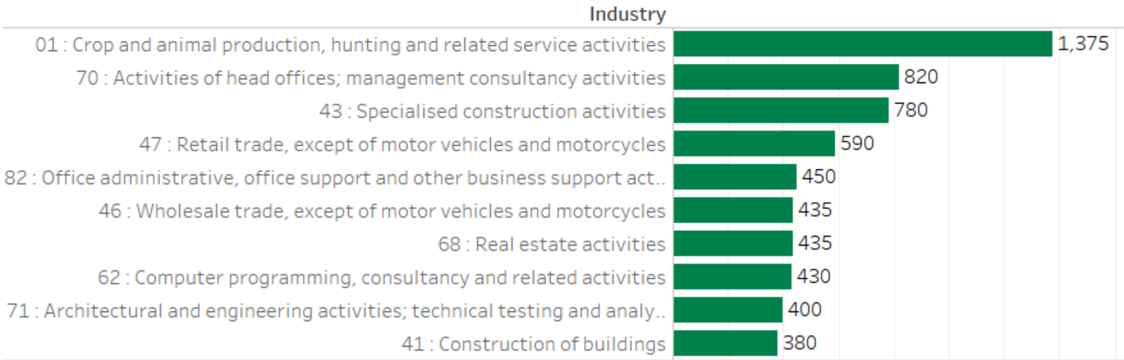
Figure 33 - Rural business counts by size (employees) and industry, 2017, rural Leicestershire

Industry	Micro (0 to 9)	Small (10 to 49)	Med (50 to 249)	Large (250+)	Total
1: Agriculture, forestry & fishing (A)	13.6	2.1	0.0	0.0	12.6
2: Mining, quarrying & utilities (B,D and E)	0.3	0.0	0.0	0.0	0.5
3: Manufacturing (C)	5.3	11.3	28.6	0.0	5.9
4: Construction (F)	12.0	8.5	0.0	0.0	11.6
5: Motor trades (Part G)	3.2	2.1	0.0	0.0	3.1
6: Wholesale (Part G)	4.2	12.0	7.1	0.0	4.8
7 : Retail (Part G)	5.7	4.2	0.0	0.0	5.6
8: Transport & storage (Inc. postal) (H)	4.1	6.3	14.3	0.0	4.3
9: Accommodation & food services (I)	3.2	18.3	7.1	0.0	4.2
10: Information & communication (J)	5.4	1.4	7.1	0.0	5.2
11: Financial & insurance (K)	2.7	0.7	0.0	0.0	2.5
12: Property (L)	4.2	0.7	0.0	0.0	3.8
13: Professional, scientific & technical (M)	17.3	9.9	7.1	100.0	16.5
14: Business administration & support services (N)	8.2	5.6	14.3	0.0	8.1
15: Public administration & defence (O)	0.9	0.0	0.0	0.0	0.8
16: Education (P)	1.6	4.2	14.3	0.0	2.1
17: Health (Q)	2.8	9.9	0.0	0.0	3.2
18: Arts, entertainment, recreation & other (R,S,T & U)	5.3	2.8	0.0	0.0	5.2

Source: Inter Departmental Business Register (IDBR), NOMIS, 2017. 2011RUC calculated at MSOA level.

Looking at the data by two-digit SIC code, it is possible to identify the top industries in rural Leicestershire by size. The chart below shows the top industries for rural micro businesses (0-9 employees);

Figure 34 - Top 10 industries by number of micro businesses, rural Leicestershire



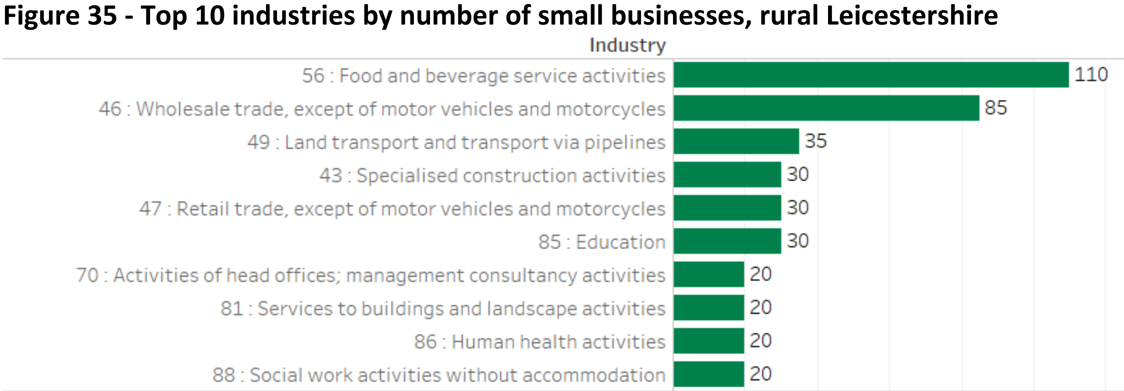
Source: Inter Departmental Business Register (IDBR), NOMIS, 2017. 2011RUC calculated at MSOA level. Figures rounded to nearest 5.

In terms of number of micro businesses, Crop and Animal Production is by far the largest industry in rural Leicestershire, accounting for 1,375 businesses in 2017 (14 percent of all rural micro businesses). This is over 500 businesses more than the next largest industry, Head Offices and Management Consultancies, with 820 (8.4 percent).

Other industry types in the top ten include; construction, retail and wholesale trades, administration and real estate, IT, and architecture and engineering.

The chart below shows the top industries for rural small businesses (10-49 employees);

Figure 35 - Top 10 industries by number of small businesses, rural Leicestershire



Source: Inter Departmental Business Register (IDBR), NOMIS, 2017. 2011RUC calculated at MSOA level. Figures rounded to nearest 5.

For small businesses in rural Leicestershire, Food and Beverage is by far the largest industry, accounting for 110 businesses in 2017 (22 percent of all rural small businesses). The next largest industry is Wholesale Trade, accoutring for 85 small businesses (17 percent).

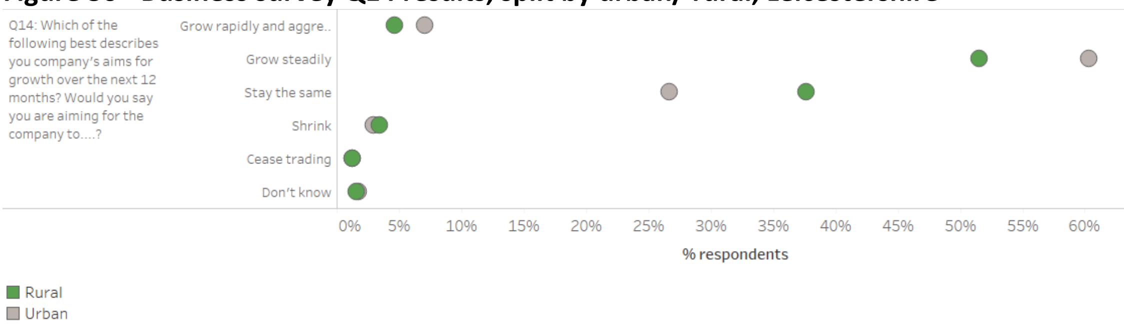
Other industry types in the top ten include; transport, construction, retail trade, education, and human health and social work.

Business Survey

The Leicester and Leicestershire Business Survey 2017 is a valuable source of information on the opinions of local businesses, that provides a snapshot of the of the local business landscape. It delivers a robust source of intelligence that contributes to the planning and decision-making process and underpins the Leicester and Leicestershire Enterprise Partnership's (LLEP) strategic thinking and its local economic strategy. Businesses are classified as urban or rural based on the postcode of the business location that responded, rather than a head office etc.

Included below is a selection of the results, split by urban/ rural.

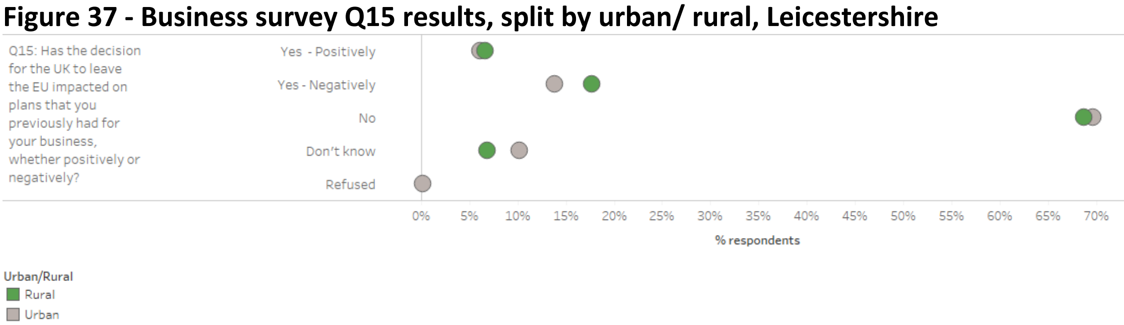
Figure 36 - Business survey Q14 results, split by urban/ rural, Leicestershire



Source: 2017 Business Survey, LLEP, 2018.

Overall, urban businesses tended to be slightly more optimistic about their performance over the next 12 months; 38 percent or rural businesses were expected to experience no growth, compared with 27 percent of urban businesses. At the same time, a total of 67 percent of urban businesses were expecting to grow over the next 12 months, compared to 56 percent of rural businesses.

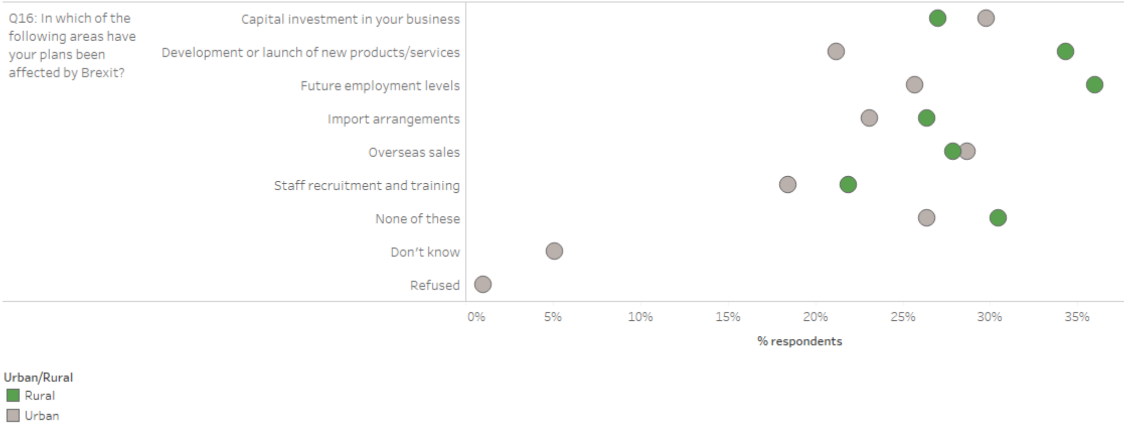
Figure 37 - Business survey Q15 results, split by urban/ rural, Leicestershire



Source: 2017 Business Survey, LLEP, 2018.

Rural businesses were slightly more likely to think they would be affected by Brexit (18 percent compared with 14 percent of urban businesses); although both these figures are low compared with the percentage of businesses that thought they would not be affected.

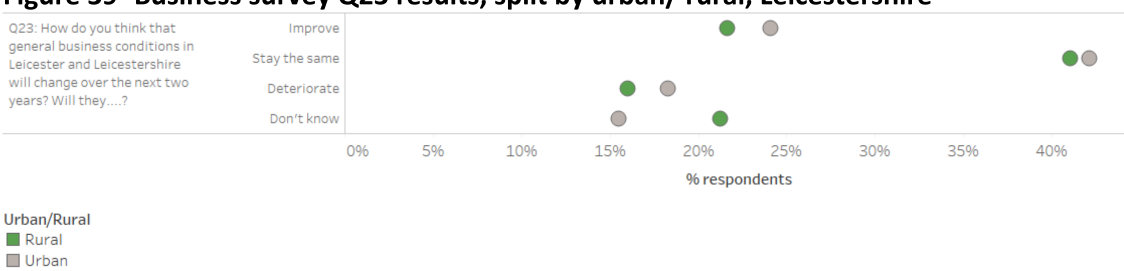
Figure 38 - Business survey Q16 results, split by urban/ rural, Leicestershire



Source: 2017 Business Survey, LLEP, 2018.

Of the businesses that thought Brexit would have negative impact, rural businesses were much more likely to think Brexit would affect the development of new products or services (34 percent compared with 21 percent of urban businesses) and future employment levels (36 percent compared with 26 percent of urban businesses).

Figure 39- Business survey Q23 results, split by urban/ rural, Leicestershire



Source: 2017 Business Survey, LLEP, 2018.

Leicestershire rural businesses were more likely to be uncertain of the general business conditions in the city and county over the next two years; 21 percent of respondents replied that they did not know how conditions would change over the next two years, compared with just 15 percent of urban businesses. In comparison, urban businesses were more likely to think things would either improve or deteriorate.

The top five concerns for rural businesses were;

- Regulation and red tape (23 percent)
- Broadband speed (23 percent)
- Skill shortages/ finding staff (21 percent)
- Petrol or diesel costs (19 percent)
- Energy costs (47 percent)

In the 12 months prior to the survey, rural businesses were most likely to have;

- Increased sales turnover (56 percent)
- Increased profits (46 percent)
- Increased capital investment (30 percent)
- Increased staff headcount (29 percent)

- Started offering new products or services (23 percent)

And in the 12 months following the survey, rural businesses were most likely to expect to;
- Increased profits (69 percent)
- Increase sales turnover (67 percent)
- Increased staff headcount (33 percent)
- Increased capital investment (31 percent)
- Increase spend on ICT/ digital skills, and start offering new products or services (both 27 percent)

Almost one in three (31 percent) rural businesses reported difficulties in recruitment in the 12 months prior to the survey, of which, the following were cited as the main causes;
- Low number of applicants with the required skills (36 percent)
- Not enough people interested in doing this type of job (25 percent)
- Low number of applicants generally (22 percent)
- Remote location / poor public transport (22 percent)
- Low number of applicants with the required attitude, motivation or personality (11 percent)

Four in ten rural businesses did not think there was a skills gap in their business, however, of those businesses that thought there was skills gap, the top three responses were;
- Technical, practical or job specific skills (11 percent)
- General IT user skills (7 percent)
- Marketing or sales skills (7 percent)

The following traffic issues were cited as most likely to have significant benefits to rural businesses;
- Reducing traffic congestion (21 percent)
- More access to car parking (14 percent)
- Improving access for customers travelling by sustainable modes (14 percent)

Only one in ten rural businesses were looking to relocate their business, of which 43 percent were doing so because their premises were too small, while 21 percent were doing so as a result of business expansion. Of those businesses looking to relocate, 59 percent were looking to relocate in the same district, while 19 percent were looking to relocate within Leicestershire, although only 11 percent thought it would be easy or very easy to find the land or premises they needed in Leicestershire.

Further Information
The 2017 LLEP Business Survey report and interactive dashboard can be accessed here:
https://www.llep.org.uk/our-economy/research-reports/business-survey/

Travel to Work

Data on travel to work origin and destination has been made available from the 2011 Census for people of working age in employment at the time of the census. The data can be aggregated to ward level and 2011RUC data can be attached in order to understand commuting flows across rural areas in Leicestershire.

The table below summarises travel to work origin and destination for Leicestershire.

Figure 40 - 2011 Census Travel to Work data by 2011RUC

		Destination					
		Leicestershire		Leicester	Outside LLR	Rutland	Other Location
Origin	Urban/ Rural	Rural	Urban	All			
Leics	Rural	20,158	24,337	12,611	19,557	687	22,883
	Urban	18,365	98,013	43,295	28,971	1,013	36,548
Leicester	All	5,333	25,542	78,479	9,987	229	18,417
Rutland	All	432	788	640	4,606	7,378	4,351
Outside LLR	All	23,254	28,181	10,645	21,188,697	4,847	4,943,324

Source: 2011 Census, NOMIS, 2018. 'Other locations' include working from home, offshore installations, outside UK, and no fixed location.

In 2011, of the 100,000 rural employees in Leicestershire, almost 20,200 lived and worked in rural areas (20 percent), this level of self-containment is much lower than urban parts of Leicestershire (43 percent). Elsewhere, almost 24,300 employees lived in rural parts of the county, but worked in urban Leicestershire and a further 12,600 (13 percent) worked in Leicester city. 19,500 (20 percent) worked outside Leicester, Leicestershire and Rutland, and almost 23,000 worked from home, or other locations. The rate of home working and working from other locations is much higher in the rural parts of the county, compared with the urban Leicestershire (16 percent).

In terms of the net flow of employees, a total of 57,000 rural Leicestershire residents travel outside of rural Leicestershire for work, compared with 29,000 employees who travel into rural Leicestershire for employment. This means that rural Leicestershire has a net outflow of approximately 28,000 employees.

The table below shows the destination of rural Leicestershire employees, split by district.

Figure 41 - 2011 Census Travel to Work data by rural employees only, Leicestershire districts

	Destination					
	Leicestershire					
Origin	Rural	Urban	Leicester	Rutland	Outside LLR	Other Location
Blaby	16.6	30.1	19.4	0.2	13.3	20.4
Charnwood	12.2	29.9	24.8	0.2	11.5	21.4
Harborough	24.2	19.8	14.1	0.7	17.2	24.0
Hinckley & Bosworth	18.3	26.5	15.6	0.1	17.2	22.3
Melton	17.3	20.5	6.4	3.3	25.2	27.4
North West Leics	22.6	25.7	3.3	0.1	27.5	20.8

Source: 2011 Census, NOMIS, 2018. 'Other locations' include working from home, offshore installations, outside UK, and no fixed location. Oadby and Wigston excluded as it is entirely urban.

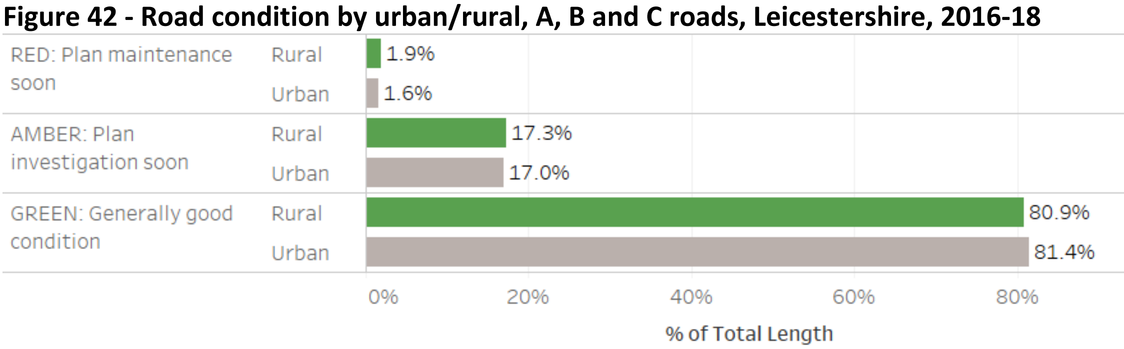
From the table above, we can see that Harborough exhibits the highest rate of rural employment self-containment, with 24 percent of rural employees also working in rural parts of the district. The next highest is North West Leicestershire, with 23 percent while Charnwood has the lowest rate with 12 percent. Conversely, Charnwood has the second highest rate or rural residents travelling into the urban parts of the district for employment (29.9 percent) fractionally behind Blaby (30.1 percent). Charnwood exhibits the highest proportion of the rural population travelling into Leicester (25 percent), while North West Leicestershire exhibits the lowest rate (3.3 percent).

In terms of the proportion of rural employees travelling outside of Leicester, Leicestershire and Rutland for employment, North West Leicestershire experiences the highest rate with 28 percent, followed by Melton with 25 percent. Melton also has the highest rate of rural employees working from home and other locations 27 percent.

Road Condition

Regular road conditions surveys are carried out by Leicestershire County Council based on a sample of the road network. Data is split by urban/rural and road class, as summarised in the chart below.

Figure 42 - Road condition by urban/rural, A, B and C roads, Leicestershire, 2016-18

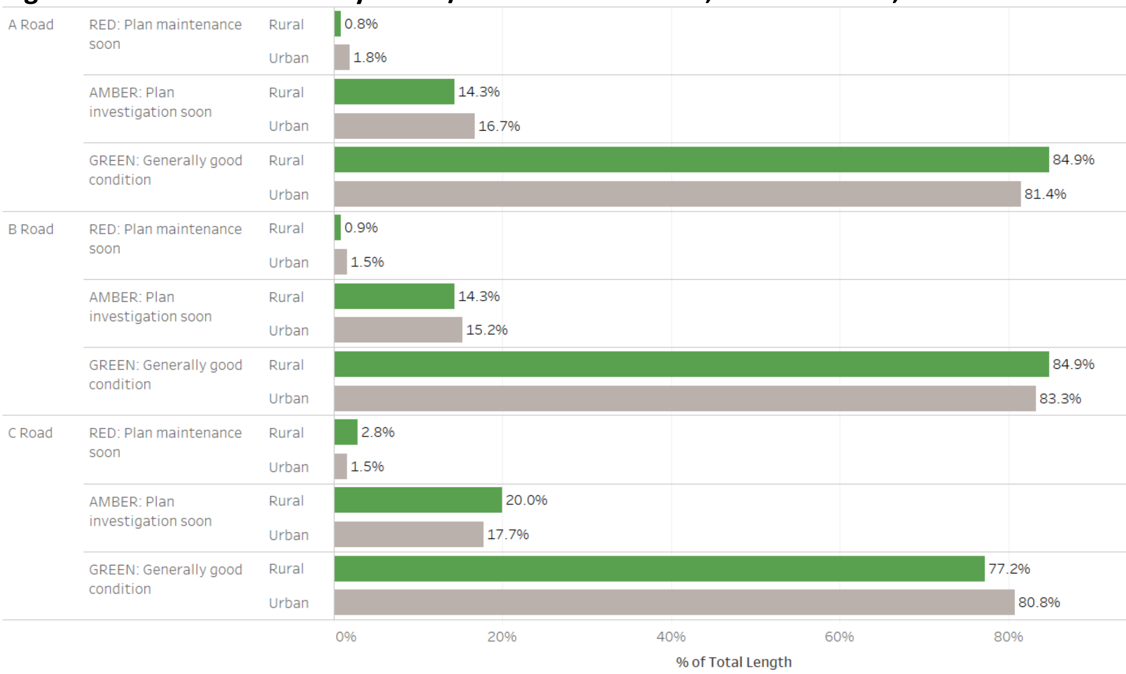


Source: Environment and Transport Department, Leicestershire County Council, 2018

Overall, the condition of surveyed urban and rural roads between 2016 and 2018 in Leicestershire was good; only 1.9 percent of the rural road distances surveyed required maintenance soon, compared with 1.6 percent of urban roads.

The chart below breaks this data down by road type.

Figure 43 - Road condition by urban/rural and road class, Leicestershire, 2016-18



Source: Environment and Transport Department, Leicestershire County Council, 2018

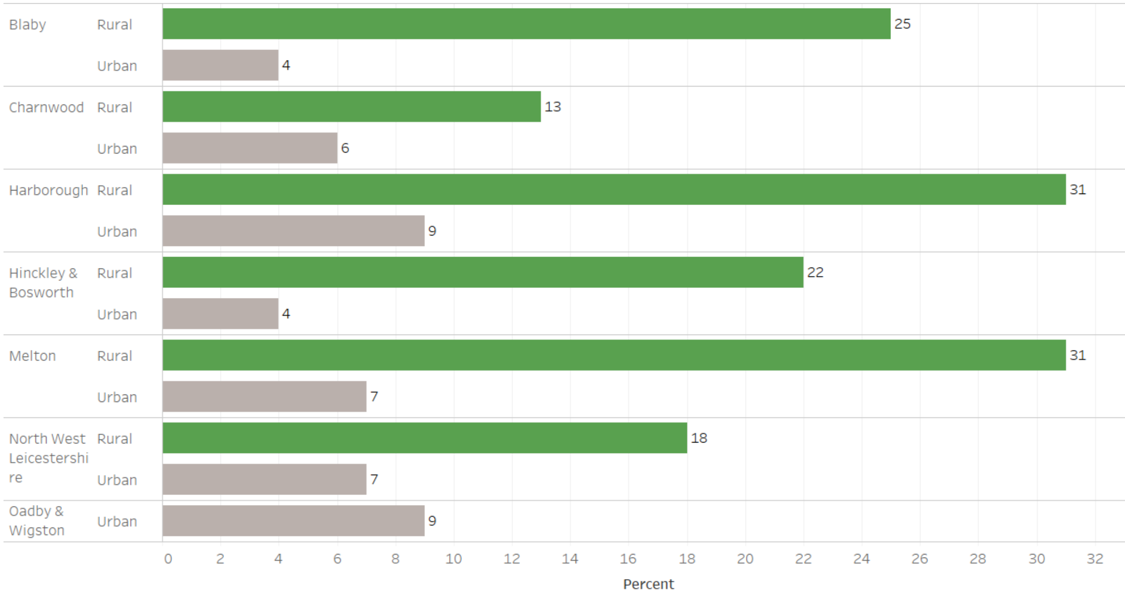
From the chart above, it is clear that A and B roads in rural areas are generally in better condition compared to those in urban areas. For A roads, only 0.8 percent of the distance surveyed required maintenance soon, compared with 1.8 percent of urban roads surveyed. In comparison, 84.9 percent of rural A roads were in generally good condition, compared with 81.4 percent of urban roads.

For B roads, rural roads are more similar to urban roads in their condition; 0.9 percent of the distance surveyed required maintenance soon, compared with 1.5 percent of urban roads surveyed. In comparison, 84.9 percent of rural B roads were in generally good condition, compared with 83.3 percent of urban roads. C roads in rural areas, however are in generally worse conditions compared with those in urban areas; 2.8 percent of the distance surveyed required maintenance soon, compared with 1.5 percent of urban roads surveyed. In comparison, 77.2 percent of rural C roads were in generally good condition, compared with 80.8 percent of urban roads.

A complete survey of all Unclassified roads in the county is completed every four years. The most recent data finds that 12 percent of the Unclassified road network requires surface or structural repair. Rural roads are much more likely to require repair (27 percent) compared with urban roads (6 percent).

The chart below shows the percentage of Unclassified roads in Leicestershire districts where ‘surface or structural repair should be considered.’

Figure 44 - Unclassified roads where 'surface or structural repair should be considered' by urban/rural, Leicestershire districts, 2014-18



Source: Environment and Transport Department, Leicestershire County Council, 2018

Looking at the survey data for unclassified roads across Leicestershire local authorities, it is clear that unclassified roads in rural areas are much more likely to require surface or structural repair. Harborough and Melton have the highest proportion of surveyed roads in need of repair and have rates higher than the county overall, (both with 31 percent), followed by Blaby (25 percent). Charnwood has the lowest proportion of rural roads in need of repair, with 13 percent.

National Highways and Transport (NHT) Survey

The NHT Public Satisfaction Survey collects public perspectives on, and satisfaction with, Highway and Transport Services in Local Authority areas. Data is split by urban/rural classification, allowing results for rural Leicestershire to be reported. The survey includes questions on resident perception of the road network. Overall, the opinions of rural residents were in keeping with those of urban residents and the county as a whole. The latest survey, conducted in 2017 found that;

- 56 percent of rural residents surveyed though that there were more potholes or damaged roads compared with a year ago. This is compared with 55 percent in both urban areas and the county as a whole;
- 64 percent of rural residents surveyed though that the council was doing more, or about the same to repair local roads as a year ago. This is compared with 66 percent in urban areas and 65 percent in the county as a whole;
- 99 percent of rural residents surveyed though that that roads being in good condition was important. This is compared with 100 percent in both urban areas in the county as a whole;

- 37 percent of rural residents surveyed were satisfied with the condition of roads locally. This is compared with 38 percent in urban areas and 37 percent in the county as a whole.

Other findings from the survey include;

The following three issues were most important for rural residents:

- Safe roads (100 percent)
- Roads being in good condition (99 percent)
- Good pavements and footpaths (98 percent)

The following three issues were least important for rural residents:

- 'Demand responsive transport' (e.g. flexible bust service) (64 percent)
- Good local taxi or minicab service (69 percent)
- Community transport (e.g. 'dial a ride', volunteer car schemes) (77 percent)

Rural residents were most satisfied[12] with the following:

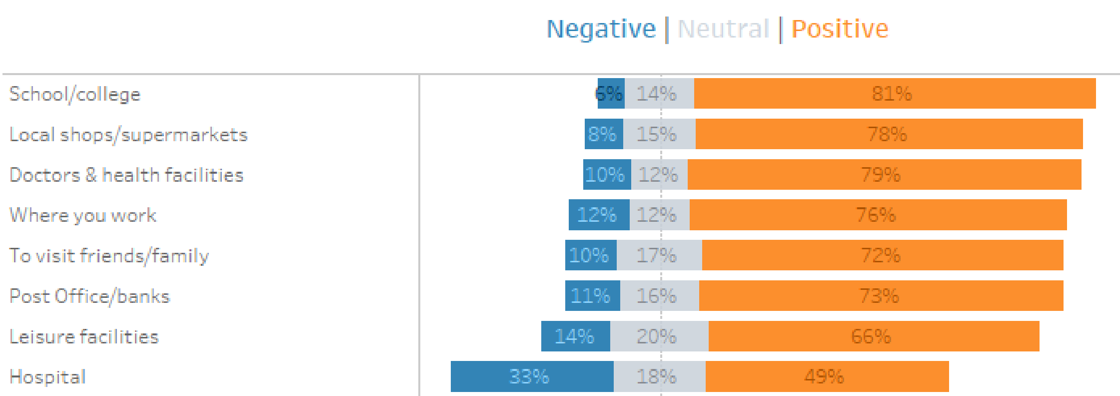
- Pavements and footpaths (63 percent)
- Street lighting (61 percent)
- Local Rights of Way (53 percent)

Rural residents were least satisfied[13] with the following:

- The condition of roads (48 percent)
- Traffic levels and congestion (44 percent)
- Local bus service (36 percent)

The chart below summarises rural residents' satisfaction with access to a range of services by any mode of transport.

Figure 45 - Access to services satisfaction (any mode of transport), rural residents, 2017



Source: National Highways and Transport Survey, 2017

[12] Percentage of respondents reported as being 'satisfied' or 'very satisfied'
[13] Percentage of respondents reported as being 'dissatisfied' or 'very dissatisfied'

Overall, rural residents found it easiest to access school and college (81 percent positive), followed by local shops and supermarkets (78 percent positive), while residents found it hardest to access a hospital (33 percent negative).

Further Information
Further information on the NHT Survey can be found at the link below:
http://www.nhtnetwork.org/nht-public-satisfaction-survey/findings/

Broadband

Analysis by the County Councils Network and Grant Thornton in their report "Capitalising on the Industrial Strategy: how can counties make the most of Britain's economic future?" (2018)[14] outlined the importance of digital infrastructure, and specifically broadband. Supported by OFCOM data on average broadband speeds, the report showed that average download speeds (Mbit/s) are 27 percent slower on average in counties compared to London boroughs and 44 percent slower than mainly urban English unitary authority areas.

Figure 46 - Average download speeds (Mbits/s) by local authority type, 2018.

Source: Analysis of data by Grant Thornton UK LLP from major fixed telecom operators (BT, Virgin Media, Sky, TalkTalk, Vodafone and KCOM)

In comparison, Leicestershire overall was found to have an average download speed (Mbits/s) of 47.9 and a maximum download speed of 436. This ranks Leicestershire 7th out of 37 county councils for average download speed, and 13th for maximum download speed.

The table below summarises superfast broadband coverage across Leicestershire by 2011RUC and address type.

[14] Report available online at: https://www.countycouncilsnetwork.org.uk/re-shape-local-enterprise-partnership-boundaries-to-reduce-complexity-and-drive-local-growth-county-leaders-argue/

Figure 47 - Superfast Broadband coverage by address type and 2011RUC, Leics

Type	2011RUC	Measure	No Coverage	Superfast Broadband Coverage
Non-residential	Rural	Count	1,168	6,327
		Percent	15.6	84.4
	Urban	Count	1,085	13,733
		Percent	7.3	92.7
	Total	**Count**	**2,253**	**20,060**
		Percent	**10.1**	**89.9**
Residential	Rural	Count	6,062	87,374
		Percent	6.5	93.5
	Urban	Count	5,056	209,670
		Percent	2.4	97.6
	Total	**Count**	**11,118**	**297,044**
		Percent	**3.6**	**96.4**
All Properties	**Rural**	**Count**	**7,230**	**93,701**
		Percent	**7.2**	**92.8**
	Urban	**Count**	**6,141**	**223,403**
		Percent	**2.7**	**97.3**
	Total	**Count**	**13,371**	**317,104**
		Percent	**4.0**	**96.0**

Source: Superfast Broadband Team, Leicestershire County Council. 2011RUC calculated at output area level.

In Leicestershire overall, 96 percent of properties have access to superfast broadband, while only 4 percent do not. In rural areas, this rate drops slightly to 93 percent of properties, compared with 97 percent of properties in urban areas.

In rural areas, only 84 percent of non-residential properties have access to superfast broadband, compared with 93 percent in urban areas. In comparison, 94 percent of residential properties in rural areas have access to superfast broadband, compared with 98 percent in urban areas.

The table below summarises superfast broadband coverage across Leicestershire districts by address type and 2011 Rural Urban Classification.

Figure 48 - Superfast Broadband coverage percent, by address, address type and 2011RUC, Leicestershire

		Rural		Urban	
Type Class	**District**	**No Coverage**	**Superfast Broadband Coverage**	**No Coverage**	**Superfast Broadband Coverage**
Non-residential	Blaby	23.9	76.1	13.0	87.0
	Charnwood	15.2	84.8	8.0	92.0
	Harborough	11.4	88.6	2.4	97.6
	Hinckley & Bosworth	19.8	80.2	6.6	93.4
	Melton	27.5	72.5	2.0	98.0
	North West Leics	11.0	89.0	9.2	90.8
Residential	Blaby	9.5	90.5	2.4	97.6
	Charnwood	4.3	95.7	2.8	97.2
	Harborough	5.6	94.4	3.0	97.0
	Hinckley & Bosworth	5.9	94.1	3.3	96.7
	Melton	10.5	89.5	1.4	98.6
	North West Leics	5.9	94.1	1.2	98.8

Source: Superfast Broadband Team, Leicestershire County Council. 2011RUC calculated at output area level. Rural districts only.

Further Information
The full County Councils Network and Grant Thornton Report can be found here:
https://www.countycouncilsnetwork.org.uk/download/1440/

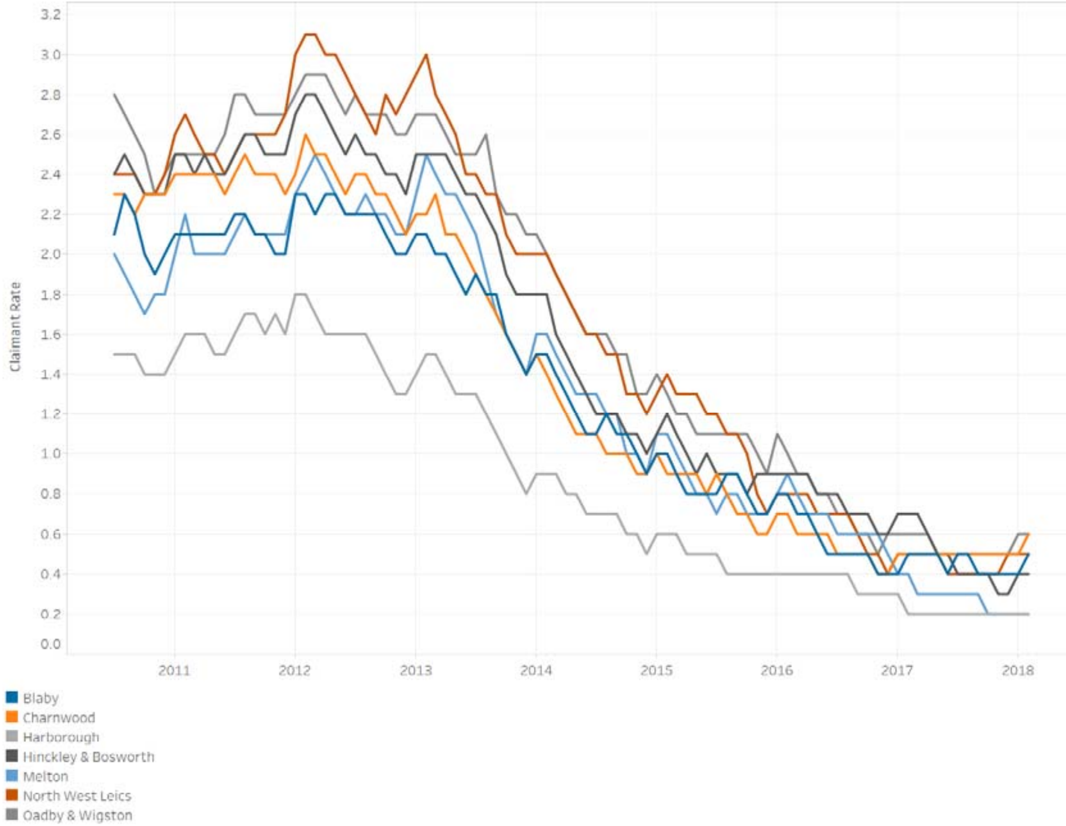
Unemployment

Unemployment in Leicestershire, measured by the Jobseekers Allowance (JSA)[15] claimant rate, is relatively low compared to regional and national comparators. This is even more so in rural Leicestershire, compared to urban areas, and the county as a whole.

Actual, numbers of JSA claimants, as well as the claimant rate have been falling steadily in Leicestershire since 2012. In January 2018, there were 1,770 people claiming JSA in Leicestershire, 0.4 percent of the working age population, compared with 1 percent in the East Midlands and England, and 1.1 percent for the UK as a whole. The decline in claimant rate since 2012 has been mirrored across all Leicestershire districts. The chart below displays the claimant rate for districts between 2010 and 2018.

[15] The claimant count is the number of people claiming JSA principally for the reason of being unemployed. For more information, please visit:
https://www.nomisweb.co.uk/reports/lmp/la/1941962808/report.aspx?town=lei#tabeinact

Figure 49 - Jobseekers Allowance Claimant rate, 2010-18, Leicestershire districts

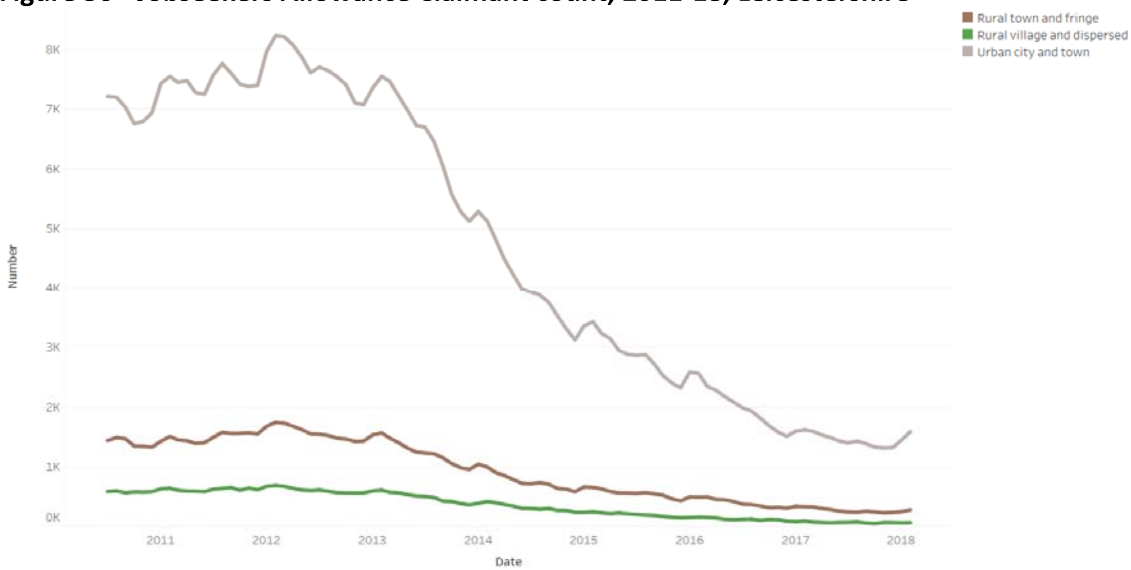


Source: NOMIS, 2018.

Since 2011, Harborough district has consistently exhibited the lowest claimant rate across all Leicestershire districts, although this rate has remained at 0.2 percent since early 2017. Since October 2017, Harborough has been joined by Melton Borough, which also saw their claimant rate drop to 0.2 percent, and has remained at this figure since. This claimant rate equates to 120 people of working age claiming JSA in Harborough, and 70 claimants in Melton.

Jobseekers Allowance data is also published at ward level. The chart below displays claimant count by 2011 Rural Urban Classification groups from July 2010 to January 2018.

Figure 50 - Jobseekers Allowance Claimant count, 2011-18, Leicestershire



Source: NOMIS, 2018. 2011RUC calculated at ward level. Small counts have been supressed.

As discussed above, the majority of the county population lives in areas classed as urban, meaning the overall claimant count is considerably higher in urban areas compared with rural areas. In February 2018 there were 331 people in rural parts of Leicestershire claiming JSA, compared with 1,583 in urban Leicestershire.

The total claimant count in Rural Town and Fringe areas is consistently higher than areas classed as Rural Village and Dispersed, again a product of the population split in the county. Mirroring the overall trend in the claimant count since 2012, the number of claimants in all areas has decreased steadily, with the gap between Rural Town and Fringe and Rural Village and Dispersed narrowing.

The chart below displays claimant rate by 2011 Rural Urban Classification groups from July 2010 to January 2018.

Figure 51 - Jobseekers Allowance Claimant rate, 2011-18, Leicestershire

Source: NOMIS, 2018. 2011RUC calculated at ward level. Small counts have been supressed.

In February 2018, the claimant rate for both Rural Town and Fringe and Rural Village and Dispersed was 0.3 percent. This is compared with 0.5 percent for urban Leicestershire. Across the different 2011RUC typologies, the rate for Rural Town and Fringe has remained consistently lower than the rate for urban areas, while the rate for Rural Village and Dispersed has remained consistently lower than Rural Town and Fringe. All areas have experienced a steady decline in the claimant rate since 2012, with the overall gap between areas narrowing over the last few years.

The table below summarises JSA Claimant Count figures for February 2018 by 2011RUC and Leicestershire district.

Figure 52 - Jobseekers Allowance Claimants, February 2018, Leicestershire districts

	2011 Rural Urban Classification					
	Rural town and fringe		Rural village and dispersed		Urban city and town	
Local Authority	**Number**	**Rate**	**Number**	**Rate**	**Number**	**Rate**
Blaby	46	0.4	0	0.0	256	0.6
Charnwood	20	0.5	9	0.2	642	0.6
Harborough	57	0.3	16	0.4	38	0.2
Hinckley & Bosworth	51	0.2	5	0.3	180	0.4
Melton	9	0.2	0	0.0	51	0.3
North West Leics	89	0.5	29	0.3	214	0.6
Oadby & Wigston	-	-	-	-	202	0.6
Leicestershire	**272**	**0.3**	**59**	**0.3**	**1,583**	**0.5**

Source: NOMIS, 2018. 2011RUC calculated at ward level. Small counts have been supressed.

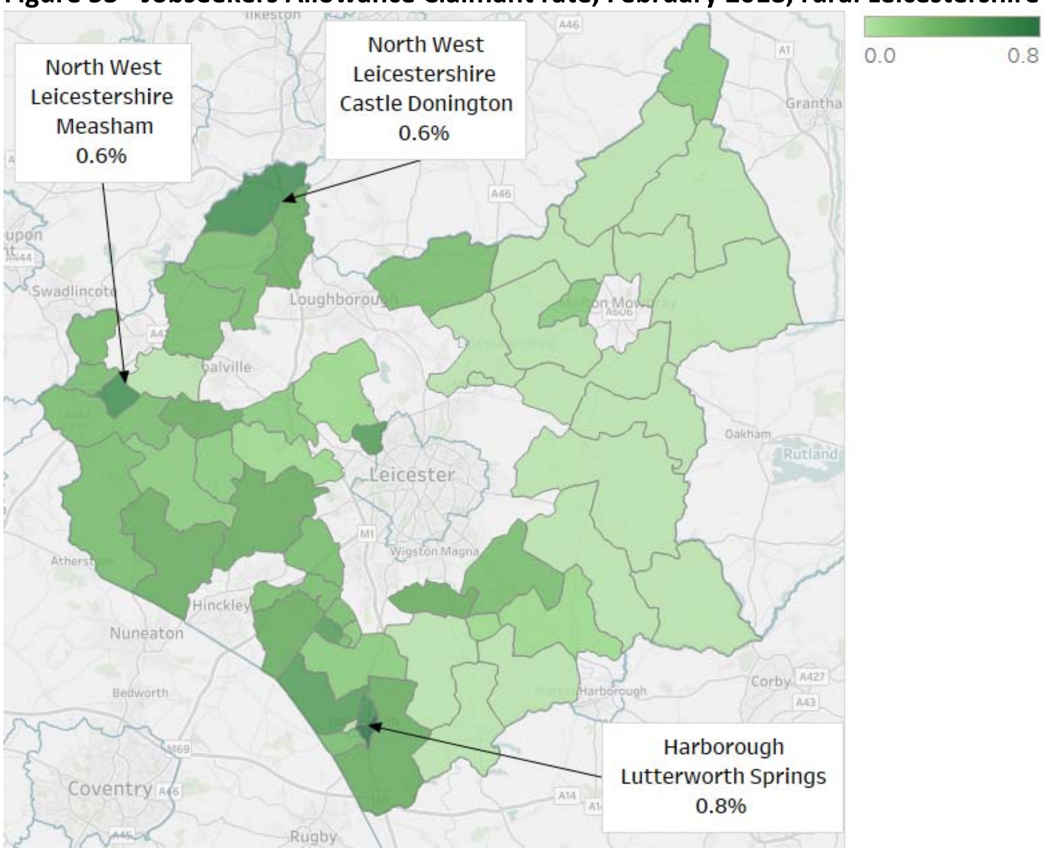
Numbers of claimants across both rural typologies in Leicestershire were low; the highest number of claimants in Rural Town and Fringe areas was 89 claimants in North West

Leicestershire, while there were just nine claimants in Melton.[16] In terms of claimant rate, the highest rate could be found in Charnwood and North West Leicestershire (0.5 percent) while the lowest rates could be found in Hinckley and Bosworth and Melton (0.2 percent).

Claimant numbers in Rural Village and Dispersed areas in February 2018 were even smaller (due to the small proportion of the county population in these areas); the highest number of claimants could again be found in North west Leicestershire (29 claimants) while Blaby and Melton had no claimants.[17] The highest claimant rate in February 2018 could be found in Harborough (0.4 percent) while the lowest claimant rates could be found in Blaby and Melton (zero).

The map below displays JSA claimant rate at a ward level, highlighting wards with the highest rates as of February 2018.

Figure 53 - Jobseekers Allowance Claimant rate, February 2018, rural Leicestershire wards



Source: NOMIS, 2018. 2011RUC calculated at ward level. Small counts have been supressed.

The highest individual ward rates in February 2018 could be found in Lutterworth Springs Ward (0.8 percent), Measham Ward and Castle Donington Ward (both 0.6 percent). Overall rural wards in the western part of the county tended to have higher rates compared with the eastern half, where the claimant count and rate were often zero.

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[16] The 2011RUC classifies Oadby and Wigston as entirely urban

[17] These figures may be zero due to suppression of small counts

Castle Donington Ward also exhibited the largest overall number of claimants amongst rural wards, with 25 people claiming JSA in February 2018.

Further Information
For more unemployment figures for Leicestershire, please visit:
https://public.tableau.com/views/UnemploymentBulletin/HeadlineData?:embed=y&:display_count=yes

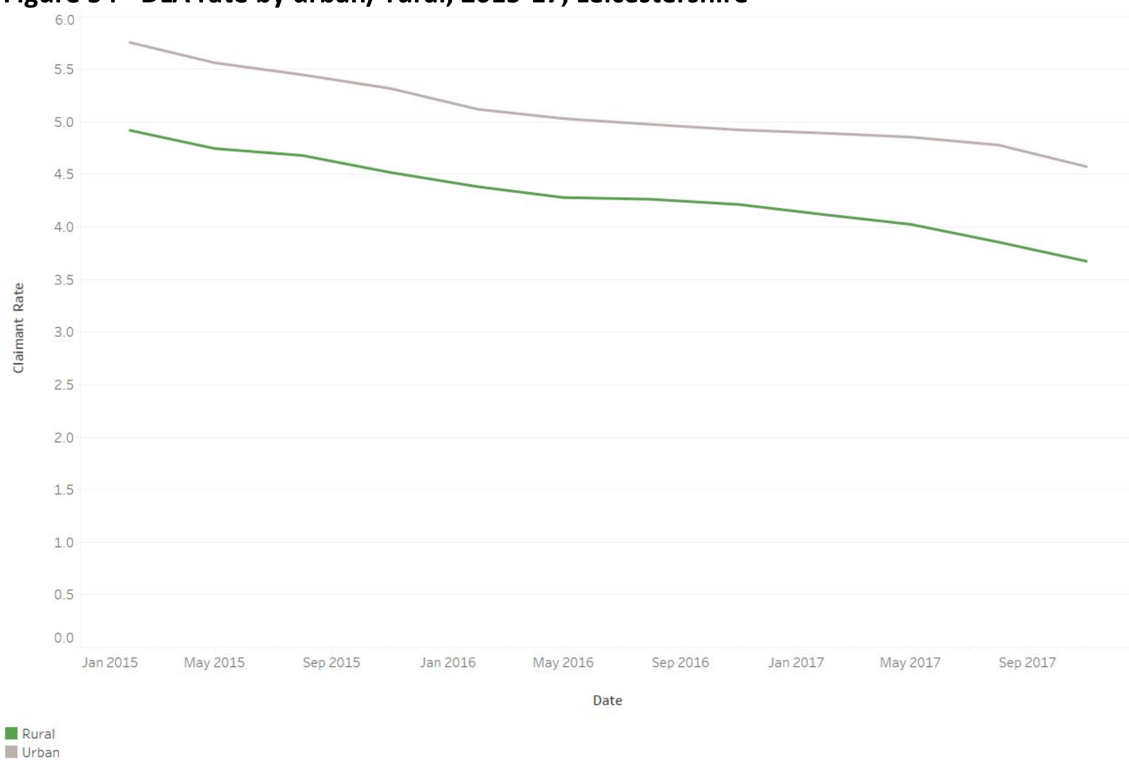
Other DWP Benefits

The following section explores a selection of other DWP out of work benefits, split by urban and rural Leicestershire.

Disability Living Allowance

The chart below displays the Disability Living Allowance (DLA) rate for urban and rural Leicestershire, for 2015-17.

Figure 54 - DLA rate by urban/ rural, 2015-17, Leicestershire



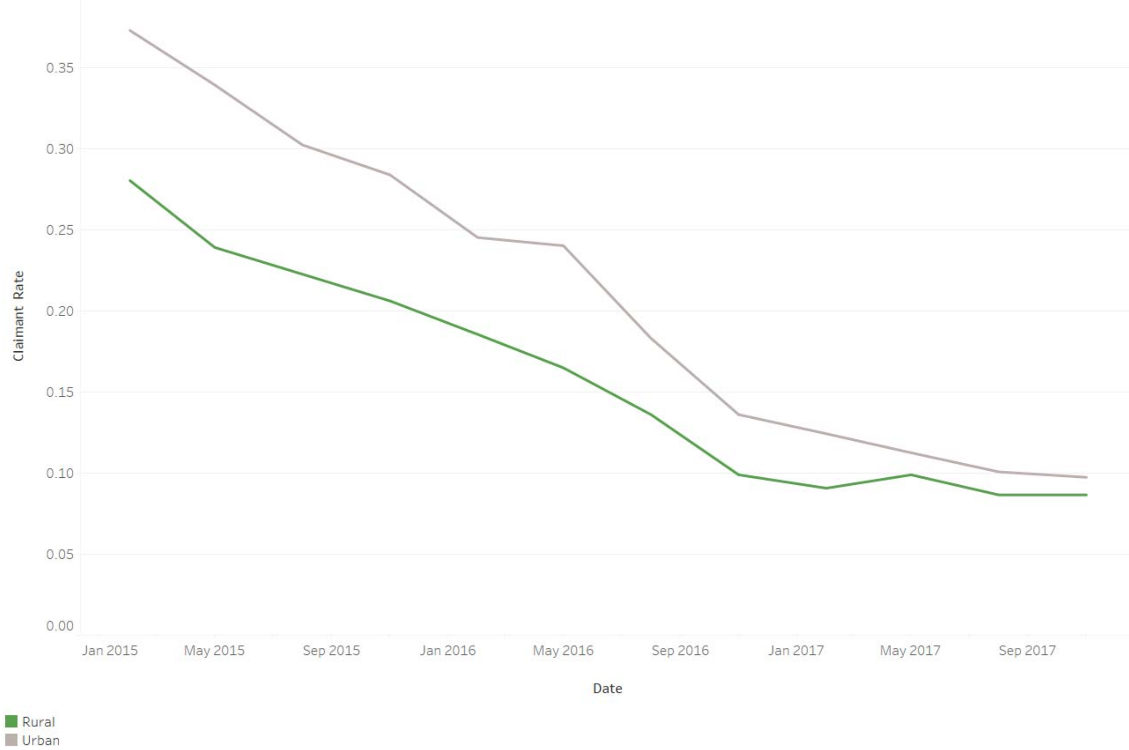
Source: NOMIS, 2018. 2011RUC calculated at ward level. Rates calculated using 2014 mid-year population estimates, 16-64 year olds, ONS, 2015.

In November 2017, there were 760 people claiming DLA in rural Leicestershire, compared with 2,600 in urban parts of the county. This equates to a rate of 3.7 percent for rural Leicestershire and 4.6 percent for urban Leicestershire, compared with 5.3 percent in the East Midlands and 5 percent for England. Since the start of 2015, the rate for DLA in both urban and rural parts of the county has been falling steadily.

Incapacity Benefit/ Severe Disablement Allowance

The chart below displays the Incapacity Benefit/ Employment Support Allowance (IB/SDA) rate for urban and rural Leicestershire, for 2015-17.

Figure 55 - IB/ SDA rate by urban/ rural, 2015-17, Leicestershire



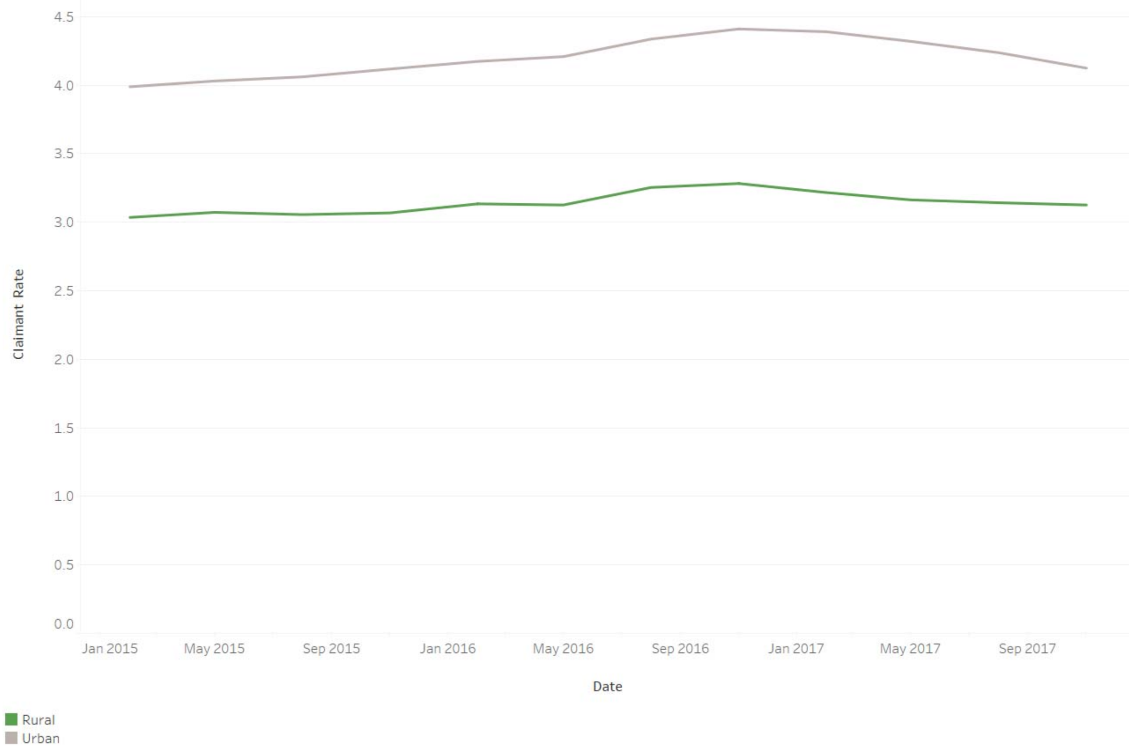
Source: NOMIS, 2018. 2011RUC calculated at ward level. Rates calculated using 2014 mid-year population estimates, 16-64 year olds, ONS, 2015.

In November 2017, there were 760 people claiming IB/SDA in rural Leicestershire, compared with 2,600 in urban parts of the county. This equates to a rate of 0.1 percent for both rural and urban Leicestershire, compared with 0.1 percent in the East Midlands and 0.2 percent for England. Since the start of 2015, the rate for IB/SDA in both urban and rural parts of the county has been falling steadily, while the gap between urban and rural areas has narrowed. This is due to SDA being replaced by Employment Support Allowance, details of which are included below.

Employment Support Allowance

The chart below displays the Employment Support Allowance (ESA) rate for urban and rural Leicestershire, for 2015-17.

Figure 56 - ESA rate by urban/ rural, 2015-17, Leicestershire



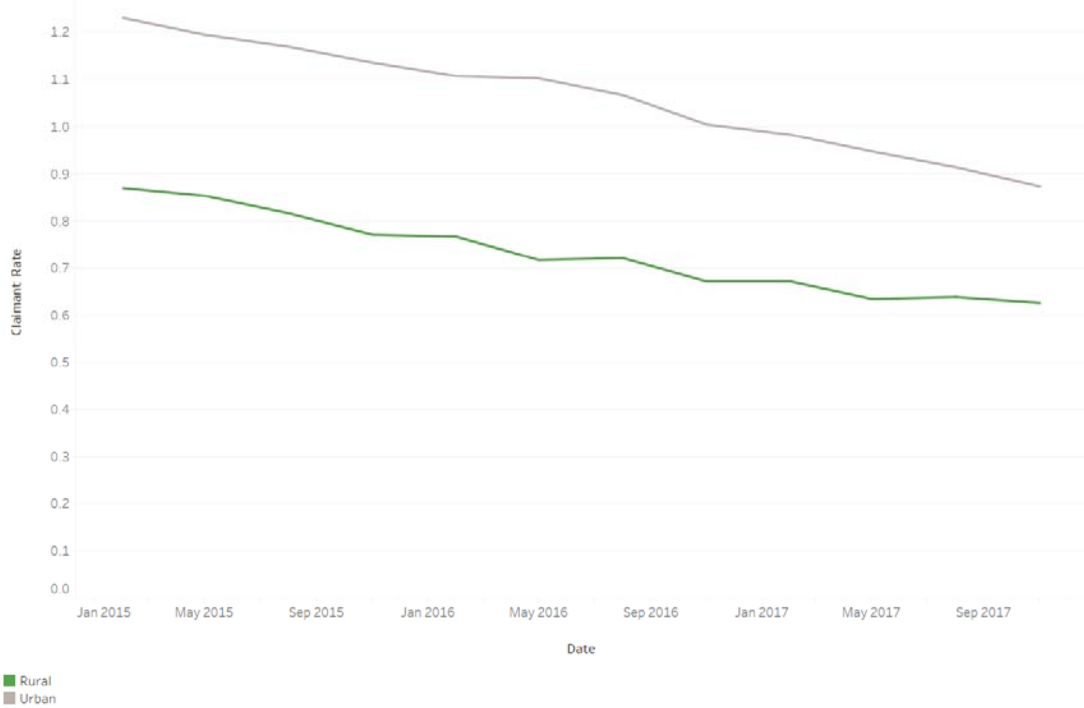
Source: NOMIS, 2018. 2011RUC calculated at ward level. Rates calculated using 2014 mid-year population estimates, 16-64 year olds, ONS, 2015.

In November 2017, there were 3,835 people claiming ESA in rural Leicestershire, compared with 12,855 in urban parts of the county. This equates to a rate of 3.1 percent for rural Leicestershire and 4.1 percent for urban Leicestershire, compared with 5.7 percent in the East Midlands and 5.5 percent for England. Since the start of 2015, the rate for ESA in both urban and rural parts of the county has remained reasonably consistent, increasing slightly towards the end of 2016, but falling back by the end of the period.

Income Support

The chart below displays the Income support (IS) rate for urban and rural Leicestershire, for 2015-17.

Figure 57 - Income Support rate by urban/ rural, 2015-17, Leicestershire



Source: NOMIS, 2018. 2011RUC calculated at ward level. Rates calculated using 2014 mid-year population estimates, 16-64 year olds, ONS, 2015.

In November 2017, there were 770 people claiming Income Support in rural Leicestershire, compared with 2,820 in urban parts of the county. This equates to a rate of 0.6 percent for rural Leicestershire and 0.9 percent for urban Leicestershire, compared with 1.4 percent for both the East Midlands and England. Since the start of 2015, the rate for Income Support in both urban and rural parts of the county have fallen gradually.

NEET

Data on the number of young people aged 16-19 not in education, employment or training (NEET) is released each month by Prospects. Overall, in January 2018, there were a total of 304 young people classed as NEET in Leicestershire (2.3 percent of the population). In urban Leicestershire, this figure was slightly higher at 2.4 percent, compared with 2 percent of the 16-19 population in all rural areas. Within rural areas, wards classed as Rural Town and Fringe experienced the same rate as urban areas (2.4 percent) while for wards classed as Rural Village and Dispersed, the rate was considerably lower (1.4 percent).

Figure 58 - NEET by 2011RUC, January 2018, Leicestershire

2011RUC	NEET	Total	Rate
Rural town and fringe	66	2,810	2.4
Rural village and dispersed	15	1,099	1.4
Rural Total	**81**	**3,909**	**2.0**
Urban city and town Total	**223**	**9,503**	**2.4**
Leicestershire Total	**304**	**13,412**	**2.3**

Source: Prospects, January 2018. 2011RUC calculated at ward level.

Within Leicestershire rural wards, the highest rate was experienced in Sence Valley Ward (9.4 percent), followed by Daleacre Hill (6.7 percent) and Lutterworth Swift Ward (6.5 percent). In comparison, 21 rural wards had no young people classified as NEET.

Further Information
For more information on young people not in education, employment or training, please visit the Prospects website:
http://www.prospects.co.uk/Contact-Us/Corporate-Head-Office/Prospects-in-Leicestershire-

7. Communities

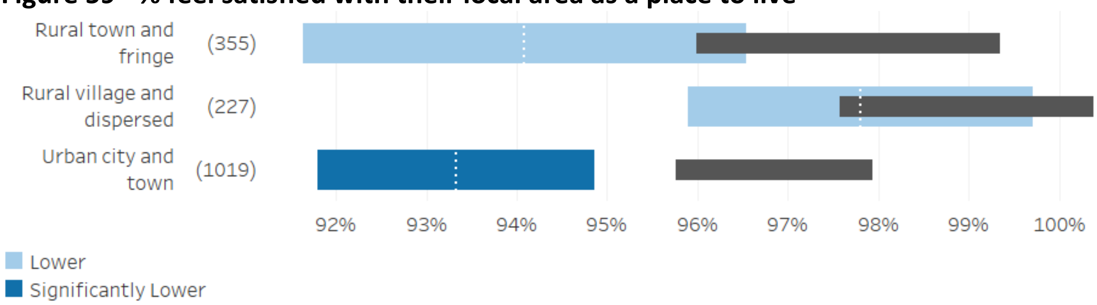
Leicestershire Insight Survey

The Leicestershire Residents Insight Survey has been commissioned by Leicestershire County Council to understand public perceptions across areas important to the council, including;

- The local area as a place to live;
- Communities & Volunteering;
- Perceptions of Leicestershire County Council;
- Feelings of Safety; and
- Reporting of hate crimes, extremism and domestic abuse.

The analysis below explores a selection of relevant questions from the survey, split by 2011RUC typologies. In each case the centre point of the black bar represents the figure for 2016, while the centre of the coloured bar represents the figure for 2017, with the colour showing the significance. The length of each bar represents the margin of error;

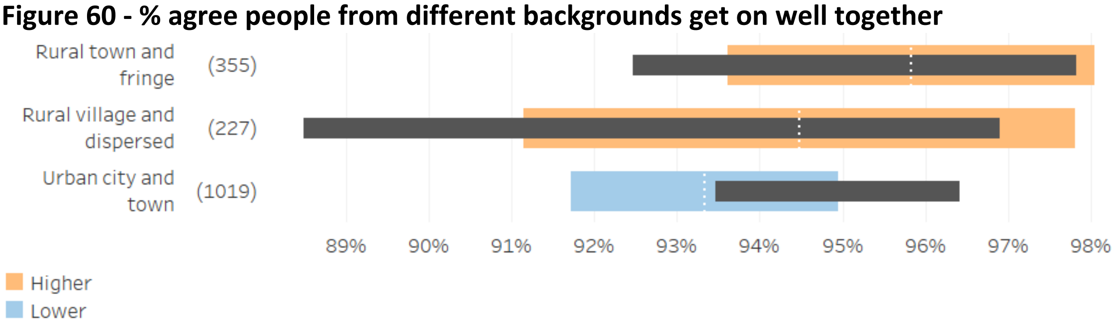
Figure 59 - % feel satisfied with their local area as a place to live



Source: Leicestershire Insights Survey, 2018. 2011RUC calculated at output area level.

Respondents in areas classed as Rural Village and Dispersed are more likely to feel satisfied with their local area as a place to live (97.8 percent) compared to Rural Town and Fringe (94.1) and urban areas (93.3). Rural areas results are lower in 2018 than 2017, while urban areas are significantly lower.

Figure 60 - % agree people from different backgrounds get on well together

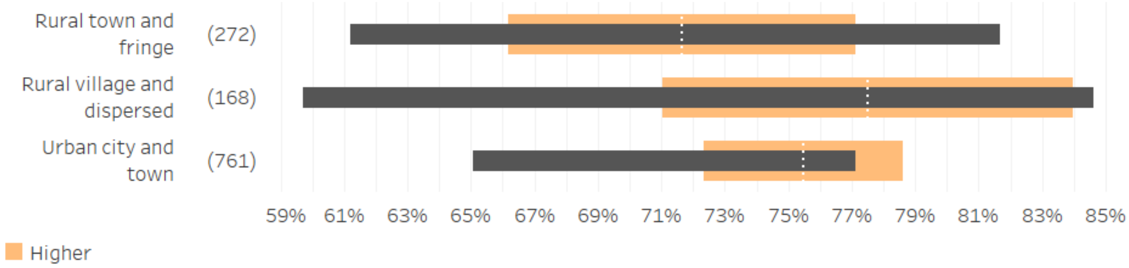


Source: Leicestershire Insights Survey, 2018. 2011RUC calculated at output area level.

Respondents from Rural Town and Fringe are more likely to agree that people from different backgrounds get on well together (95.8 percent) compared with Rural Village and

Dispersed (94.5 percent). Both rural areas have a higher response than urban areas (93.3) and their responses for 2017 are significantly higher than those for 2016, while urban areas are significantly lower than 2016.

Figure 61 - % willing to work together to improve their neighbourhood



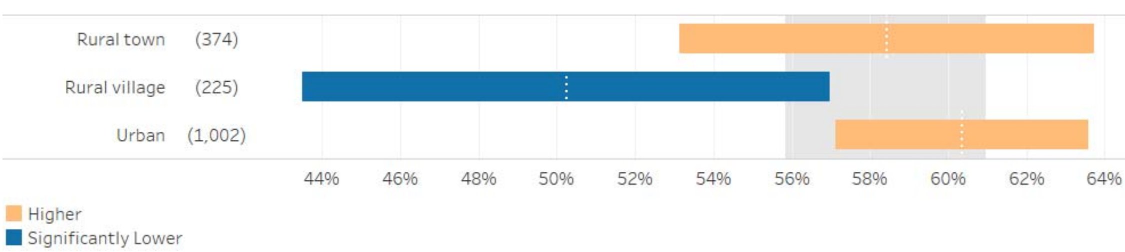
Source: Leicestershire Insights Survey, 2018. 2011RUC calculated at output area level.

Respondents in Rural Village and Dispersed areas were more likely to agree that people were willing to work together to improve their neighbourhood (77.5 percent), slightly higher than urban areas (75.5) and Rural Town and Fringe (71.6). All areas have experienced an increase since 2016.

Housing

The Insight Survey asks a specific question on local housing meeting local need. The chart below summarises the results of this question, split by 2011RUC.

Figure 62 - % agree that local housing meets local needs

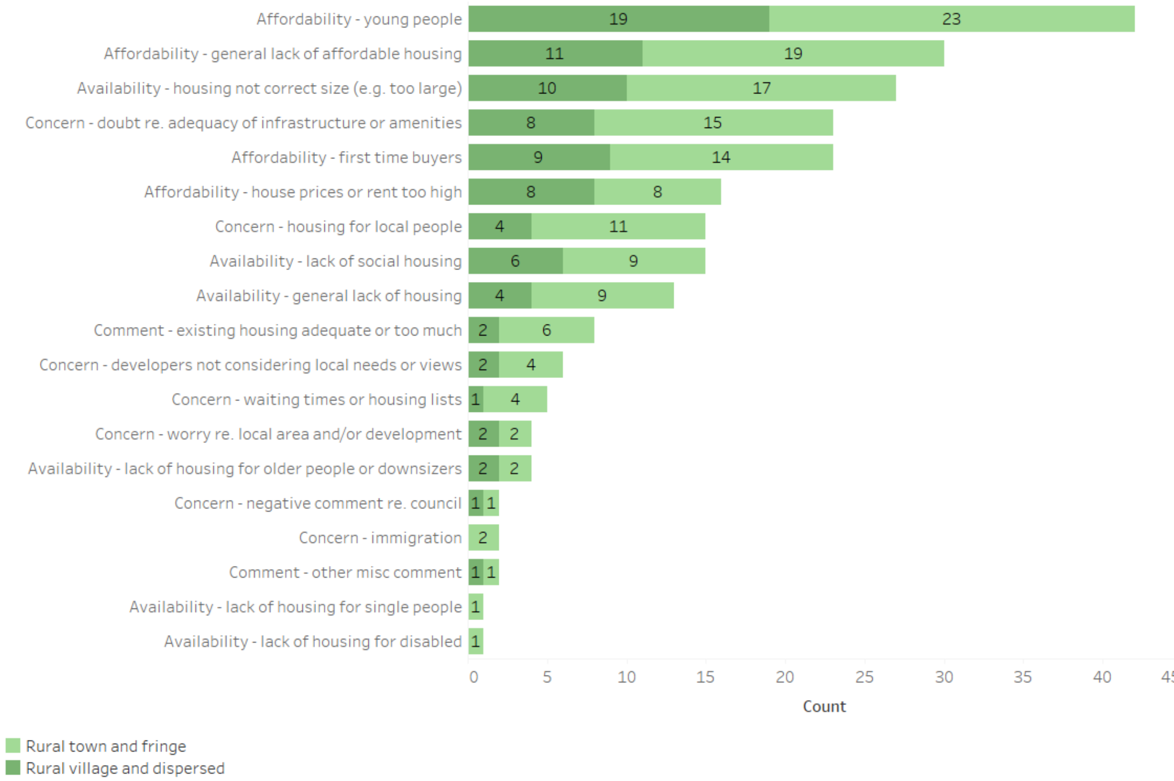


Source: Leicestershire Insights Survey, 2018. 2011RUC calculated at output area level.

The response rate from residents living in areas classed as Rural Village responses was 50.2 percent. This is significantly lower than the Leicestershire response of 58.4 percent. The response rate for Rural Town residents (58.4 percent) is identical to the Leicestershire rate. In comparison, the Urban rate (60.3 percent) is higher than the Leicestershire rate.

The Insight Survey also asked an open-ended question on housing to capture resident's wider comments. These comments were coded into broader themes. The chart below summarises all comments by 2011RUC for rural areas.

Figure 63 - Housing questions literal responses by 2011RUC



Source: Leicestershire Insights Survey, 2018. 2011RUC calculated at output area level.

Below is a summary of the top three themes, by total number of comments, with some example comments:

Affordability - younger people (42 comments)
"There are a lot of young people in our village and the house price is too high. If young people want to buy a house they have to move out of the village."
"They should build a lot more smaller houses for the youngsters, they are building plenty of big houses which are not first time buyer houses."

Affordability - general lack of affordable housing (30 comments)
"There is not enough social and affordable housing."
"There are no starters or low cost homes."

Availability - housing not correct size (e.g. too large) (27 comments)
"There are too many large houses and not enough affordable housing for first time buyers."
"They should build a lot more smaller houses for the youngsters, they are building plenty of big houses which are not first time buyer houses."

Concern - doubt re. adequacy of infrastructure or amenities (23 comments)
"There is too much housing and not enough amenities to cope. Health services are stretched."
"They put up the houses but we have no shops and the schools are overcrowded."

Affordability - first time buyers (23 comments)
"They are very few opportunities for first time or young people to buy the houses in the area because they're only building 4 or 5 bed houses and too expensive and big for them."
"House prices are too expensive. Not enough affordable housing for first time buyers."

Crime

The table below summarises crime data for Leicestershire for the year to March 2018, split by 2011RUC.

Figure 64 - Total crime by 2011RUC, YTD March 2018, Leicestershire

Classification	Crime Counts	% Total Crime	Crime rate per 1000 pop
Urban city and town	31,983	76.6%	67
Rural town and fringe	5,524	13.2%	45
Rural village	3,197	7.7%	45
Hamlets and isolated dwellings	1,033	2.5%	70
Grand Total	**41,737**	**100.0%**	**61**

Source: CRIMSEC4, Leicestershire Police, 2018. 2011RUC calculated at output area level.

From the table above, it is clear to see that the vast majority of crime (77 percent) occurs in urban areas. Smaller proportions occur within rural areas; 13 percent in areas classed as Rural Town and Fringe and 7.6 percent in Rural Village. A nominal proportion of total crime occurs within Hamlets and Isolated Dwellings (2.5 percent), however, as a smaller proportion of the county population live in these areas, the overall crime rate per 1,000 population is actually higher in these areas than in urban areas; 70 crimes per 1,000 population compared with 62 crimes in urban areas. The rate in Rural Town and Fringe and Rural Village is 45 crimes per 1,000 population. This is still below the England & Wales national crime rate of 83 crimes per 1,000 population (all offences excluding fraud).

The table below summarises 'Residential burglary' crime data for Leicestershire for the year to March 2018, split by 2011RUC.

Figure 65 - 'Residential burglary' crime data by 2011RUC, YTD March 2018, Leicestershire

Classification	Crime Counts	% Total Crime	Crime rate per 1000 pop
Urban city and town	2,510	71.2%	5
Rural town and fringe	517	14.7%	4
Rural village	399	11.3%	6
Hamlets and isolated dwellings	101	2.9%	7
Grand Total	**3,527**	**100.0%**	**5**

Source: CRIMSEC4, Leicestershire Police, 2018. 2011RUC calculated at output area level.

The crime data for Residential Burglary follows a similar pattern to that of overall crime; almost three-quarters (71 percent) of all crimes take place in urban areas, with smaller proportions occurring within rural areas; 15 percent in areas classed as Rural Town and Fringe and 11 percent in Rural Village. As with overall crime, a much smaller proportion occurs within Hamlets and Isolated Dwellings (2.9 percent), but as a rate per 1,000 population, crimes in these areas are more prevalent that in urban areas (7 crimes per 1,000 population compared with 5 crimes in urban areas). In comparison, the rates for Rural Town and Fringe is slightly lower (4) while Rural Villages are slightly higher (6). The overall crime rate for Residential burglary in urban areas is the same as the national crime rate of 5 crimes per 1,000 population.

The crime type 'Non-residential burglary' covers a range of crime types relating to businesses and communities facilities which may be of interest to rural areas. The table below summarises this data for rural areas.

Figure 66 - 'Non-residential burglary' crime data by 2011RUC, YTD March 2018, Leicestershire

Classification	Crime Counts	% Total Crime	Crime rate per 1000 pop
Urban city and town	1,157	69.5%	2
Rural town and fringe	179	10.8%	1
Rural village	229	13.8%	3
Hamlets and isolated dwellings	99	5.9%	7
Grand Total	**1,664**	**100.0%**	**2**

Source: CRIMSEC4, Leicestershire Police, 2018. 2011RUC calculated at output area level.

Across rural parts of Leicestershire, Rural Village areas and Hamlets and isolated dwellings experience a higher proportion of non- residential burglary (13.8% and 5.9% respectively) when compared to the proportion of all crimes in these areas.

The overall crime rate for Non-residential burglary in Leicestershire is 2 crimes per 1000 population which is the same as the national rate. Hamlets and Isolated Dwellings have a much higher rate than urban areas (7 crimes per 1,000 population) while the rates in areas classed as Rural Villages were slightly higher with 3 offences per 1,000 population.

Further Information
National Crime Comparator figures can be found in Table 3 of the ONS Statistical Bulletin: Crime in England and Wales: year ending March 2018
https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingmarch2018

Full crime data by 2011 Rural Urban Classification can be accessed here:
https://tableau.leics.gov.uk/views/RuralUrbanDashboard/UrbanRuraldashboard?iframeSizedToWindow=true&:embed=y&:showAppBanner=false&:display_count=no&:showVizHome=no

An analysis of rural crime at a national data can be found here:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/676118/Crime_Jan_2018.pdf

A report by the National Rural Crime Network can be found here:
http://www.nationalruralcrimenetwork.net/content/uploads/2018/07/National-Rural-Crime-Survey-2018-Report-and-Recommendations.pdf

Housing and Employment Land Provision

The Leicester and Leicestershire local authorities commissioned a Housing and Economic Development Needs Assessment (HEDNA) to assess future housing needs, the scale of future economic growth and the quantity of land and floor space required for B-class economic development uses between 2011 and 2031/36.

The HEDNA has looked at a wealth of evidence, including population, household and economic growth projections, to assess the need for housing and employment land over the next 20 years. The HEDNA provides an evidence base to inform the preparation of statutory local plans by individual local planning authorities. It also provides evidence for the non-statutory Strategic Growth Plan for Leicester and Leicestershire which all of the Leicester and Leicestershire authorities are currently preparing.

Annual Housing Requirement

The main HEDNA report also contains a range of district-level demographic and economic indicators. As such, the commentary focuses on the two predominantly rural districts of

Harborough and Melton. The table below summarises the annual objectively-assessed housing need, between 2011-36;

Figure 67 - Objectively-Assessed Housing Need, Dwellings per annum, 2011-36

	Demographic Need (10 Year Migration Trends)	Affordability Adjustment	Supporting Economic Growth	Objectively-Assessed Need
Leicester	1,516	152		1,668
Blaby	301	60		361
Charnwood	947	47		994
Harborough	447	67		514
Hinckley & Bosworth	413	41		454
Melton	134	20	16	170
NW Leicestershire	378	38	32	448
Oadby & Wigston	129	26		155
HMA	**4,265**	**451**	**48**	**4,716***

Source: HEDNA, 2017. *Note the HMA total does not match the sum of its LA parts.

From the table above, the two rural local authorities in the county (Harborough and Melton) have an annual requirement of 514 and 170 dwellings per annum respectively. Harborough's annual requirement is the second highest in the county, behind Charnwood, while Melton's requirement is the second lowest, after Oadby and Wigston. Harborough also has the largest requirement for affordable housing in the county (67 dwellings).

The HEDNA indicates that the number of residents aged over 65 across the HMA is projected to increase by 75 percent over the period to 2036. As a result of a growing older population and increasing life expectancy, the analysis projects an increase in people with mobility problems of around 25,000 by 2036 and an increase of over 11,600 persons with dementia. Some of these households will require adaptations to properties to meet their changing needs whilst others may require more specialist accommodation or support. There is clear evidence of need for properties which are capable of accommodating people's changing needs.

Based principally on the expected growth in population of older persons, the report estimates a need for an additional 11,818 specialist dwellings for older persons in Leicester and Leicestershire over the 2011-36 period. This forms part of the HEDNA's conclusions on the objectively assessed housing need. The need in different local authorities is shown below (equal provision (a 50:50 split) between market and affordable housing provision is expected);

Figure 68 - Need for Specialist Housing for Older People, 2011-36

Local Authority	Change in population aged 75+	Specialist housing need (@ 170 units per 1,000)	Per annum need (2011-36)
Leicester	13,867	2,357	94
Blaby	7,318	1,244	50
Charnwood	12,972	2,205	88
Harborough	9,301	1,581	63
Hinckley & Bosworth	9,563	1,626	65
Melton	4,672	794	32
NW Leicestershire	7,833	1,332	53
Oadby & Wigston	3,990	678	27
HMA	**69,515**	**11,818**	**473**

Source: HEDNA, 2017

The predominantly rural authorities in Leicestershire are forecast to need 63 (Harborough) and 32 (Melton) additional specialist housing for older people per annum to 2036. The needs evidence supports the conclusions of the Leicestershire County Council's Accommodation Strategy for Older People 2016-26, and Extra Care Annual Review, which highlight a need for additional extra care housing provision.

A need is identified for around 4,322 wheelchair adapted homes (2011-36), equivalent to around 4 percent of new housing provision. Decisions about the appropriate mix of specialist housing should take account of the current stock, other local needs evidence as appropriate, and policies regarding accommodation and care for older persons. The Leicestershire local authorities should liaise with the County Council as appropriate in this respect.

GL Hearn recommends that councils should give consideration to how best to deliver the identified specialist housing need, including, for instance, the potential to identify sites in accessible locations for specialist housing or to require provision of specialist housing for older people as part of larger strategic development schemes.

Annual Employment Land Requirement

In addition to housing, the HEDNA also forecasts the employment land requirement for local authorities in the HMA between 2011 and 2036. The table below summarises the forecast for B1a,b,c and B2 employment land use;

Figure 69 - Gross Forecasts (Ha) for B1 Office and B2 Industrial Uses, 2011-36

	B1a/b		B1c/B2	
Local Authority	**Labour Demand Scenario**	**Completions Trend**	**Labour Demand Scenario**	**Completions Trend**
Leicester	6.8	2.6	-19.7	45.0
Blaby	47.7	46.8	5.2	18.5
Charnwood	40	17.2	6.23	25.6
Harborough	23.7	17.1	0.11	28.0
Hinckley & Bosworth	34.3	13.1	-0.11	17.0
Melton	10.1	22.6	5.57	26.3
NW Leicestershire	50.3	55.9	-10.98	4.1
Oadby & Wigston	1.6	1.7	-15.8	0.0
FEMA	**214.5**	**177.0**	**-29.5**	**164.5**

Source: HEDNA, 2017

Within the predominantly rural authorities in Leicestershire, Harborough is forecast to require between 24ha of B1a/b employment land based on labour demand and 17ha based on completions, and 0.11ha of B1c/B2 employment land based on labour demand and 28ha based on completions.

Elsewhere, Melton is forecast to require between 10ha of B1a/b employment land based on labour demand and 23ha based on completions, and 6ha of B1c/B2 employment land based on labour demand and 26ha based on completions.

Further Information
For more information on the HEDNA, including the full report, please visit:
https://www.nwleics.gov.uk/pages/housing_and_economic_development_need_assessment_hedna

Rural Housing Needs Survey

Leicestershire has an established and effective Rural Affordable Housing Group which includes District Councils, Leicestershire County Council, Housing Associations and other housing specialists; this group leads on rural affordable housing across the rural Leicestershire and aims to:

- Develop a robust county-wide evidence base of rural affordable housing need
- Increase availability of affordable homes where there is a need

The table below summarises Housing Needs Survey information from the six rural Leicestershire districts.

Figure 70 - Housing Needs Survey information, rural Leicestershire districts, 2014/15 - 2017/18

Year	Target HNS per year	District	Total HNS	Affordable Rented	Open Market Homes	Shared Ownership
2014/15	21	Blaby	7	85	71	22
		Charnwood	6	24	30	11
		Harborough	0			
		Hinckley & Bosworth	7	82	44	6
		Melton	6	47	45	8
		North West Leics	6	17	7	3
		Total	**32**	**255**	**197**	**50**
2015/16	21	Blaby	0			
		Charnwood	2	0	6	1
		Harborough	9	87	57	11
		Hinckley & Bosworth	3	8	9	3
		Melton	5	71	42	15
		North West Leics	2	5	9	8
		Total	**21**	**171**	**123**	**38**
2016/17	21	Blaby	1	9	7	1
		Charnwood	0	6	9	0
		Harborough	4	8	31	3
		Hinckley & Bosworth	8	43	55	27
		Melton	10	7	8	10
		North West Leics	3	16	18	3
		Total	**26**	**89**	**128**	**44**
2017/18	30	Blaby	0			
		Charnwood	4	3	3	1
		Harborough	6	11	11	6
		Hinckley & Bosworth	6	77	41	22
		Melton	9	12	17	13
		North West Leics	5	24	19	10
		Total	**30**	**127**	**91**	**52**

Source: Midlands Rural Housing, 2018

To deliver the above the group has commissioned Midlands Rural Housing as a Strategic Housing Enabler Partner. For the past four years, the total number of Housing Needs Surveys has met, or exceeded the required target. In the last financial year, a total of 30 HNSs were completed. Since 2014, 109 Housing Needs Surveys (HNS) have been carried out in rural settlements across Leicestershire. To date these have identified the need for 642 affordable rented; 539 open market; and 184 shared ownership homes.

During this time two new exception sites have been identified delivering 40 affordable homes for local people. 60 affordable homes have been delivered through S106 agreements and a further 100+ S106 homes are in the pipeline.

Further Information
For more details on the work of Midlands Rural Housing, and full Leicestershire data, please visit:
https://www.midlandsrural.org.uk/our-work/current-projects/leicestershire-rural-housing-group/ongoing-work/

Early Help

Early Help offers a range of services working with children, young people and families who are experiencing difficulties. In Leicestershire, Early Help is currently delivered through the following four services;

- Supporting Leicestershire Families (SLF)
- Children's Centres
- Youth Offending Service (YOS)
- Early Help Information, Support and Assessment (EHISA).

The table below summarises the total number of Early Help Users for 2017/18, split by 2011RUC.

Figure 71 - Early Help Users 2017/18, Leicestershire

Rural Urban	2016 mid-year Population Estimate	All Early Help Users		All Children's Centre Users		All Supporting Leicestershire Families Users		All Youth Offending Service Users	
	Percent	Count	%	Count	%	Count	%	Count	%
Rural	30	6,942	27	5,986	28	997	23	63	23
Urban	70	18,453	73	15,265	72	3,320	77	206	77
Total	**100**	**25,395**	**100**	**21,251**	**100**	**4,317**	**100**	**269**	**100**

Source: Early Help Review, Leicestershire County Council, 2018. 2011 Rural Urban Classification, ONS, 2013. 2016 mid-year population estimates, ONS, 2017. 2011RUC calculated at output area level. 1,131 service users did not have sufficient address details to determine whether they lived in urban or rural areas.

From the table above, it is clear that compared with the overall population, Early Help service users are less likely to come from rural areas; overall, 30 percent of the county population lives in rural areas, whereas 27 percent of all Early Help service users come from rural areas. In comparison, 28 percent of Children's Centre users come from rural areas, 23 percent of Supporting Leicestershire Families (SLF) and 23 percent of Youth Offending Service users come from rural areas.

Further Information
For more information on Early Help in Leicestershire, please visit:
https://www.leicestershire.gov.uk/education-and-children/social-care-and-supporting-families/early-help-for-children-and-young-people

8. Rural Health Issues

The Public Health Team at Leicestershire County Council have provided the following overview of health considerations in rural areas:

Defra admits that defining an area as either rural or urban may conflict with the 'look' or 'feel' of the area from the perspective of local people. In general, people in rural communities enjoy better health and wellbeing than their urban counterparts, and score consistently better on standard measures of health such as life expectancy and infant mortality. Most common mental health problems occur with lower frequency in rural areas.[18] The fact that health levels are generally better in rural areas seems to relate to income rather than to rurality itself – people in rural areas on low incomes have less healthy outcomes.

Unfortunately, the widely recognised benefits of life in the countryside have led to an idealised stereotype of country life that ignores the real difficulties faced in many rural communities, such as poverty, lack of services, poor public transport and traumatic social or economic changes at a local level. Rural areas are also less likely to receive adequate funding to meet the health needs of an older population.[19] Rural deprivation has been described as "a set of economic and social conditions which excludes people from the styles of life open to the majority in the countryside." It is suggested that rural areas experience particular forms of deprivation more than urban areas:

- **Household deprivation** - low incomes and lack of housing opportunities;
- **Opportunity deprivation** - decline in services and employment; and
- **Mobility deprivation** - difficulties in obtaining access to jobs, services and facilities.

Rural inequalities often remained hidden in the past due to the way in which deprivation has been measured, for example using car ownership as a measure of wealth, which is known not to be appropriate in rural areas. Furthermore, lack of a good public transport infrastructure means that car ownership in rural areas is a necessity rather than a luxury.

Deprivation, as seen in urban areas, has traditionally been tackled in area-based initiatives, but in rural areas many people that experience deprivation live alongside the affluent, making it harder to target resources due to the difficulties in collecting small area data and identifying deprivation in sparsely populated areas.

Many rural areas are characterised by high levels of inequality. For deprived rural populations, wealthy surrounding areas can create spatial exclusion, making access to jobs and services highly dependent on money and access to transport. In the rural areas studied, above average housing costs co-exist with below average local wages and low-income households struggle to find accommodation close to jobs and services. Good rural transport could facilitate access to the labour market. Instead, weak and costly transport networks reinforced the relative inequality of those living in more rural areas and peripheral towns

[18] http://www.mind.org.uk/help/people_groups_and_communities/rural_issues_in_mental_health#_edn4
[19] http://www.mind.org.uk/help/people_groups_and_communities/rural_issues_in_mental_health#_edn6

and villages, while limited access to transport prevents jobseekers from accessing training or employment opportunities. As mentioned above, internet access is still an issue for some rural areas and limits the capacity for self-care, telehealth, ordering prescriptions etc.

Rural Health Inequalities

Rural Health Inequalities exist around the following issues;

- **Cancer:** Centralisation of specialised cancer care has implications for those living in rural areas. A large-scale qualitative study for the Commission for Rural Communities (CRC) on public service provision and user access in rural areas concluded that cancer patients in rural areas are typically expected to accept a ‘trade off’ between accessibility and quality of care. More remote patients are less likely to have their stomach, breast and colorectal cancer diagnosed, and have poorer survival after diagnosis for prostate and lung cancer. Also a Scottish study has found that patient distance from the nearest cancer centre can affect cancer survival.
- **Carers e.g. child carers:** The extra costs associated with providing community care services over large sparsely populated rural areas leads to inflexible home care scheduling that did not always fit around needs of the whole family. Young people often need emotional support from services, yet many were not considered to meet the threshold for statutory services unless there were child protection concerns.
- **Wider determinants**: Research has suggested that the core services essential to maintain a sense of community are a shop, primary school, general practitioner (GP), community hall, and post office. However, many rural areas are now suffering a decline in these local amenities, leading to loss of social cohesion/capital. There is also a need to travel longer distances to access services. It is suggested that service decline impacts most on poor people and the elderly.
- **Employment:** In deprived rural areas, the poor quality of local employment affects people’s vulnerability to unemployment and their experiences of re-entry to the labour market. Short term and seasonal contracts are a significant cause of job loss in these rural areas and offer limited opportunities for career progression, income mobility or skills development. Workers are vulnerable to in-work poverty and the predominance of low waged and part time jobs means that some people feel financially more secure on welfare benefits than in employment.
- **Poverty**: Poverty and in particular fuel poverty, is a reality across rural England and Wales, particularly in the most remote areas. Those living on low incomes may be dispersed over large, sparsely populated districts. They are often as geographically near to more affluent members of the community as they are to others on low incomes. This means that their poverty is less visible to community planners and policy makers, who use ‘indicators of deprivation’ that are more suited to the higher concentrations of poverty found in towns and cities.
- **Mental health:** Additional difficulties that people with mental health problems face living in rural areas:
    - The sense of isolation can exacerbate conditions, and feelings of loneliness can lead to a greater sense of alienation;
    - A culture of self-sufficiency sometimes found in rural areas can make people reluctant to seek help;

    - A lack of privacy in small, tightly-knit communities can make the stigma associated with some mental health difficulties more apparent;
    - Specialised mental health services may not be available in rural areas and local GPs may not have the specialist knowledge required; and
    - Some people with mental health difficulties may have their driving license suspended, and a lack of public transport in rural areas can make accessing healthcare services difficult and force some households to maintain cars at considerable cost.

- **Major Life Events:** This 'hidden' poverty has a major impact on the health of individuals and families.[20] Issues that affect rural areas, such as lack of services and poor public transport, have the greatest impact on people living in poverty. People who are more vulnerable to mental distress are also less likely to enjoy the same level of health and wellbeing as the rest of the population (see 'High-risk groups'[21] for further details).

Provision of care and support services

Economies of scale mean that most services are located in highly populated urban areas. This is particularly true of specialist services such as care and support services for people with mental health problems. As a result, there are fewer specialist services in rural areas, and those that exist are likely to be many miles from a patient's home.[22] This has a serious effect on access to services in urgent or crisis situations; the availability of outreach services for those who cannot leave their homes; and response times for on-call doctors who serve large, sparsely populated areas. Although all NHS patients have the right to choose between service providers,[23] this means little if there is only one specialist provider across a large geographical area.

Access to information

In rural areas it may be more difficult to obtain information about mental health issues locally because of a lack of infrastructure. Often shops, post offices, libraries and GP surgeries are widely dispersed, or do not run services that meet an individual's needs (for example, shop opening hours may clash with their working hours). The internet has done much to improve communication and access to information. Access to the internet is viewed as a 'right' for many citizens, but services in rural areas can be less dependable, and can have slower download speeds than in urban areas.

Stigma

People with mental health problems are often stigmatised in society, and may be labelled as violent, unpredictable or dangerous. These negative images and ideas reflect confusion

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[20] Anon (2009) Losing a Job. Institute for Public Policy Research.
[21] http://www.mind.org.uk/help/people_groups_and_communities/rural_issues_in_mental_health#High-risk
[22] http://www.mind.org.uk/help/people_groups_and_communities/rural_issues_in_mental_health#_edn8
[23] http://www.mind.org.uk/help/people_groups_and_communities/rural_issues_in_mental_health#_edn9

about what 'mental distress' actually is.[24] The stigma can be particularly strong in rural communities, and will often be compounded by a lack of anonymity and confidentiality when these communities are small and close-knit. Moreover, the mental health service user movement may not be active because of population sparsity, with a subsequent lack of group support for those who speak out.

In a wider sense, many rural communities have a deeply ingrained culture of stoicism and self-reliance that can apply to all aspects of a person's life, including their health. Whilst stoicism and self-reliance have proved great strengths in the countryside, enabling individuals and families to survive major financial and personal difficulties, to persevere and even prosper, they can have a negative effect on mental health. Where these qualities are highly valued, external intervention – especially from public urban-based health services – is likely to be rejected in favour of trying to cope alone.

Farmers and Farm Workers

Farmers and farm workers are at higher risk for stress, depression and suicide than other groups.[25] Economic difficulties and the social isolation of farming life can contribute to mental health problems, and specific agricultural crises (such as outbreaks of BSE [so-called "mad cow disease"], foot and mouth disease, and severe flooding) have had devastating long-term effects on agricultural communities. In addition to the potential increased risk for rural communities, specialist knowledge/ information and advice/ services for mental health conditions may not be as accessible for people living in rural communities due to their relative geographic isolation.

The resurgence of tuberculosis has affected cattle farming, and farmers face the stresses of conforming to UK and European legislation, handling complex bureaucratic procedures, and financial uncertainty. Payments and returns are increasingly based on electronic transfers, which can cause anxiety for those who are not familiar with or confident using computers. Farmers who develop mental health problems rarely approach mental health services, because of the perceived stigma and the shame of being seen as 'not coping'. Mental health services may also be difficult to reach geographically. In addition, farmers work long hours and may not be able to take time off to use mental health services when GP surgeries or health clinics are open.

Suicide in Farmers and Farm Workers

The number of people who take their own lives in England has been reducing in recent years to a historical low but suicide remains a major issue for society. Although rates are now low in comparison to those of most other European countries, there is no room for complacency. 4,400 people took their own life in 2009 – that is one death by suicide every two hours.

[24] http://www.mind.org.uk/help/people_groups_and_communities/rural_issues_in_mental_health#_edn18
[25] http://www.mind.org.uk/help/people_groups_and_communities/rural_issues_in_mental_health#_edn19

Suicides are not inevitable. The likelihood of a person taking their own life depends on several factors such as age, sex, etc.[26] Stressful life events can also play a part. For many people, it is the combination of factors which is important rather than one single factor. We also know that suicide rates can be volatile as new risks emerge. Previously, periods of high unemployment or severe economic problems have had an adverse effect on the mental health of the population and have been associated with higher rates of suicide.[27]
An inclusive society that avoids the marginalisation of individuals and which supports people at times of personal crisis will help to prevent suicides. Government and statutory services also have a role to play in building individual and community resilience and in ensuring that vulnerable people in the care of health and social services and at risk of suicide are supported and kept safe from preventable harm. It is also important to intervene quickly when someone is in distress or in crisis.

Farmers and other agricultural workers are included amongst occupational groups that are at particularly high suicide risk (other groups include nurses and doctors). Research[28] shows that these patterns of suicide are broadly unchanged. Among men, health professionals and agricultural workers remain the groups at highest risk of suicide.[29]

The reasons include ready access to the means of suicide i.e. guns and poisons. Familiarity with death may also be a factor[30] Other factors may include social and geographical isolation, poverty and economic hardship, low status and changes in farming including increased paperwork due to Common Agricultural Policy, family and relationship problems due to insular community and working at home, retirement and loss of social contacts. The reasons for suicide are complex and location alone is certainly not enough. Rather, in the instance of farmers, there are communities in which there is an elevated risk of suicide because of a complex interplay of factors including history.

Risk by occupational group may vary regionally and even locally. It is vital that the statutory sector and local agencies are alert to this, and adapt their suicide prevention interventions and strategies accordingly. For example, GPs in rural areas, aware of the high rates of suicide in farmers and agricultural workers, will be well prepared to assess and manage depression and suicide risk.

The department for Environment, Food and Rural Affairs (Defra) has a number of measures in place to support rural workers. These are not specifically aimed at preventing suicide but aim to ease some of the stresses which are known to adversely affect farmers, agricultural workers and their families. These include the specific support about bovine tuberculosis being given to the Farm Crisis Network. The Task Force on Farming Regulation aims to reduce some of the bureaucratic burden on farmers.

[26] Nicholson, L. (2008). Rural mental health. Advances in Psychiatric Treatment, 14(4), 302-311. doi:10.1192/apt.bp.107.005009
[27] Gunnell d, Lopatatzidis A, Dorling d et al. (1999) Suicide and unemployment in young people. Analysis of trends in England and Wales, 1921–1995. *British Journal of Psychiatry* 175: 263–270.
[28] Meltzer H, Brock A, Griffiths C et al. (2006) Patterns of suicide by occupation in England and Wales: 2001–2005. British Journal of Psychiatry, 193: 73–76.
[29]Farmers, Farm Workers and Work-Related Stress. HSE, 2015. Available online at: http://www.hse.gov.uk/research/rrpdf/rr362.pdf
[30] http://www.arthurrankcentre.org.uk/projects/rusource_briefings/firm04/181.pdf

The emerging government suicide prevention strategy[31] puts forward as its first action to reduce the risk of suicide in high risk groups. The Leicestershire Rural Partnership holds a series of suicide prevention awareness training workshops across the county. The LLR Suicide Audit and Prevention Group brings key partners together across LLR to develop strategies and joint working arrangements to help prevent suicides in LLR.

Mike McHugh, Public Health Consultant, Leicestershire County Council.

[31] http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_128463.pdf

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