



Department
for Environment
Food & Rural Affairs

Statistical Digest of Rural England

November 2018 Edition





© Crown copyright 2018

You may re-use this information (excluding logos) free of charge in any format or medium, under the terms of the Open Government Licence v.3. To view this licence visit www.nationalarchives.gov.uk/doc/open-government-licence/version/3/ or email PSI@nationalarchives.gsi.gov.uk

This publication is available at www.gov.uk/government/publications

Any enquiries regarding this publication should be sent to us at rural.statistics@defra.gsi.gov.uk

PB14538

www.gov.uk/defra

Contents

Statistical Digest of Rural England	1
Introduction	5
Official Statistics	5
Defining rural areas	6
Rural population and migration	11
Mid-year population 2017	11
Population by age	12
Average age of the population	15
Population change	17
Population at local authority level	19
Internal migration	25
Internal migration by age	28
Rural economy	32
Employment and earnings	32
Employment rate	33
Unemployment rate	34
Economic inactivity	35
Earnings	37
Home working	40
Productivity measured by Gross Value Added (GVA)	46
Contribution to England's Gross Value Added (GVA)	47
Gross Value Added (GVA) per Workforce Job	49
Productivity by Industry	51
Businesses	53
Business count	53
Business start-ups	54
Business composition	55
Businesses by industry type	58
Employment by industry type	65
Businesses by size band	68
Small and medium businesses	71
Innovation and investment	81
Businesses engaged in innovation	81
Capital investment per employee	83
Rural accessibility	85
Transport and travel	85
Accessibility to services	99
Average minimum travel times	100
Access to key services	103
Average number of key services available	106
Overall measure of accessibility of services	109
Broadband	117
Broadband speed	117
Tourism	120
Gross Value Added (GVA) from Tourism	120
Tourism: business counts and employment	120
Rural living	122
Housing	122
Housing completions	122
Net additions to housing stock	126
Additions to affordable housing stock	129

Housing and accommodation affordability	131
Housing affordability	131
Homelessness and temporary accommodation	133
Household expenditure	135
Nominal expenditure and disposable income	135
Expenditure on commodity or service groups	138
Deprivation	140
Poverty	143
Fuel poverty	148
Education and skills	151
Childcare provision	151
Childminders, childcare providers and childcare places	151
Secondary education	155
Pupils leaving school with English and Maths at A* to C grades at GCSE level, based on residency of pupils.....	155
Pupils leaving school with English and Maths A* to C grades or equivalent at GCSE level, based on Income Deprivation Affecting Children Indices (IDACI) decile and residency of pupils....	156
Pupils leaving school with English and Maths at 9 to 4 pass at GCSE level, by Local Authority District based on residency of pupils	158
Pupils leaving school with English and Maths A* to C grades or equivalent at GCSE level, based on school location.....	161
School inspection outcomes, based on school location.....	162
Higher education	164
Full-time entrants to higher education.....	164
Part-time entrants to higher education.....	165
Skills	166
Residence based skills	166
Workplace based skills	171
Health and Wellbeing	176
Life expectancy	177
Potential years of life lost (PYLL).....	179
Infant mortality rate.....	180
Wellbeing	181
Crime.....	185

Introduction

The Statistical Digest of Rural Statistics is a collection of statistics on a range of social and economic subject areas. The statistics are split by rural and urban areas, allowing for comparisons between the different rural and urban area classifications. The Digest includes high level statistics which present an overall picture for England. However, there is likely to be considerable variation in individual towns, villages and hamlets.

The Digest starts with a section on the rural and urban populations in England. This is followed by a rural economy section containing indicators on economic activity, earnings, productivity as well as a selection of indicators relating to economic growth. The Rural accessibility section includes data on transport, measuring accessibility to services and broadband. The final section of the Digest includes a selection of rural living statistics on housing, household expenditure, poverty, education, health and crime.

It should be noted that it is only practicable to update certain sections of the Digest in each edition update. The sections updated in this edition are:

- Population – mid-2017 LSOA estimates
- Economic Activity
- Provision of affordable housing

Official Statistics

These statistics have been produced to the high professional standards set out in the Code of Practice for Official Statistics, which sets out eight principles including meeting user needs, impartiality and objectivity, integrity, sound methods and assured quality, frankness and accessibility.

More information on the Official Statistics Code of Practice can be found at <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html>.

This publication has been compiled by Rural Evidence (Statistics), within Rural Policy in Defra:

Stephen Hall
Sarah Harriss
Ruth Dickson

rural.statistics@defra.gsi.gov.uk

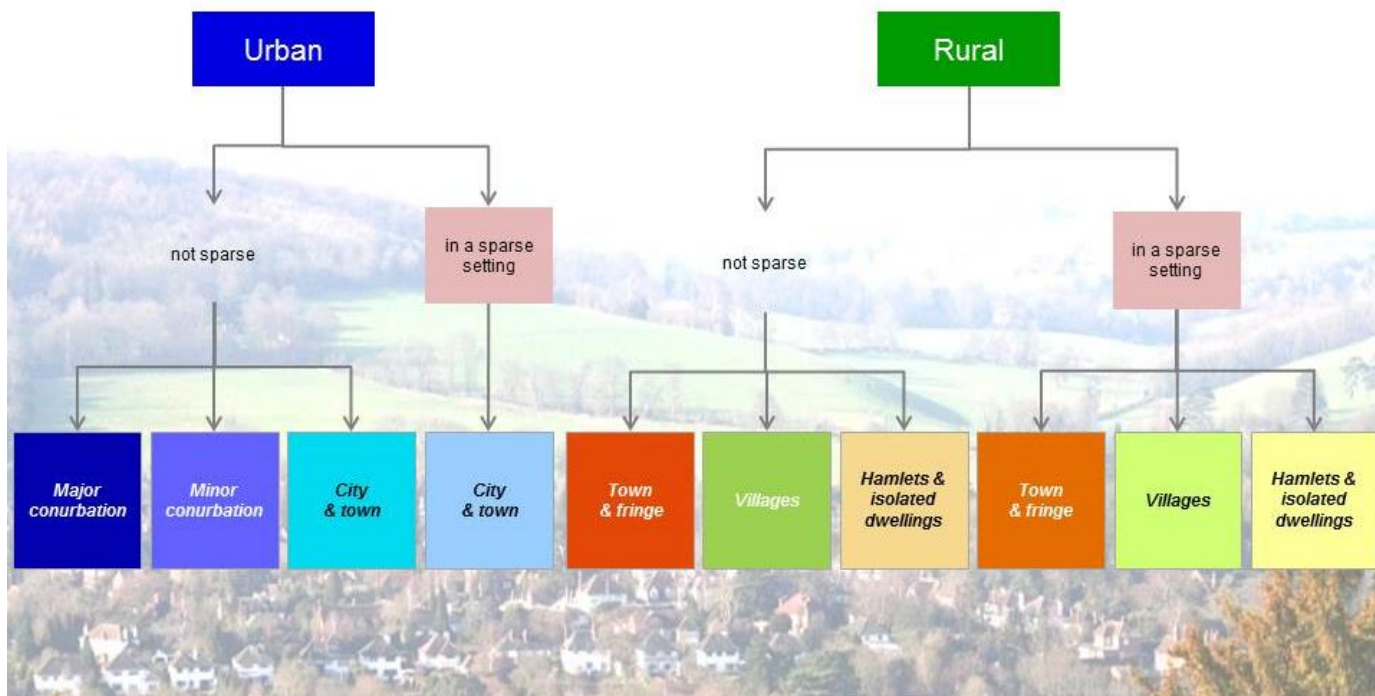
There is a special Census 2011 version of the Digest which looks at the data from the 2011 census and where possible makes comparisons to the 2001 census results.

This can be found at <https://www.gov.uk/government/publications/2011-census-results-for-rural-england>

Defining rural areas

Wherever possible, the Rural-Urban Classification is used to distinguish rural and urban areas. The Classification defines areas as rural if they fall outside of settlements with more than 10,000 resident population.

Census Output Areas - the smallest areas for which data are available from the 2001 and 2011 Censuses - are assigned to one of four urban or six rural categories:



Those described as “in a sparse setting” reflect where the wider area is remotely populated.

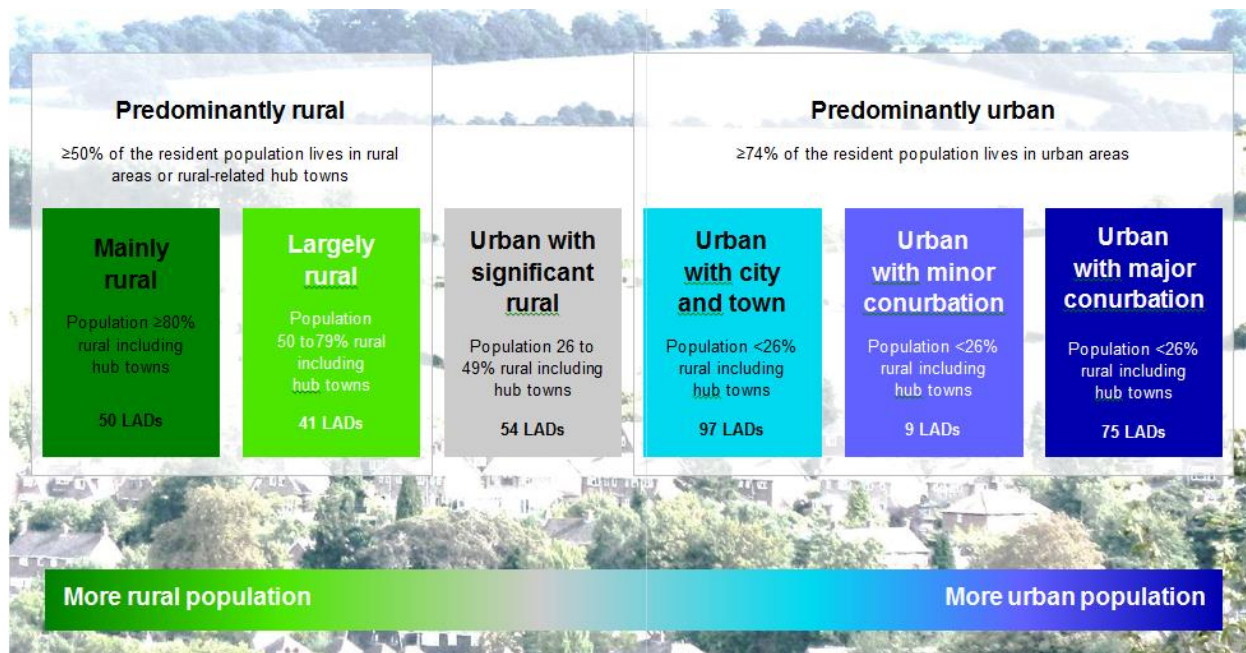
A map is shown overleaf.

When data are not available at a small enough geographical scale, it may be possible to apply the Rural-Urban Local Authority Classification. This classification categorises districts and unitary authorities on a six point scale from rural to urban. It is underpinned by rural and urban populations as defined by the Classification.

However, the Local Authority Classification also considers some urban areas as Hub Towns (with populations of between 10,000 and 30,000). These Hub Towns have met statistical criteria to be considered hubs for services and businesses for a wider rural hinterland and their populations are therefore classified as effectively rural for the purposes of the Local Authority Classification.

Under the classification each Local Authority District is assigned to one of six categories on the basis of the percentage of the total resident population accounted for by the combined rural and Hub Town components of its population and its 'conurbation context'.

The local authority categories are:



The categories are frequently aggregated to *predominantly rural*, *urban with significant rural* and *predominantly urban* as shown.

It should be noted that the classifications are based on populations and settlement patterns, not on how much countryside there is. Authorities classified as urban may have wide areas of countryside and may have sizeable rural populations. The classification has been made according to the proportions of the population residing in urban settlements and outside urban settlements.

A 2011-based Local Authority Classification was published in December 2014 based on the 2011 Census and the detailed 2011 rural-urban classification of Census Output Areas (published in 2013) and this replaces the previous 2001-based Local Authority Classification. The Digest is not updated in its entirety according to the 2011-based classification. Some sections will refer to the previous 2001-based classification.

The 2011-based Rural Urban Local Authority Classification, or RUCLAD11, has fewer Local Authorities categorised as being largely or mainly 'rural'. This is due to an overall increase in population, plus an expansion of certain settlements and the density of those built up areas. The classification is based on the proportion of people living in settlements defined as 'rural' (below 10,000 population), or living in certain 'hub towns' (populations between 10,000 and 30,000) that have been identified as having the potential to serve the wider rural areas. The impact of population changes and settlement patterns is that fewer settlements are defined as 'rural' when compared with the previous Census, and hence proportionately fewer people are regarded as living in rural areas. In some cases this means that Local Authorities which were regarded as 'rural' in the previous classification are no longer classed as 'rural'.

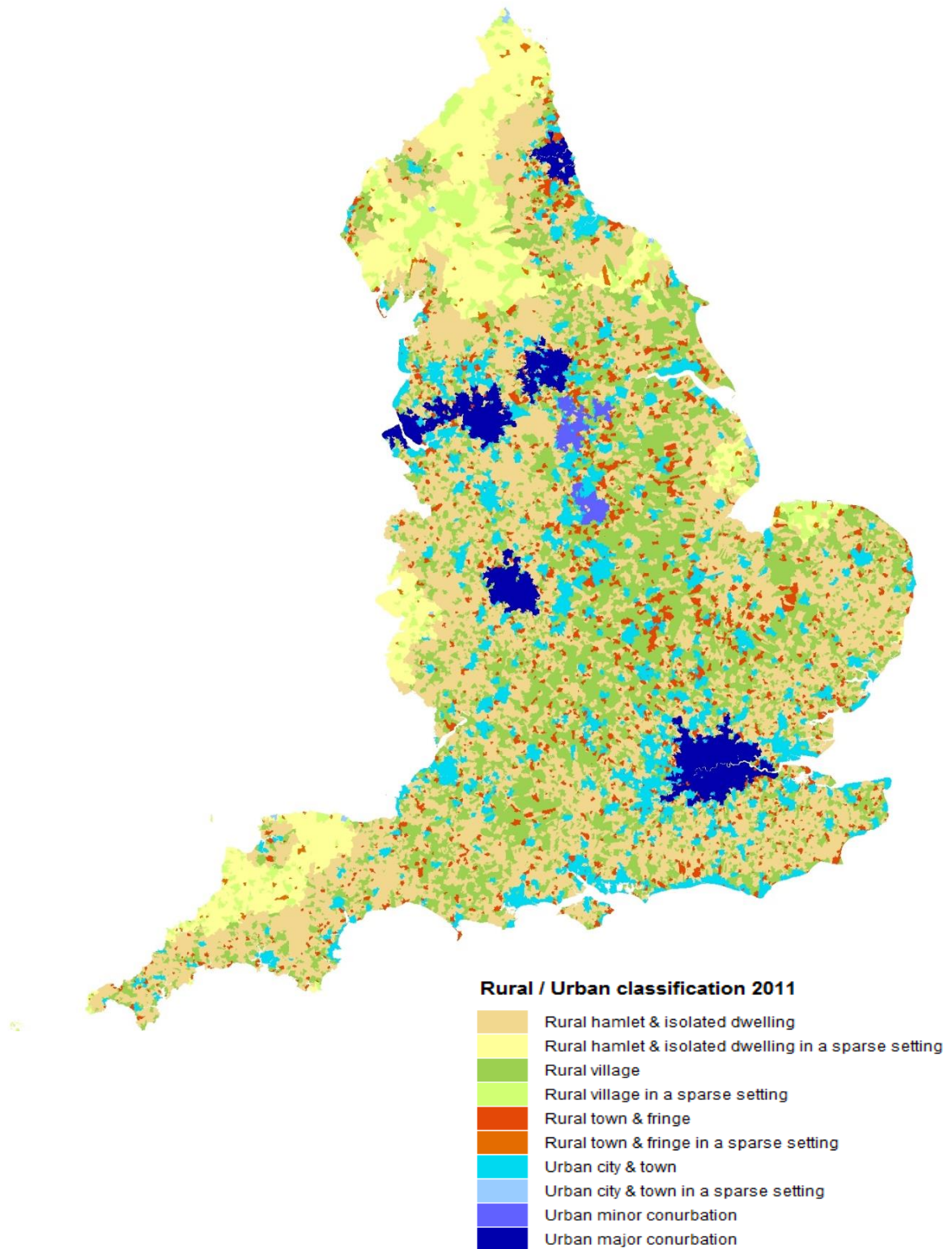
The table below shows the 2001-based Local Authority Classification and its categories on the left, and the 2011-based Local Authority Classification 2011 on the right to show how the categories align for comparison of figures.

2001-based Local Authority Classification	Broader classification	2011-based Local Authority Classification	Broader classification
London	London	London	London
Major Urban	Predominantly Urban excl. London	Urban with Major Conurbation	Predominantly Urban excl. London
Large Urban		Urban with Minor Conurbation	
Other Urban		Urban with City and Town	
Significant Rural	Significant Rural	Urban with Significant Rural	Urban with Significant Rural
Rural-50	Predominantly Rural	Largely rural	Predominantly Rural
Rural-80		Mainly rural	
England	England	England	England

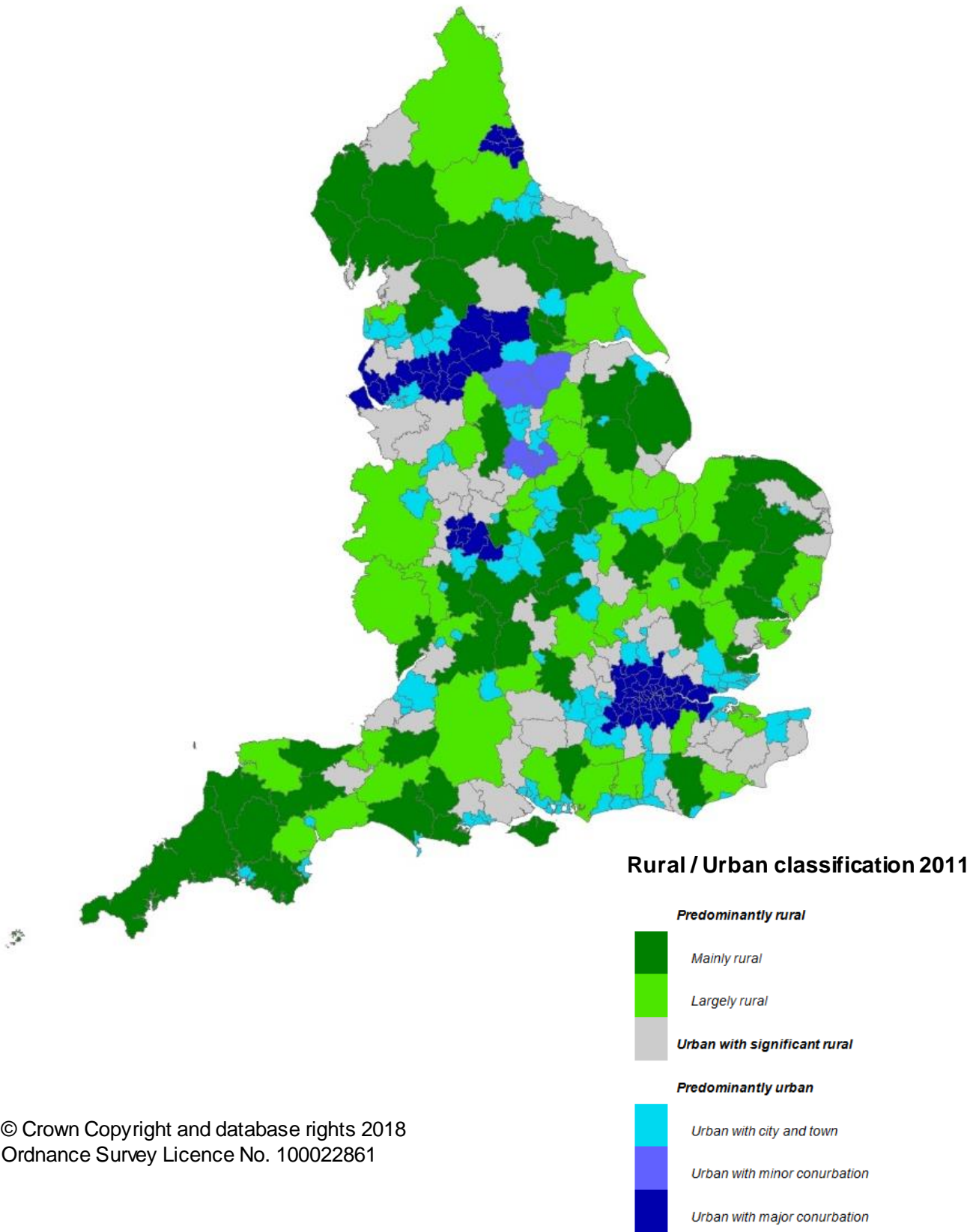
More information on the classifications can be found at:

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/series/rural-urban-definition>

2011 Rural-Urban Classification for Census Output Areas in England



2011 Rural-Urban Classification for Local Authorities in England



© Crown Copyright and database rights 2018
Ordnance Survey Licence No. 100022861

Rural population and migration

Mid-year population 2017

- In 2017 the mid-year population estimate (based on Lower Super Output Areas, LSOAs) for England was 55.6 million, of which 9.5 million (17.0 per cent) lived in rural areas and 46.2 million (83.0 per cent) lived in urban areas.
- In 2011 the more detailed Census output area-based rural population was 9.3 million (17.6 per cent) while the mid-year population estimate based on LSOAs was 9.1 million (17.2 per cent). Further explanation can be found in footnote ¹
- In comparing population estimates at LSOA level there was an increase in the rural population from 9.1 million in 2011 (LSOA-based) to 9.5 million in 2017 (LSOA-based), however the proportion of the total population has fallen from 17.2 per cent to 17.0 per cent over the same time period, as the urban population has increased at a faster rate.
- Within rural areas, 0.5 million people lived in sparse settings in 2017.

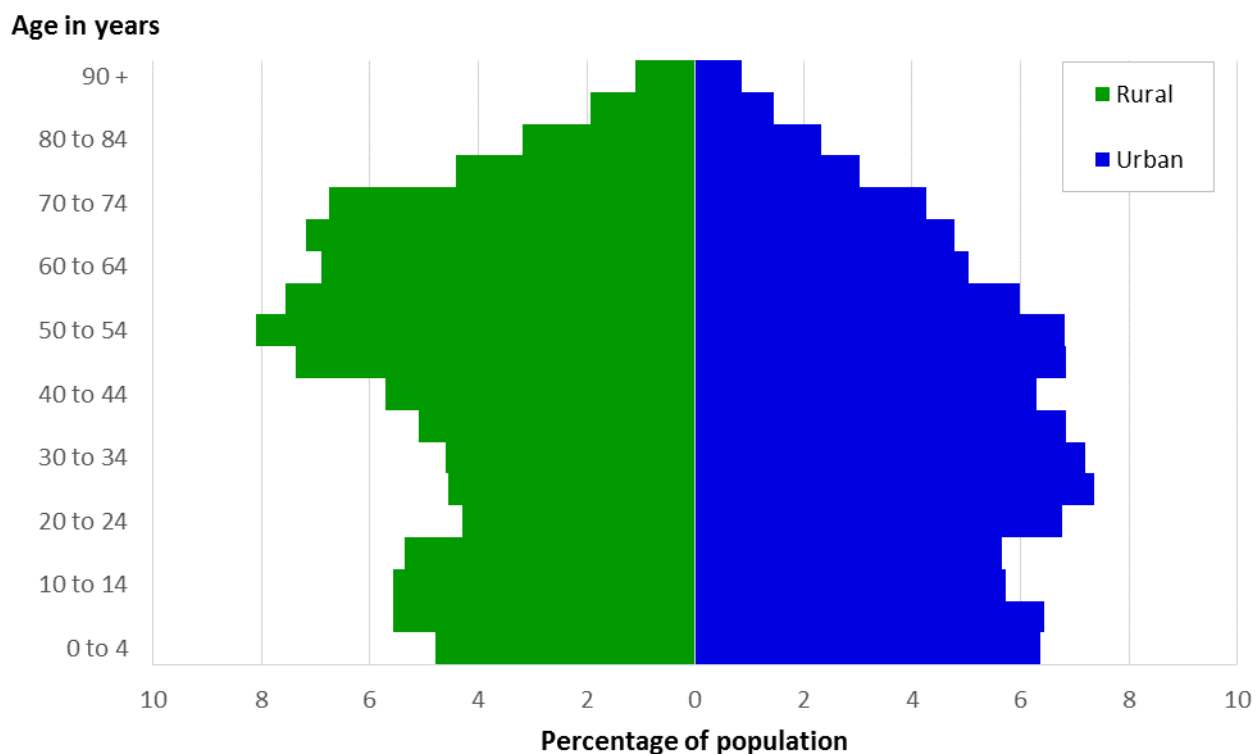
2017 Mid-year population estimates

	Population	Proportion (%)
Rural	9,458,100	17.0
Rural town and fringe	5,118,100	9.2
- those in a sparse setting	194,900	0.4
Rural village and hamlet	4,340,000	7.8
- those in a sparse setting	300,800	0.5
Urban	46,161,300	83.0
Urban major conurbation	19,937,000	35.8
Urban minor conurbation	1,995,200	3.6
Urban city and town	24,229,100	43.6
- those in a sparse setting	91,100	0.2
England	55,619,400	100.0

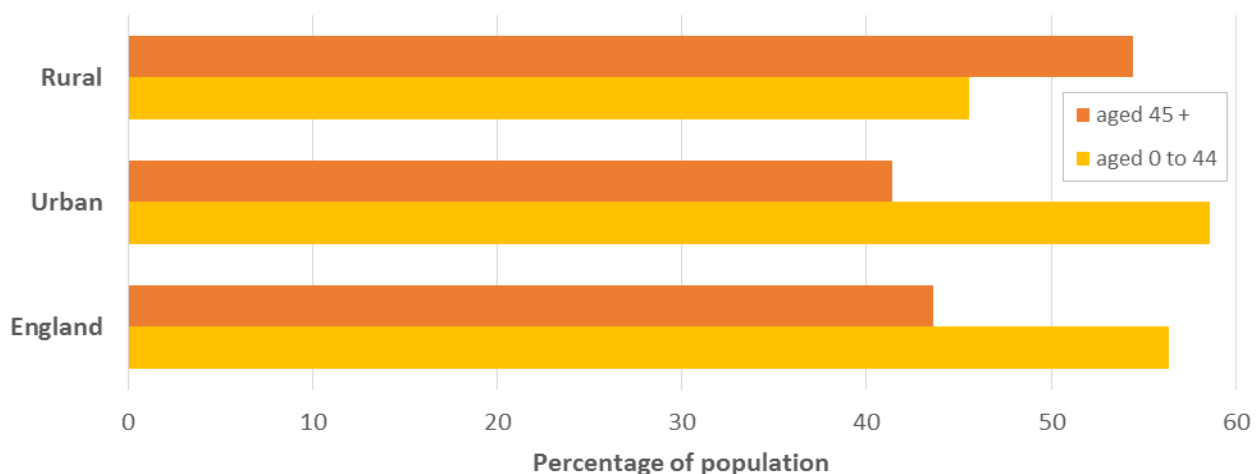
- 9.5 million people, or 17.0 per cent of the population, lived in rural areas in 2017.
- Around 495,700 people, or 0.9 per cent of the population lived in rural settlements in a sparse setting.

Population by age

Percentage of population within age bands by rural-urban classification (LSOA) in England, 2017



2017 Mid-year population by broad age bands and rural-urban classification (LSOA), England



- The population in rural areas has a higher proportion of older people compared with urban areas. Just over 45 per cent of those living in rural areas are aged below 45 years, compared with almost 60 per cent in urban areas, and overall there are proportionately fewer younger people living in settlements in a sparse area.
- Just over 60 per cent of the population living in rural village and dispersed in a sparse setting are aged 45 years and over.

Age bands as a percentage of total 2017 mid-year population

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-90	90+
Rural	4.8	5.6	5.6	5.4	4.3	4.6	4.6	5.1	5.7	7.4	8.1	7.6	6.9	7.2	6.7	4.4	3.2	1.9	1.1
Rural town and fringe	5.2	5.8	5.6	5.3	4.4	4.9	5.0	5.4	5.9	7.3	7.7	7.1	6.4	6.8	6.5	4.3	3.2	2.0	1.1
- those in a sparse setting	4.6	5.1	4.9	4.8	4.5	5.0	4.8	4.9	5.0	6.5	7.3	7.3	7.0	7.6	7.2	5.1	4.0	2.7	1.6
Rural village and dispersed	4.3	5.4	5.6	5.5	4.2	4.1	4.1	4.8	5.6	7.5	8.6	8.1	7.3	7.5	7.0	4.4	3.1	1.8	1.0
- those in a sparse setting	3.7	4.6	4.9	4.7	3.6	3.8	3.8	4.2	4.8	6.9	8.4	8.7	8.5	9.1	8.1	5.2	3.6	2.2	1.2
Urban	6.4	6.4	5.7	5.7	6.8	7.4	7.2	6.8	6.3	6.8	6.8	6.0	5.1	4.8	4.3	3.0	2.3	1.5	0.8
Urban major conurbation	6.8	6.7	5.9	5.6	6.8	8.1	8.1	7.5	6.6	6.8	6.6	5.7	4.7	4.2	3.6	2.6	2.0	1.2	0.7
Urban minor conurbation	5.9	6.1	5.5	6.1	8.7	7.7	6.6	6.1	5.7	6.8	6.7	6.0	5.1	4.8	4.4	3.1	2.3	1.4	0.8
Urban city and town	6.0	6.3	5.6	5.7	6.6	6.7	6.5	6.3	6.1	6.9	7.0	6.2	5.4	5.3	4.8	3.3	2.6	1.6	1.0
- those in a sparse setting	4.5	5.1	4.7	4.7	4.6	5.3	4.9	4.8	4.8	6.2	7.1	7.3	7.1	7.9	7.5	5.1	3.9	2.5	1.6
England	6.1	6.3	5.7	5.6	6.3	6.9	6.8	6.5	6.2	6.9	7.0	6.3	5.4	5.2	4.7	3.3	2.5	1.5	0.9

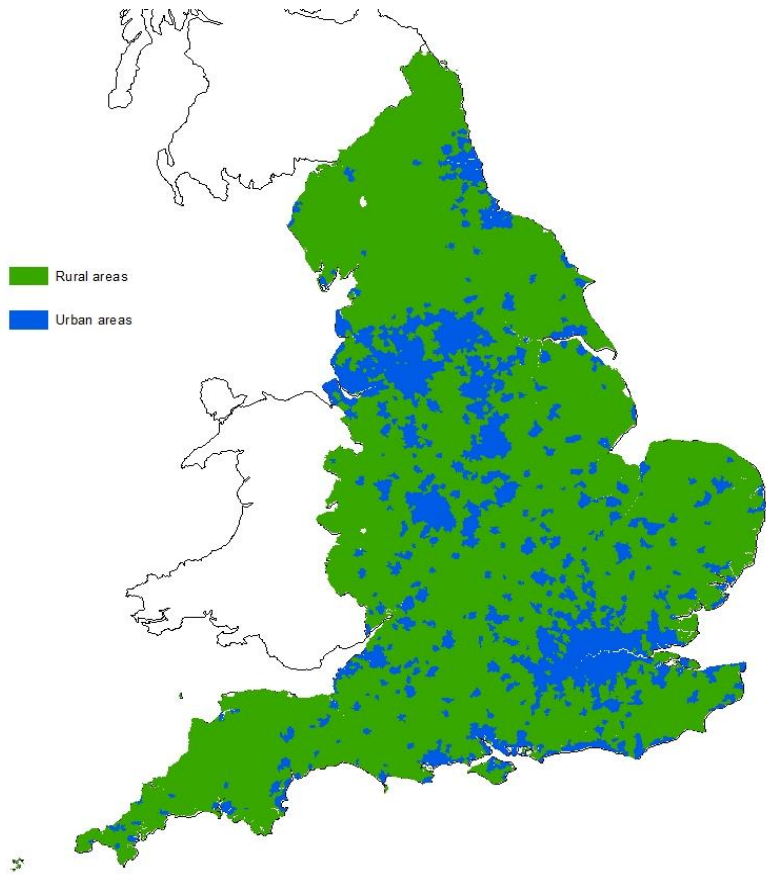
Notes: ¹This analysis uses mid-year population estimates, produced by the ONS. While these indicators are broadly in line with census level population data, there are minor differences relating to the area classifications: Census population data are based on output areas (OAs, approx. 300 people), and mid-year population estimates are based on lower super output areas (LSOAs, approx. 3000 people). The larger the area the more likely it is to contain an urban settlement and be classified as urban. Analysis using LSOAs may slightly under-estimate the rural population.

The estimated resident population of an area includes all those people who usually live there, regardless of nationality. Arriving international migrants are included in the usual resident population if they remain in the UK for at least a year. Emigrants are excluded if they remain outside the UK for at least a year. This is consistent with the United Nations definition of a long-term migrant. Armed forces stationed outside of the UK are excluded. Students are taken to be usually resident at their term time address.

Source: Small Area Population Estimates 2017, Office for National Statistics. © Crown Copyright 2018. These data use RUC2011.

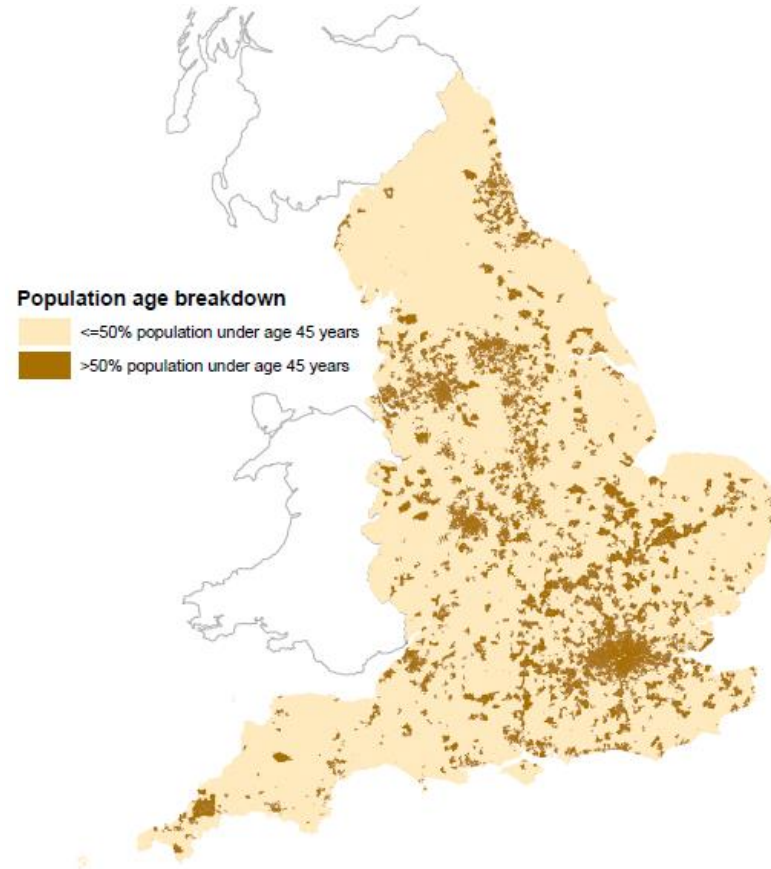
Maps showing the close geographic relationship between the rural and urban populations at lower super output area level (LSOA) and areas where the percentage of population of under 45 year olds are most concentrated

Lower super output area classification of England (2011)



Source: ONS, Defra RUC2011
© Crown Copyright and database rights 2018 Defra No. 100022861

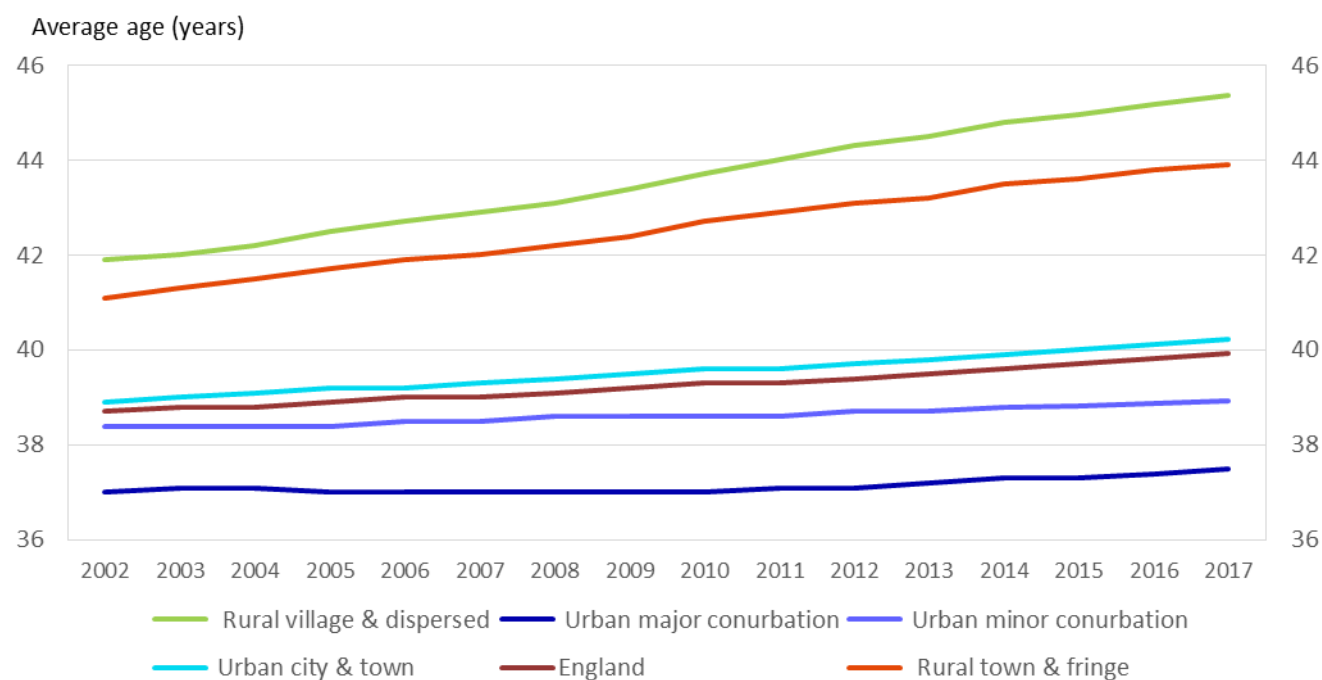
Percentage of population under the age of 45 years (2017)



Source: ONS, Defra Mid-year population estimates for 2017 at LSOA level

Average age of the population

Average age in rural and urban areas in England, 2002 to 2017



The average age in rural areas is higher and has increased faster than in urban areas.

- In 2017, the average age of the population in rural village and dispersed areas was 45.4 years and in rural town and fringe areas it was 43.9 years, compared with the average for England of 39.9 years.
- The average age was lowest in urban major conurbations at 37.5 years.
- The average age in rural areas combined was 44.6 years in 2017, 5.6 years older than in urban areas. The gap in average ages between rural and urban areas widened from 3.4 years in 2002.
- The average age in England increased by 1.2 year between 2002 and 2017, but in rural town and fringe areas it increased by 2.8 years and in rural village and dispersed areas by 3.5 years.

Average age of the population in rural and urban areas in England, 2002 to 2017

	Age in years															
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 ¹	2016 ¹	2017
Rural	41.5	41.6	41.8	42.0	42.2	42.4	42.6	42.9	43.1	43.4	43.6	43.8	44.1	44.2	44.4	44.6
Rural town & fringe	41.1	41.3	41.5	41.7	41.9	42.0	42.2	42.4	42.7	42.9	43.1	43.2	43.5	43.6	43.8	43.9
- those in a sparse setting	43.9	44.0	44.1	44.2	44.3	44.4	44.6	44.8	44.9	45.1	45.4	45.5	45.7	45.9	46.2	46.3
Rural village & dispersed	41.9	42.0	42.2	42.5	42.7	42.9	43.1	43.4	43.7	44.0	44.3	44.5	44.8	45.0	45.2	45.4
- those in a sparse setting	43.9	44.2	44.4	44.7	44.9	45.2	45.4	45.8	46.1	46.4	46.7	47.0	47.3	47.6	47.8	48.0
Urban	38.1	38.2	38.2	38.2	38.3	38.3	38.3	38.4	38.4	38.5	38.5	38.6	38.7	38.8	38.9	39.0
Urban major conurbation	37.0	37.1	37.1	37.0	37.0	37.0	37.0	37.0	37.0	37.1	37.1	37.2	37.3	37.3	37.4	37.5
Urban minor conurbation	38.4	38.4	38.4	38.4	38.5	38.5	38.6	38.6	38.6	38.6	38.7	38.7	38.8	38.8	38.9	38.9
Urban city & town	38.9	39.0	39.1	39.2	39.2	39.3	39.4	39.5	39.6	39.6	39.7	39.8	39.9	40.0	40.1	40.2
- those in a sparse setting	43.5	43.6	43.8	44.0	44.1	44.4	44.6	44.8	44.8	45.0	45.2	45.3	45.6	45.9	46.2	46.4
England	38.7	38.8	38.8	38.9	39.0	39.0	39.1	39.2	39.3	39.3	39.4	39.5	39.6	39.7	39.8	39.9

¹ In previous Digest editions the 'sparse setting' values were omitted from the overall totals for 'rural town & fringe' and 'rural village & dispersed'. The above table includes the corrected values which are very slightly higher than the original estimates.

Notes:

The average age is based on mid-year population estimates by age at the level of Lower Super Output Areas. The 2011 Rural Urban Classification has been applied to all years to allow comparison. Infants less than one year old are classified as 0 years of age. Those aged 90 or over are classified as being 90 years of age. The averages will be very slight under-estimates as a result and in some case could be up to 0.1 years higher in reality.

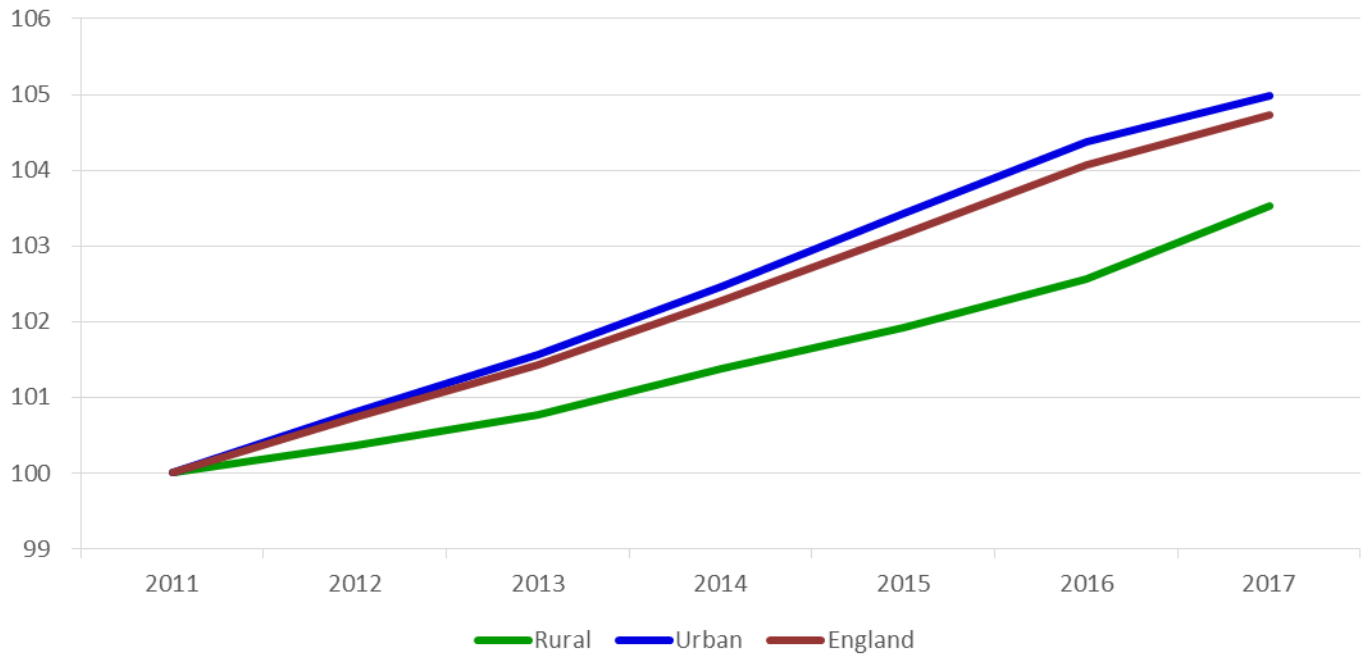
For the proportion of the population in each type of area in 2017 see the earlier section.

Source: Office for National Statistics and Defra analysis of Lower Super Output Area Mid-Year Population Estimates.

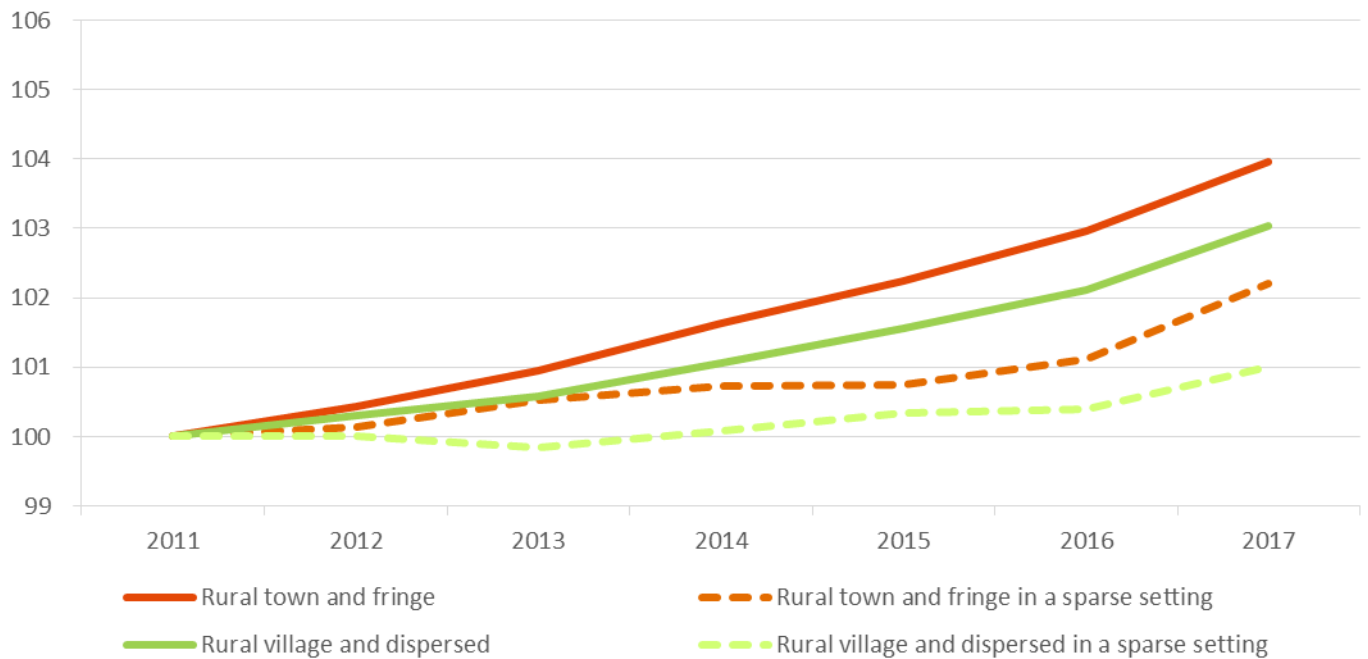
www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimates

Population change

Index of population change, 2011 to 2017
2011 = 100



Index of population change in rural areas, 2011 to 2017
2011 = 100



- Both rural and urban areas have seen an increase in overall population between 2011 and 2017. Rural has increased by 3.5 per cent and urban by 5.0 per cent.
- Within rural areas, the greatest rate of population increase was in *rural town and fringe areas* (4.0 per cent).
- *Rural villages and hamlets in sparse settings* showed the smallest rate of population increase within rural areas (1.0 per cent).

Index of population change, 2011 to 2017

2011 = 100

	2011		2012		2013		2014		2015		2016		2017	
	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index
Rural town and fringe	4,923,300	100.0	4,944,500	100.4	4,970,200	101.0	5,004,000	101.6	5,033,600	102.2	5,069,300	103.0	5,118,100	104.0
-those in a sparse setting	190,700	100.0	191,000	100.1	191,700	100.5	192,100	100.7	192,100	100.7	192,800	101.1	194,900	102.2
Rural village and hamlet	4,212,100	100.0	4,224,600	100.3	4,236,200	100.6	4,256,900	101.1	4,277,400	101.5	4,300,900	102.1	4,340,000	103.0
- those in a sparse setting	297,800	100.0	297,800	100.0	297,400	99.8	298,000	100.1	298,800	100.3	299,000	100.4	300,800	101.0
Urban major conurbation	18,890,600	100.0	19,061,100	100.9	19,224,000	101.8	19,415,700	102.8	19,626,100	103.9	19,831,400	105.0	19,937,000	105.5
Urban minor conurbation	1,910,500	100.0	1,924,900	100.8	1,935,400	101.3	1,948,500	102.0	1,963,200	102.8	1,981,400	103.7	1,995,200	104.4
Urban city and town	23,170,600	100.0	23,338,600	100.7	23,499,900	101.4	23,691,500	102.2	23,886,100	103.1	24,085,000	103.9	24,229,100	104.6
- those in a sparse setting	90,600	100.0	90,500	99.9	90,600	100.0	90,400	99.8	90,400	99.7	90,200	99.6	91,100	100.6
Rural	9,135,500	100.0	9,169,100	100.4	9,206,500	100.8	9,260,900	101.4	9,311,000	101.9	9,370,200	102.6	9,458,100	103.5
Urban	43,971,700	100.0	44,324,600	100.8	44,659,400	101.6	45,055,700	102.5	45,475,300	103.4	45,897,800	104.4	46,161,300	105.0
England	53,107,200	100.0	53,493,700	100.7	53,865,800	101.4	54,316,600	102.3	54,786,300	103.2	55,268,100	104.1	55,619,400	104.7

Population at local authority level

Often statistics have to be compiled at the local authority level, when that is the level of the original data, and the rural urban classification for local authorities is used.

This is different from looking at the population using the more detailed rural-urban classification as it is based on whole local authorities. The whole population in an authority will be attributed to the class assigned to the authority. So an authority that is *mainly rural* or *largely rural* and hence classed as *predominantly rural* will have the whole population counted as being in a *predominantly rural* area, even those living in an urban settlement within that authority, while all those living in a rural area but within an authority classed as *urban with significant rural* or *predominantly urban* will not be counted in the *predominantly rural* figure.

- In 2016, 11.4 million people lived in a *predominantly rural* areas, 20.7% of the England population.
- 52 per cent of the population in *predominantly rural* areas are over the age of 44, an increase of 1 percentage point since 2015.
- In comparison, 40 per cent of the population in *predominantly urban* areas are over the age of 44 (the same as in 2015).
- The population in *predominantly rural* areas has increased by 3.2 per cent between 2011 and 2016, compared with 4.1 per cent for England as a whole and 4.5 per cent in *predominantly urban* areas.
- However, it is longer-term comparisons that highlight significant shifts in the age structure. Comparisons have been made between 2001 and 2015 to show this.
- *Predominantly rural* areas have proportionately seen large falls in the population aged 30 to 39 and higher proportional increases in the older population.
- The population aged 65 and over increased by 37 per cent in *predominantly rural* areas between 2001 and 2015, compared with 17 per cent in *predominantly urban* areas.
- *Predominantly rural* areas have seen an increase of 7 per cent in infants (0-4 year olds) compared with a 22 per cent increase in *predominantly urban* areas.

Local Authority index of population change, 2011 to 2016

	2011		2012		2013		2014		2015		2016	
	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index	Population	Index
Mainly rural	4,737,686	100	4,761,866	100.5	4,785,092	101.0	4,816,726	101.7	4,847,415	102.3	4,879,279	103.0
Largely rural	6,351,791	100	6,384,585	100.5	6,419,913	101.1	6,467,543	101.8	6,512,971	102.5	6,566,227	103.4
Urban with significant rural	6,910,518	100	6,948,512	100.5	6,988,497	101.1	7,033,985	101.8	7,079,045	102.4	7,127,258	103.1
Urban with city and town	14,089,992	100	14,197,589	100.8	14,298,352	101.5	14,419,523	102.3	14,542,604	103.2	14,669,427	104.1
Urban with minor conurbation	2,105,964	100	2,121,202	100.7	2,131,719	101.2	2,145,523	101.9	2,160,277	102.6	2,178,959	103.5
Urban with major conurbation	18,911,218	100	19,079,975	100.9	19,242,244	101.8	19,433,318	102.8	19,644,015	103.9	19,846,917	104.9
Predominantly rural	11,089,477	100	11,146,451	100.5	11,205,005	101.0	11,284,269	101.8	11,360,386	102.4	11,445,506	103.2
Predominantly urban	35,107,174	100	35,398,766	100.8	35,672,315	101.6	35,998,364	102.5	36,346,896	103.5	36,695,303	104.5
England	53,107,169	100	53,493,729	100.7	53,865,817	101.4	54,316,618	102.3	54,786,327	103.2	55,268,067	104.1

Age bands as a percentage of total 2016 mid-year Local Authority population

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+
Mainly rural	5.1	5.5	5.4	5.5	4.6	5.0	4.9	5.2	5.9	7.4	7.8	7.1	6.6	7.4	6.0	4.3	3.2	2.0	1.2
Largely rural	5.4	5.8	5.5	5.6	5.0	5.3	5.3	5.5	6.1	7.3	7.6	6.9	6.3	6.9	5.5	4.0	3.0	1.9	1.1
Urban with significant rural	5.7	6.0	5.6	5.7	5.3	5.6	5.6	5.8	6.4	7.4	7.6	6.6	5.9	6.4	5.1	3.8	2.8	1.8	1.1
Urban with city and town	6.3	6.3	5.5	5.9	7.4	7.1	6.8	6.4	6.3	6.9	6.9	6.0	5.1	5.3	4.1	3.1	2.4	1.5	0.9
Urban with minor conurbation	5.9	6.0	5.4	6.1	8.5	7.2	6.4	5.9	6.0	7.0	6.9	6.1	5.2	5.3	4.2	3.2	2.4	1.4	0.8
Urban with major conurbation	6.9	6.6	5.7	5.7	6.9	8.2	8.2	7.4	6.7	6.8	6.5	5.6	4.6	4.4	3.3	2.6	2.0	1.2	0.7
Predominantly rural	5.3	5.7	5.4	5.5	4.8	5.2	5.1	5.3	6.0	7.3	7.7	7.0	6.4	7.1	5.7	4.1	3.1	1.9	1.1
Predominantly urban	6.6	6.4	5.6	5.8	7.2	7.7	7.5	6.9	6.5	6.9	6.7	5.7	4.9	4.8	3.7	2.9	2.2	1.3	0.8
England	6.2	6.2	5.6	5.8	6.4	6.9	6.8	6.4	6.4	7.0	7.0	6.1	5.3	5.5	4.3	3.2	2.4	1.5	0.9

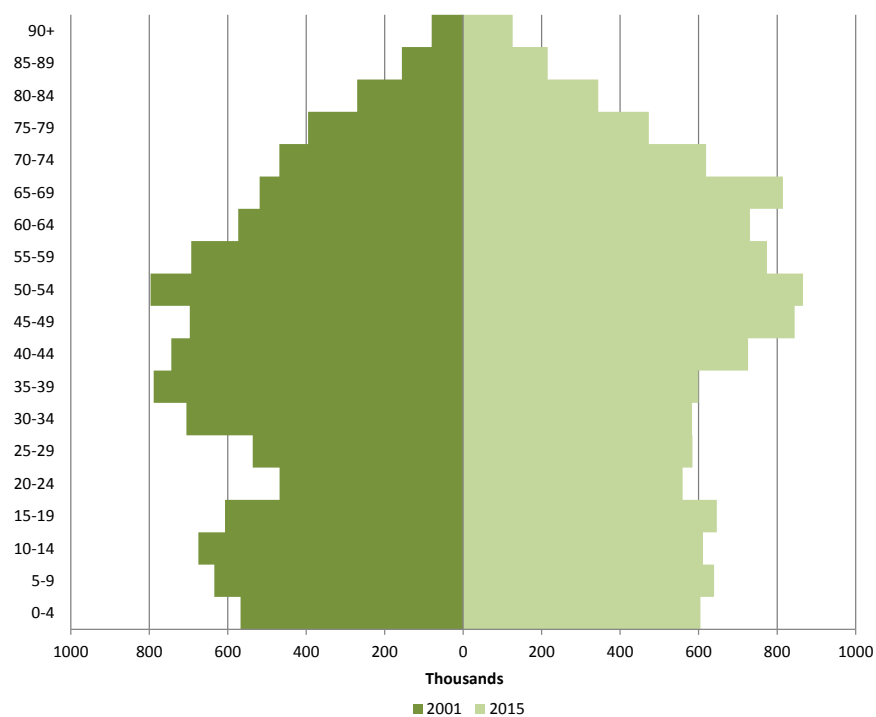
Source: Defra analysis of ONS data – Local Authority Population Estimates for England

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2016/relateddata>

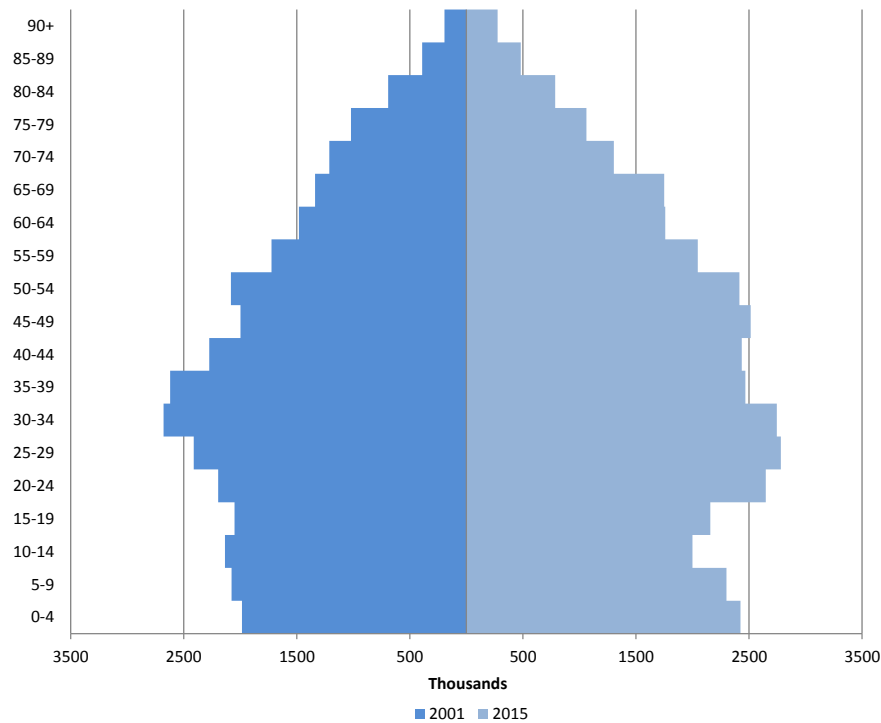
The charts below show longer-term changes in the populations for *predominantly rural* and *predominantly urban* areas, by age band, comparing 2001 and 2015 (not 2016 as above).

*Population in predominantly rural and predominantly urban areas by age bands, 2001 and 2015¹, England
(scales in the charts differ and so are not directly comparable)*

Predominantly rural areas

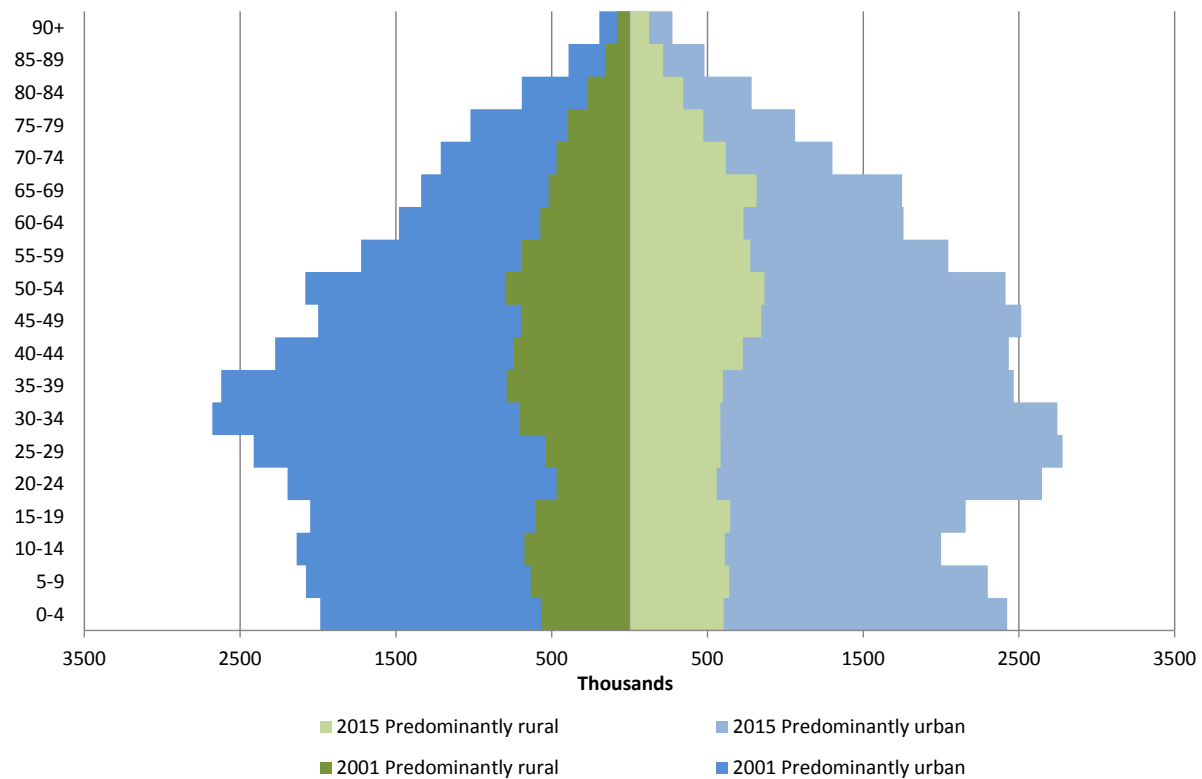


Predominantly urban areas



⁵ _____
¹ The 2011 rural urban classification has been applied to both years to enable comparison

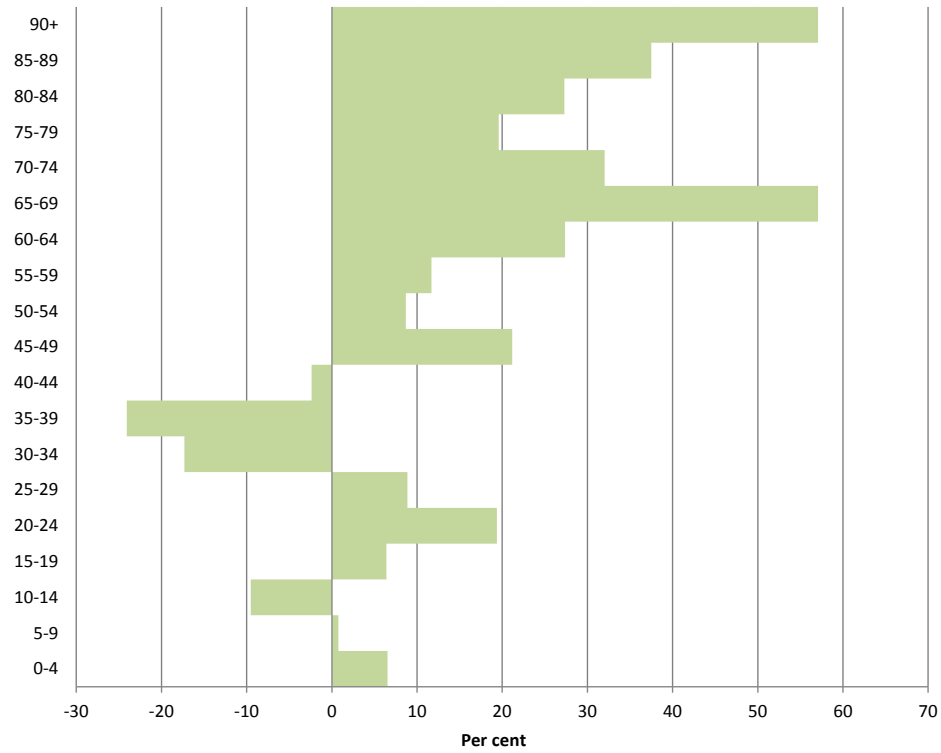
*Population in predominantly rural and predominantly urban areas by age bands, 2001 and 2015², England
(combined chart showing rural and urban at the same scale)*



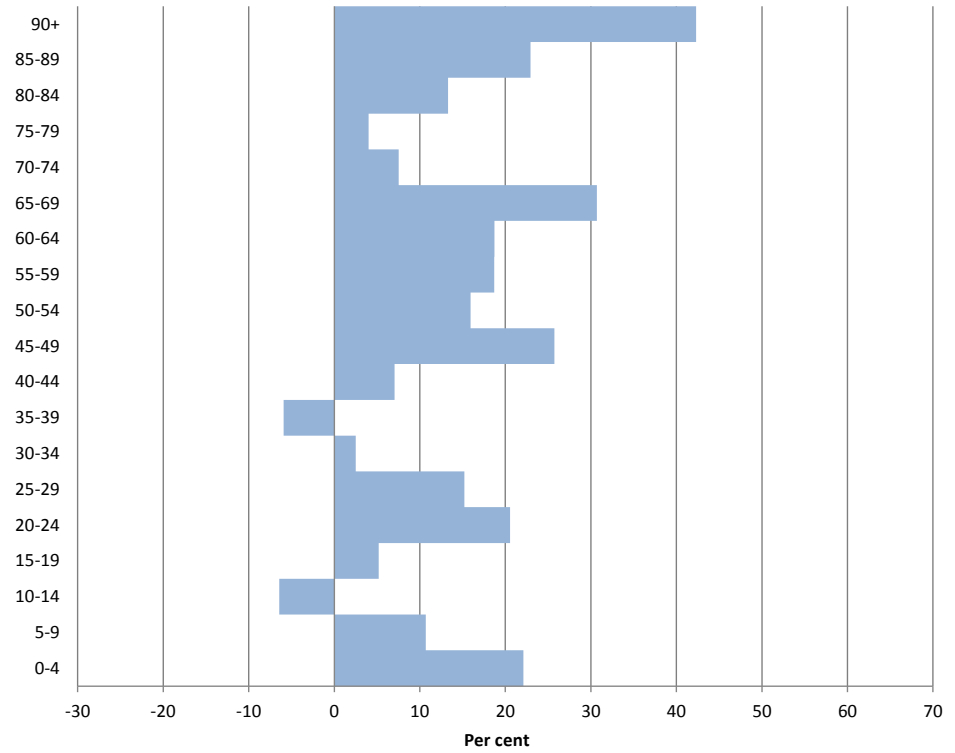
5 _____
² The 2011 rural urban classification has been applied to both years to enable comparison

Percentage change in population in predominantly rural and predominantly urban areas by age bands, between 2001 and 2015³, England

Predominantly rural areas



Predominantly urban areas



5 _____
³ The 2011 rural urban classification has been applied to both years to enable comparison

Population in 2001 and in 2015 by rural urban classification and population change, by age band, in England

		Age bands																		Thousands	
		0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+	Total all ages
Predominantly urban	2001	1,986	2,078	2,137	2,051	2,196	2,413	2,679	2,622	2,275	1,999	2,082	1,724	1,481	1,338	1,212	1,021	692	391	194	32,572
Urban with significant rural	2001	371	408	426	387	322	371	466	508	469	433	485	415	341	303	272	228	157	90	46	6,500
Predominantly rural	2001	567	634	675	607	468	537	705	789	744	697	797	693	574	519	469	395	270	156	80	10,378
England	2001	2,924	3,121	3,238	3,045	2,987	3,320	3,851	3,919	3,488	3,129	3,365	2,833	2,395	2,160	1,953	1,645	1,119	638	321	49,450
Predominantly urban	2015	2,425	2,300	1,999	2,158	2,647	2,780	2,746	2,466	2,435	2,514	2,414	2,046	1,759	1,749	1,303	1,062	784	481	276	36,347
Urban with significant rural	2015	405	418	390	410	386	393	398	405	475	531	531	458	415	453	346	269	198	124	73	7,079
Predominantly rural	2015	604	639	611	646	559	584	583	599	726	845	866	774	731	815	619	473	344	215	126	11,360
England	2015	3,435	3,357	3,000	3,213	3,592	3,758	3,728	3,471	3,636	3,889	3,811	3,278	2,905	3,017	2,269	1,804	1,326	820	475	54,786
Predominantly urban	change 2001-2015	439	222	-138	107	451	367	67	-155	160	515	332	322	277	411	91	41	92	90	82	3,775
Urban with significant rural	change 2001-2015	35	9	-36	23	63	23	-68	-103	6	98	45	42	75	150	74	41	42	34	27	579
Predominantly rural	change 2001-2015	37	5	-64	39	91	48	-122	-190	-18	148	69	81	157	296	150	77	74	59	46	982
England	change 2001-2015	511	237	-238	168	606	438	-123	-448	149	760	446	446	509	857	316	160	207	182	154	5,337
Predominantly urban	% change 2001-2015	22	11	-6	5	21	15	3	-6	7	26	16	19	19	31	8	4	13	23	42	12
Urban with significant rural	% change 2001-2015	9	2	-8	6	20	6	-14	-20	1	23	9	10	22	49	27	18	27	37	57	9
Predominantly rural	% change 2001-2015	7	1	-10	6	19	9	-17	-24	-2	21	9	12	27	57	32	20	27	38	57	9
England	% change 2001-2015	17	8	-7	6	20	13	-3	-11	4	24	13	16	21	40	16	10	19	29	48	11

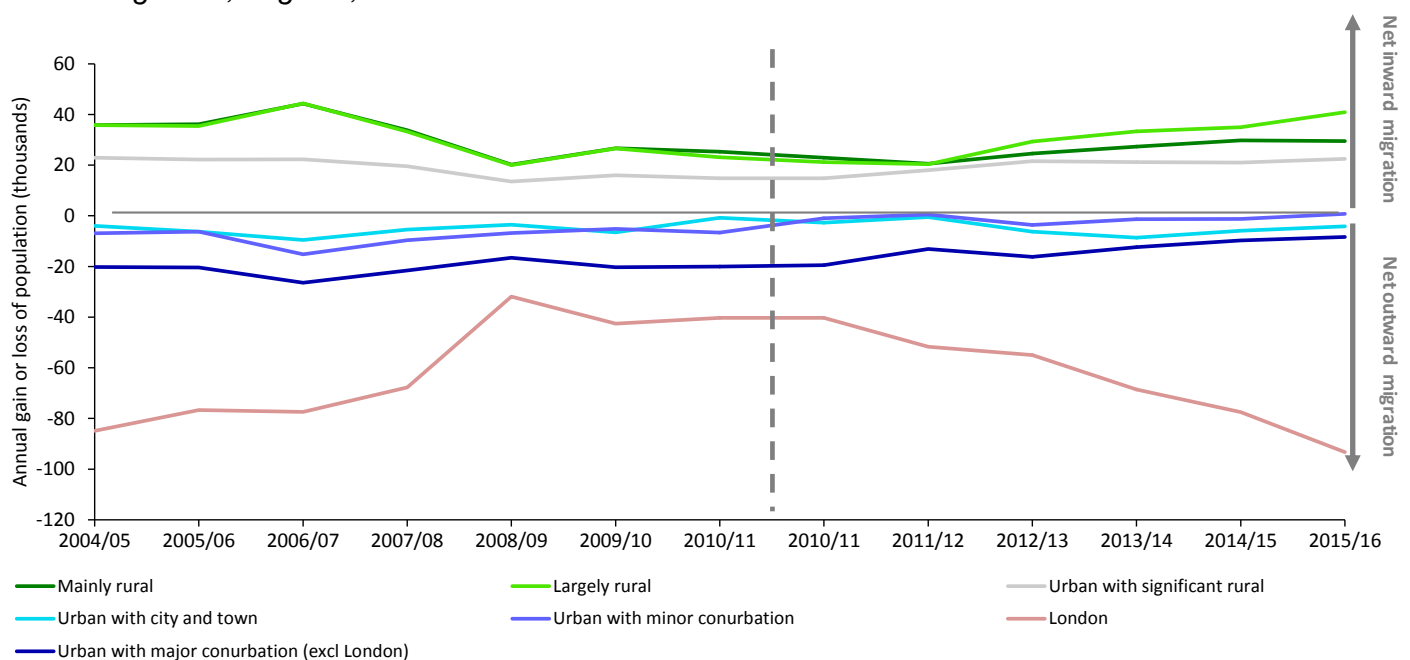
Source: Office for National Statistics and Defra analysis, mid-year population estimates 2001 to 2015 for local authorities, by sex and age, with components of change (published 2016) www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnorthernireland (data within mid-2015 estimates)

Internal migration

In the analysis presented below internal migration refers to population migration occurring between local authorities within the UK and the outcome is shown for local authorities in England, including the results of migration to and from the rest of the UK. Migration between the same class of authority will by definition have no net effect on the population for that class and is excluded.

As the analysis is using data for local authority areas, it does not distinguish the type of settlement a migrant has moved to. So in the case of migration to an authority classed as a *predominantly rural* area this could be migration to an urban settlement within that authority. Similarly migration to an authority classed as a *predominantly urban* area could be migration to a rural settlement within that *predominantly urban* area.

Internal migration, England, 2004/05 to 2015/16



Note: The RUC01 for Local Authorities has been applied to all data up to 2009/10. Data for 2010/11 has been classified using both RUC01 and RUC11 to show the comparison. From 2011/12 onwards the RUC11 for Local Authorities has been applied.

- Between 2004/05 and 2008/09 the general trend for internal migration in England was for net migration to *predominantly rural* areas and net migration from *predominantly urban* areas, although the extent of net migration to *predominantly rural* areas was falling.
- Since 2008/09 there has been an increase in the rate of net migration to *predominantly rural* areas.
- In total for *predominantly rural* areas there was net internal migration inwards of 70,500 people in 2015/16. Within that *largely rural* areas saw net internal migration inwards of 40,900 people and *mainly rural* areas saw net internal migration inwards of 29,500 in 2015/16 (which would include migration between these two categories).
- In contrast, in total for *predominantly urban* areas there was net internal migration outwards of 105,100. This included net internal migration outwards from London of 93,300 (including to other *predominantly urban* areas).

- In 2015/16 *predominantly rural* areas saw net migration from *predominantly urban* areas of 58,900 people, and from *urban with significant rural* areas of 14,600 people. There was a net outward migration from *predominantly rural* areas to the rest of the UK of 3,000 people.
- Net inward migration to *predominantly rural* areas in 2015/16 increased the *predominantly rural* population by 0.6 per cent, compared with a 0.4 per cent increase in 2010/11.
- Net outward migration from *predominantly urban* areas in 2015/16 reduced the *predominantly urban* population by 0.3 per cent, compared with a 0.2 per cent reduction in 2010/11.

Migration arising from internal migration (within the UK), 2004/05 to 2015/16, England

thousands

	04/05	05/06	06/07	07/08	08/09	09/10	10/11	10/11	11/12	12/13	13/14	14/15	15/16
Mainly rural	35.8	36.2	44.3	33.8	20.2	26.7	25.3	22.9	20.6	24.6	27.3	29.8	29.5
Largely rural	35.8	35.4	44.4	33.2	20.0	26.6	23.1	21.2	20.4	29.3	33.3	35.0	40.9
Urban with significant rural	22.9	22.2	22.3	19.6	13.5	16.0	14.8	14.8	18.0	21.6	21.2	21.0	22.4
Urban with city and town	-4.0	-6.3	-9.5	-5.4	-3.5	-6.5	-0.8	-2.7	-0.5	-6.3	-8.6	-5.9	-4.2
Urban with minor conurbation	-6.9	-6.3	-15.2	-9.6	-6.8	-5.2	-6.6	-1.0	0.5	-3.6	-1.3	-1.2	0.7
Urban with major conurbation (excl London)	-20.2	-20.4	-26.4	-21.6	-16.6	-20.3	-20.0	-19.5	-13.1	-16.2	-12.4	-9.7	-8.3
London	-84.9	-76.7	-77.4	-67.7	-31.9	-42.6	-40.3	-40.3	-51.7	-55.0	-68.6	-77.5	-93.3
Predominantly rural	71.7	71.6	88.7	67.0	40.2	53.4	48.3	44.1	41.0	53.8	60.6	64.9	70.5
Predominantly urban	-116.0	-109.7	-128.5	-104.3	-58.8	-74.6	-67.8	-63.5	-64.8	-81.2	-90.9	-94.3	-105.1

Note: The RUC01 for Local Authorities has been applied to all data up to 2009/10. Data for 2010/11 has been classified using both RUC01 and RUC11 to show the comparison. From 2011/12 onwards the RUC11 for Local Authorities has been applied.

The table below provides a matrix of the internal (within UK) migration movements between the different classes of authority in 2015/16.

Internal (within UK) migration between different classes of authority, 2015/16

Outward	Inward					Total outwards	Net migration
	Predominantly rural	Urban with significant rural	Predominantly urban	Rest of the UK			
Predominantly rural		68.5	246.4	24.5		339.5	70.5
Urban with significant rural	83.1		169.4	15.4		267.9	22.4
Predominantly urban	305.3	208.6		67.6		581.5	-105.1
Rest of the UK	21.5	13.2	60.6			95.4	12.2
Total inwards	409.9	290.4	476.5	107.5			

Note: excludes migration within the same class of authority

Net internal (within UK) migration between predominantly rural and predominantly urban areas and other classes of authority

	thousands		thousands
Urban with significant rural	14.6	Predominantly rural	-58.9
Predominantly urban	58.9	Urban with significant rural	-39.2
Rest of the UK	-3.0	Rest of the UK	-7.0
Net migration for predominantly rural areas	70.5	Net migration for predominantly urban areas	-105.1

Notes:

Internal migration is defined as residential moves between local authorities. Moves within a single local authority are excluded, as are international moves into or out of the UK. These statistics are based on a combination of administrative data and represent the best available source of information on internal migration. Further information on the data sources and methods, and their limitations, is available via the ONS internal migration methodology webpage (www.ons.gov.uk/ons/guide-method/method-quality/specific/population-and-migration/internal-migration-methodology/index.html).

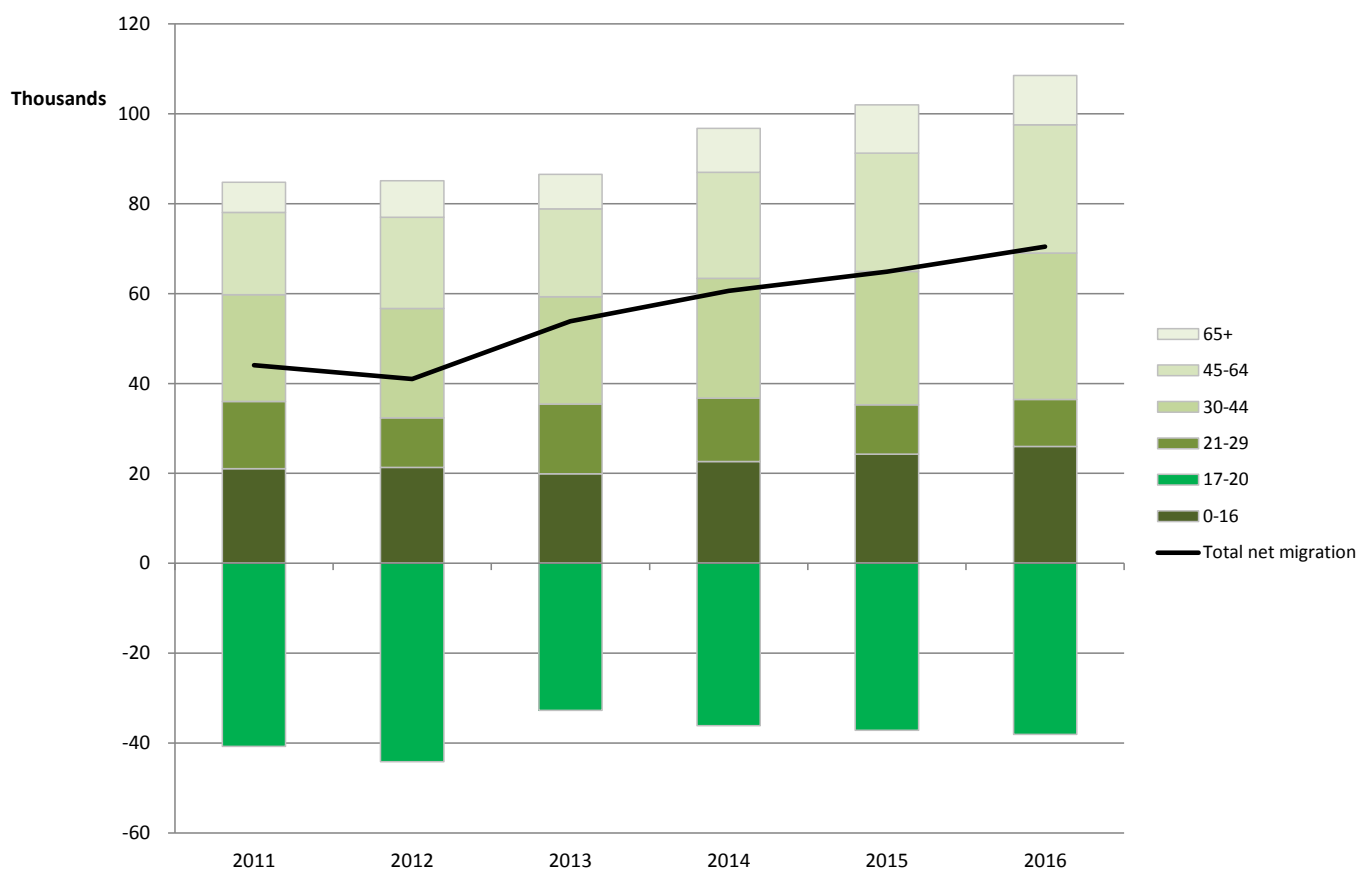
Source: Defra analysis of ONS data - Annual internal Migration within the United Kingdom to June 2016.

www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/internalmigrationbyoriginanddestinationlocalauthoritiessexandsingleyearofagedetailedestimatesdataset

Internal migration by age

- For some years there has been net internal migration (within the UK) inwards to *predominantly rural* areas. This has been the case across all age bands except for 17 to 20 year olds. In 2015/16 within overall net internal migration inwards to predominantly rural areas of 70,500, there was net internal migration outwards of 17 to 20 years olds of 38,100.
- The pattern of inward migration to *predominantly rural* areas has been consistent from at least 2011 onwards (the earliest year currently analysed by age band).
- Net outward migration of 17 to 20 years olds can be anticipated as these are the ages when students are most likely to move from home for higher education, with the likelihood that higher education establishments will be mostly found in the more urban areas.

Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2016, England

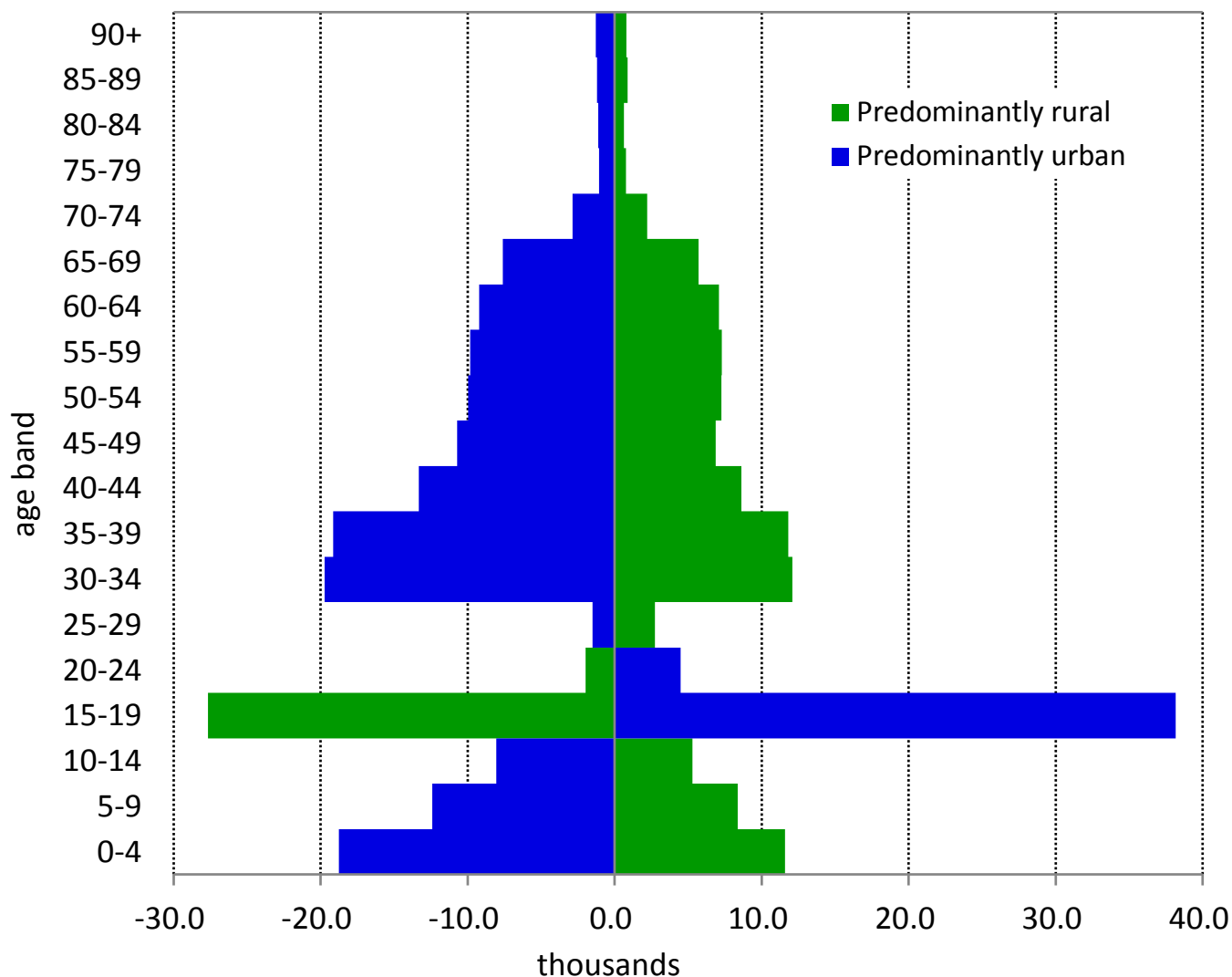


Net internal migration (within UK) to predominantly rural areas by age bands, mid-year 2011 to mid-year 2016, England

	thousands						
	0-16	17-20	21-29	30-44	45-64	65+	Total net migration
2011	21.1	-40.7	14.9	23.7	18.3	6.8	44.1
2012	21.3	-44.1	11.0	24.3	20.3	8.1	41.0
2013	19.9	-32.7	15.6	23.8	19.6	7.7	53.8
2014	22.7	-36.1	14.1	26.7	23.6	9.7	60.6
2015	24.3	-37.1	11.0	29.6	26.3	10.8	64.9
2016	26.0	-38.1	10.4	32.5	28.5	11.0	70.5

- Breaking the migration patterns down to equal 5-year age bands, in 2015/16 there was net outward migration for 15 to 19 year olds from *predominantly rural areas* of 27,700 which would include, as above, students moving elsewhere for higher education. There was net outward migration for 20 to 24 year olds of 2,000, but there was net inward migration for 25 to 29 year olds of around 2,700.
- The largest net inward migration to *predominantly rural areas* for adults occurred for 30-34 year olds (12,100 people), 35 to 39 year olds (11,800 people) and 40 to 44 year olds (8,600 people). Net inward migration for 45 to 49 year olds to 65 to 69 year olds, was between 5,700 and 7,300 people for each five-year age band.
- Migration occurred between *predominantly rural areas* and *urban with significant rural areas* and the rest of the UK, as shown above but the largest net inward migration to *predominantly rural areas* was from *predominantly urban areas*. Not surprisingly, the opposite migration patterns were therefore seen for *predominantly urban areas*. Indeed for most age bands the equivalent opposite net migration was greater, reflecting migration also occurring between *predominantly urban areas* and *urban with significant rural areas* and the rest of the UK, as shown above.

Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by age band, mid-year 2016, England



Net internal (within the UK) migration for predominantly rural and predominantly urban areas, by age band, mid-year 2016, England

	Age band										thousands
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	
Predominantly rural	11.6	8.4	5.3	-27.7	-2.0	2.7	12.1	11.8	8.6	6.9	
Predominantly urban	-18.8	-12.4	-8.0	38.2	4.5	-1.5	-19.7	-19.2	-13.3	-10.7	

	Age band (continued)									Total net migration
	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+	
Predominantly rural	7.3	7.3	7.1	5.7	2.2	0.8	0.6	0.9	0.8	70.5
Predominantly urban	-10.0	-9.8	-9.2	-7.6	-2.9	-1.1	-1.1	-1.2	-1.3	-105.1

Notes:

Internal migration is defined as residential moves between local authorities. Moves within a single local authority are excluded, as are international moves into or out of the UK. These statistics are based on a combination of administrative data and represent the best available source of information on internal migration. Further information on the data sources and methods, and their limitations, is available via the ONS internal migration methodology webpage (www.ons.gov.uk/ons/guide-method/method-quality/specific/population-and-migration/internal-migration-methodology/index.html).

Source: Defra analysis of ONS data - Annual internal Migration within the United Kingdom to June 2016.

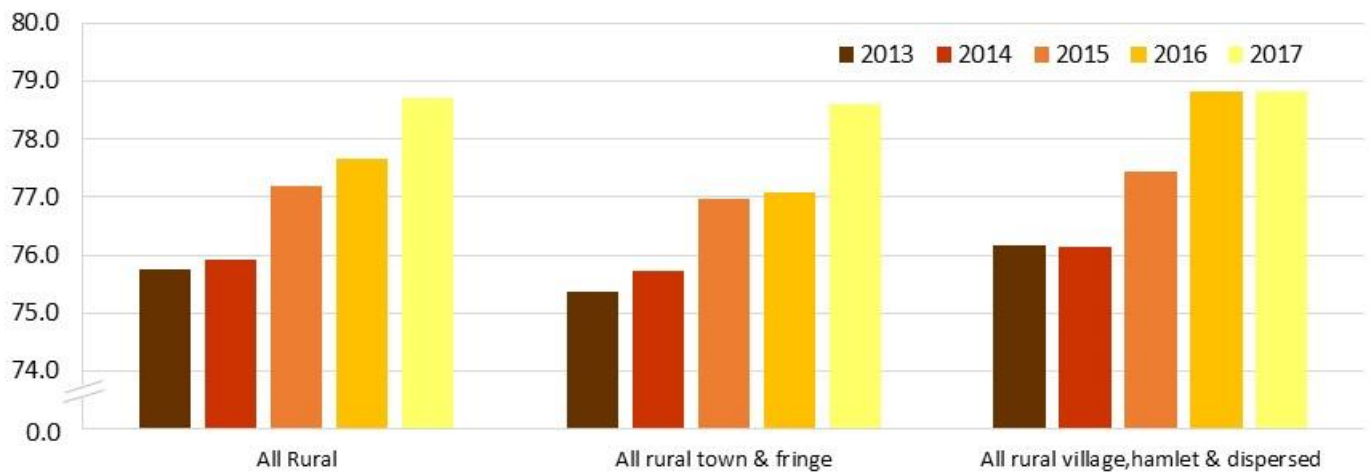
www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/migrationwithintheuk/datasets/internalmigrationbyoriginanddestinationlocalauthoritiessexandsingleyearofagedetailedestimatesdataset

Rural economy

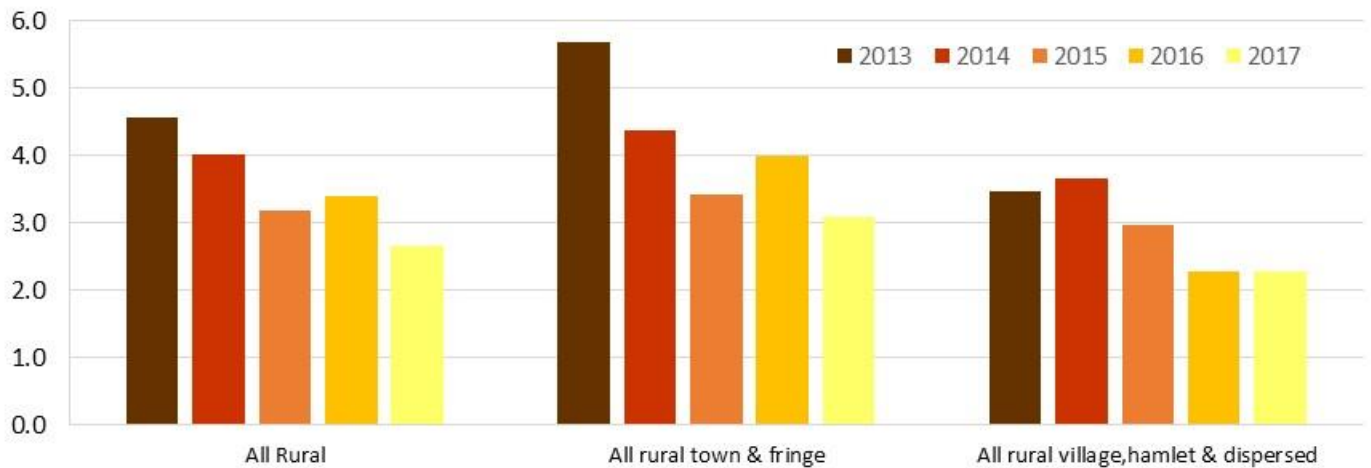
Employment and earnings

- **Employment:** The percentage of working age people in employment (*employment rate*) in 2017 was **74 per cent in urban settlements** and **79 per cent in rural settlements**. This employment rate is based on where people live and not where they work. People living in rural settlements may travel to work in larger urban settlements and vice versa for urban residents.
- **Unemployment:** The percentage of economically active people age 16 and over who were unemployed (*unemployment rate*) in 2017 was **4.8 per cent in urban settlements** and **2.7 per cent in rural settlements**.
- **Economic inactivity:** The percentage of working age people who are not available for work or not seeking work (*economic inactivity rate*) in 2017 was **22 per cent in urban settlements** and **19 per cent in rural settlements**.

Employment as a percentage of working age population (age 16 to 64 years), in rural areas of England, 2013 to 2017

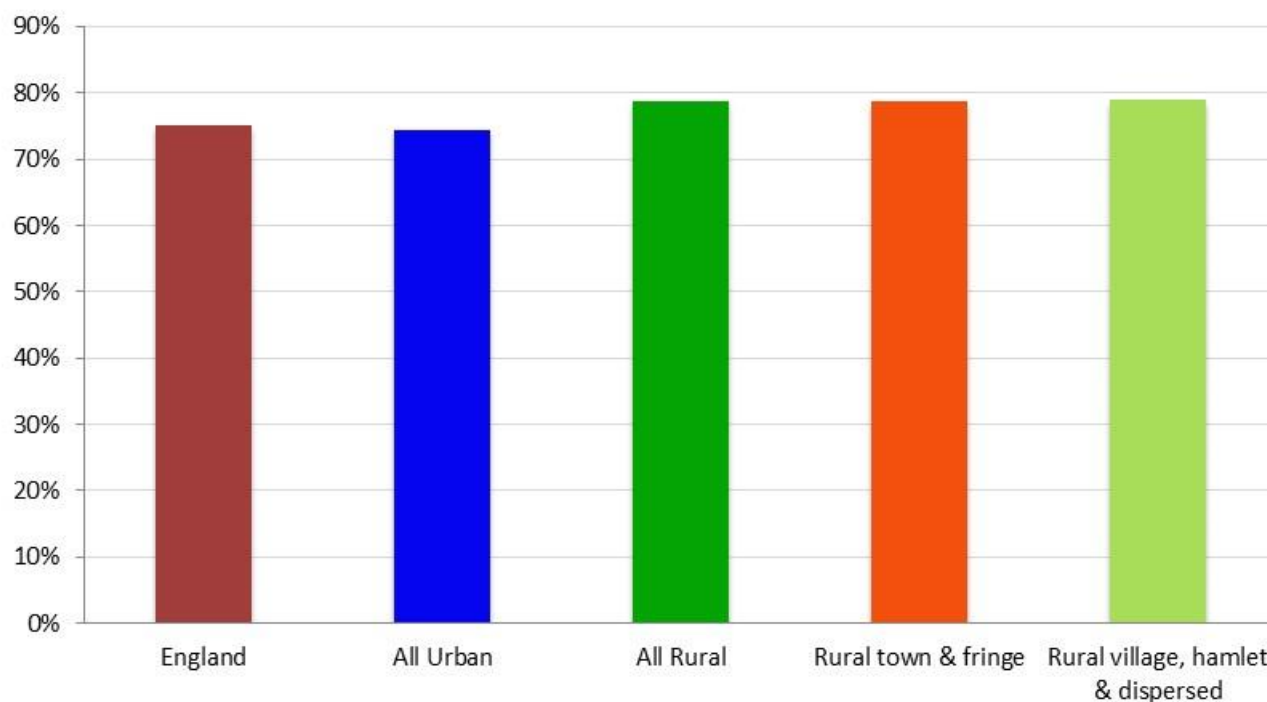


Unemployment as a percentage of economically active age 16 and over (age 16+), in rural areas of England, 2012 to 2017



Employment rate

Employment as a percentage of working age population (age 16 to 64 years), by rural-urban classification in England, 2017



- The employment rate in 2017 was higher in all types of rural areas compared with urban areas. The employment rate was highest in *rural village & hamlets* at 78.8 per cent.
- For England overall there was a steady fall in the employment rate from 2007 to 2011, but there has been an upturn in the rate from 2012 and the level in 2017 was 75.1 per cent.
- The latest England employment rate for **June to August 2018** was 75.8 per cent, down 0.1 percentage points from **March to May 2018** and up 0.3 percentage points on a year earlier¹. It is not yet possible to analyse these later figures in terms of settlement type.

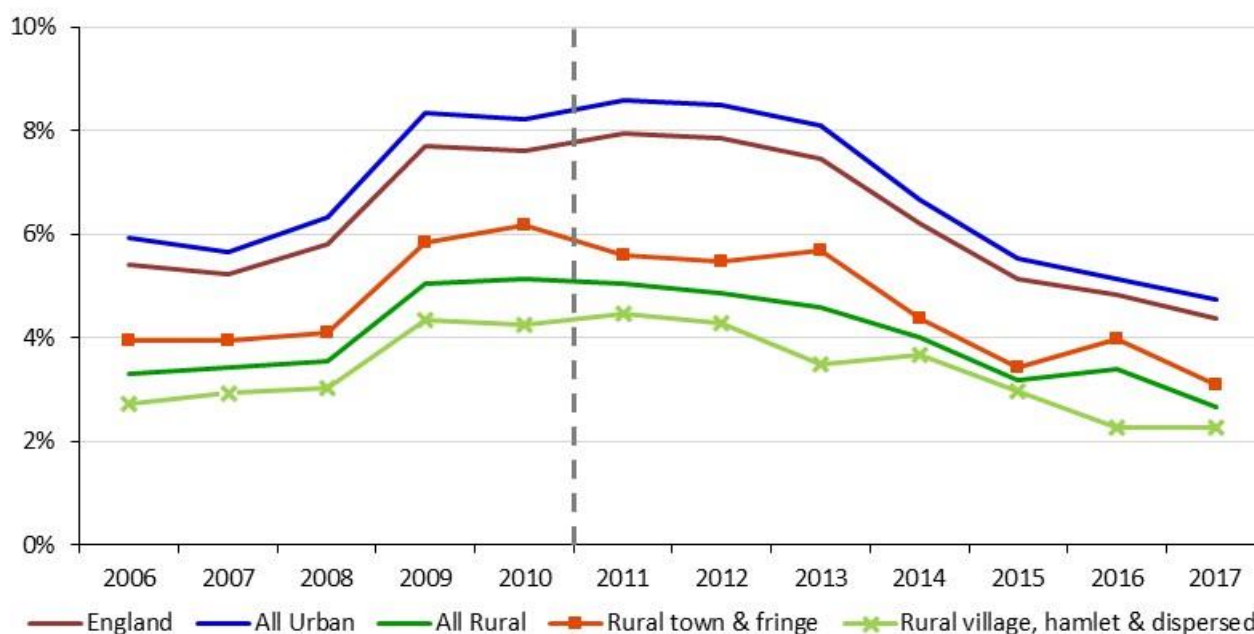
Percentage of working age population (age 16 to 64 years) who are employed, by rural-urban classification in England, 2007 to 2017

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
All Urban	71.8	71.4	69.8	69.4	69.3	69.9	70.6	71.9	73.2	73.6	74.4
All Rural	76.0	76.3	75.2	74.8	74.5	75.1	75.8	75.9	77.2	77.7	78.7
those in a sparse setting	73.4	76.1	74.4	73.7	72.2	74.1	75.4	73.0	76.5	77.4	78.2
All rural town & fringe	76.3	76.0	75.2	74.0	74.2	75.0	75.4	75.7	77.0	77.1	78.6
All rural village & hamlets	75.7	76.5	75.2	75.6	74.7	75.3	76.2	76.1	77.4	78.8	78.8
England	72.6	72.3	70.8	70.4	70.2	70.8	71.5	72.5	73.8	74.2	75.1

See note 2 for an explanation of Rural Urban Classification and its application to the analysis

Unemployment rate

Unemployment as a percentage of economically active age 16 and over (age 16+), by rural-urban classification, in England, 2006 to 2017



Note: The RUC01 has been applied to all data up to and including 2010. From 2011 onwards the RUC11 has been applied.

- In 2017 the unemployment rate overall in rural areas was 2.7 per cent.
- The unemployment rate in rural areas returned to a downward trend in 2017, following the increase in 2016. However, even with the increase in rate in 2016 the unemployment rate in rural areas has been consistently lower than that in urban areas.
- The unemployment rate has tended to be highest in urban settlement types and lower in *rural village & hamlets* and *rural sparse settings*.
- The latest England unemployment rate for **June to August 2018** was 4.1 per cent, down 0.1 percentage points on March to May 2018 and down 0.3 percentage points on a year earlier¹. The most recent figure available for rural unemployment is 2.6 per cent for **April to June 2018**. It is not yet possible to analyse these more recent figures in terms of detailed settlement type.

Percentage of economically active age 16 and over (age 16+) who are unemployed, by rural-urban classification in England, 2007 to 2017

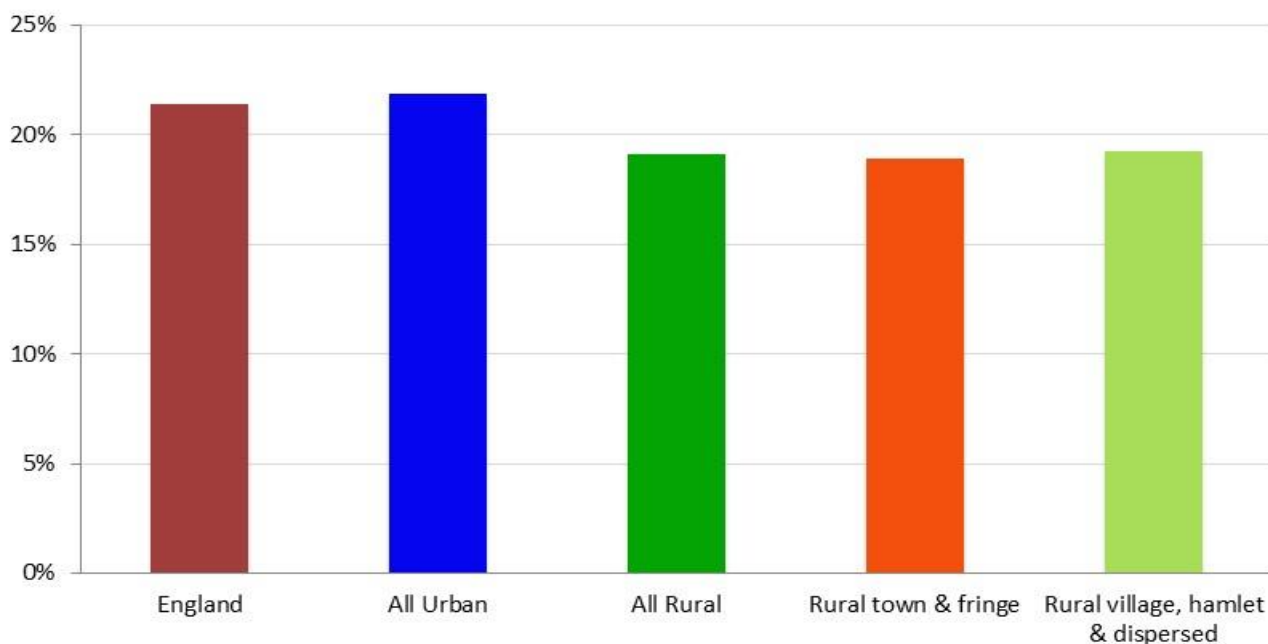
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
All Urban	5.7	6.3	8.4	8.2	8.6	8.5	8.1	6.7	5.5	5.1	4.8
All Rural	3.4	3.5	5.1	5.1	5.0	4.9	4.6	4.0	3.2	3.4	2.7
those in a sparse setting	3.8	3.2	4.8	5.1	5.4	3.6	4.0	3.6	3.7	3.5	2.5
All rural town & fringe	3.9	4.1	5.8	6.2	5.6	5.5	5.7	4.4	3.4	4.0	3.1
All rural village & hamlets	2.9	3.0	4.3	4.3	4.5	4.3	3.5	3.7	3.0	2.3	2.3
England	5.2	5.8	7.7	7.6	8.0	7.9	7.5	6.2	5.1	4.8	4.4

See note 2 for an explanation of Rural Urban Classification and its application to the analysis

The unemployed rate previously reported those aged 16 to 64 but now reports age 16+. See note 4 for further details.

Economic inactivity

Percentage of working age population (16 to 64 years) who are economically inactive, by rural-urban classification in England, 2017



- People who are economically inactive are not available for work or not seeking work and will include students, retirees and those unable to work due to sickness or disability. People who are officially unemployed are considered to be economically active.
- In 2017, the percentage of economic inactivity was higher in urban areas than rural areas (21.8 per cent of the working age population in urban areas compared to 19.1 per cent in rural areas).
- Within rural areas, the percentage of economic inactivity was highest in *rural in a sparse setting* (19.6 per cent of the working age population).
- Economic inactivity as a percentage of working age population has shown an overall decline since 2011 in both rural and urban areas.
- The latest England inactivity rate for **June to August 2018** was 20.9 per cent, up 0.2 percentage points on **March to May 2018** and down 0.1 percentage points on a year earlier¹. It is not yet possible to analyse these later figures in terms of settlement type.

Percentage of working age population (age 16 to 64 years) who are economically inactive, by rural-urban classification in England, 2007 to 2017

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
All Urban	23.9	23.7	23.7	24.3	24.0	23.5	23.0	22.9	22.4	22.4	21.8
All Rural	21.2	20.8	20.7	21.0	21.4	20.9	20.5	20.8	20.2	19.5	19.1
those in a sparse setting	23.5	21.3	21.6	22.1	23.4	23.0	21.4	24.2	20.6	19.6	19.5
All rural town & fringe	20.5	20.7	20.1	21.0	21.3	20.6	20.0	20.7	20.2	19.6	18.9
All village & hamlets	21.9	21.0	21.3	20.9	21.6	21.2	20.9	20.8	20.1	19.2	19.2
England	23.4	23.2	23.2	23.6	23.6	23.1	22.6	22.6	22.1	21.9	21.4

See note 2 for an explanation of Rural Urban Classification and its application to the analysis

Notes:

1) ONS Labour Market Statistics for October 2018, see table 23, page 61 of the PDF document:

www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/uklabourmarket/october2018

2) The RUC01 has been applied to all data up to and including 2010. From 2011 onwards the RUC11 has been applied. Although a key difference between the 2001 and 2011 version of the classification is that a distinction between major conurbations, lesser conurbations and other urban areas has been introduced, the urban categories are comparable in concept. Similarly the rural 2001 and 2011 categories are comparable in concept. However, the classification of a settlement may have changed between 2001 and 2011 owing to changes in population and settlement pattern.

3) In 2009 and before, working age was defined as 16-64 for males and 16-59 for females. In September 2010 the definition for working age was altered to be 16-64 for both males and females. The statistics shown here have been adjusted to this new definition for all years shown.

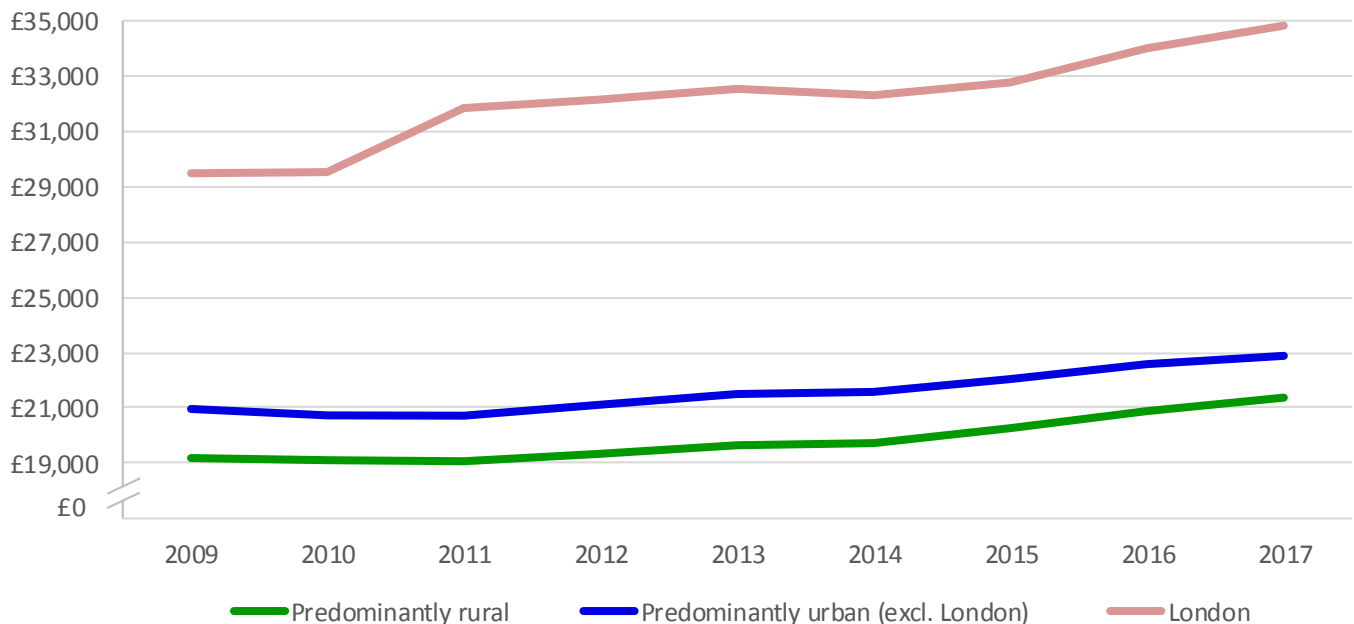
4) Unemployment rate is expressed as a percentage of the economically active 'age 16 and over' population, this is a departure from previous analyses and is consistent with ONS Labour Market Statistics. The employment rate and economically inactive rate are expressed as a percentage of the entire working age population. Therefore the rates should not be expected to sum to 100%.

Source: Office for National Statistics, Annual Business Inquiry via abi2@ons.gov.uk

Earnings

- **Average annual employee earnings** (based on the median value, or middle of the earnings distribution) give an indication of living standards people are able to enjoy through their disposable income (see Expenditure).
- As people do not necessarily work in the same settlement as they live, workplace and residence based average earnings may differ.
- For example, **average residence based earnings are lower than workplace based earnings in major urban areas**, whilst **average residence based earnings in rural areas are higher than workplace earnings** because people living in rural areas may work in urban areas in higher paid jobs.
- Average workplace based earnings are lowest in *mainly rural* areas along with *urban with minor conurbation* areas and the highest in the *London* area.
- All areas have seen an increase in workplace-based median earnings on 2016, with a 1.4 per cent increase in predominantly urban areas (excluding London) and a 2.3 per cent increase in predominantly rural areas, and these compare with a change in the Consumer Price Index including housing costs (a measure of inflation) of 2.3 per cent in the year ending March 2017.

Workplace based median gross annual earnings (current prices), 2009 to 2017



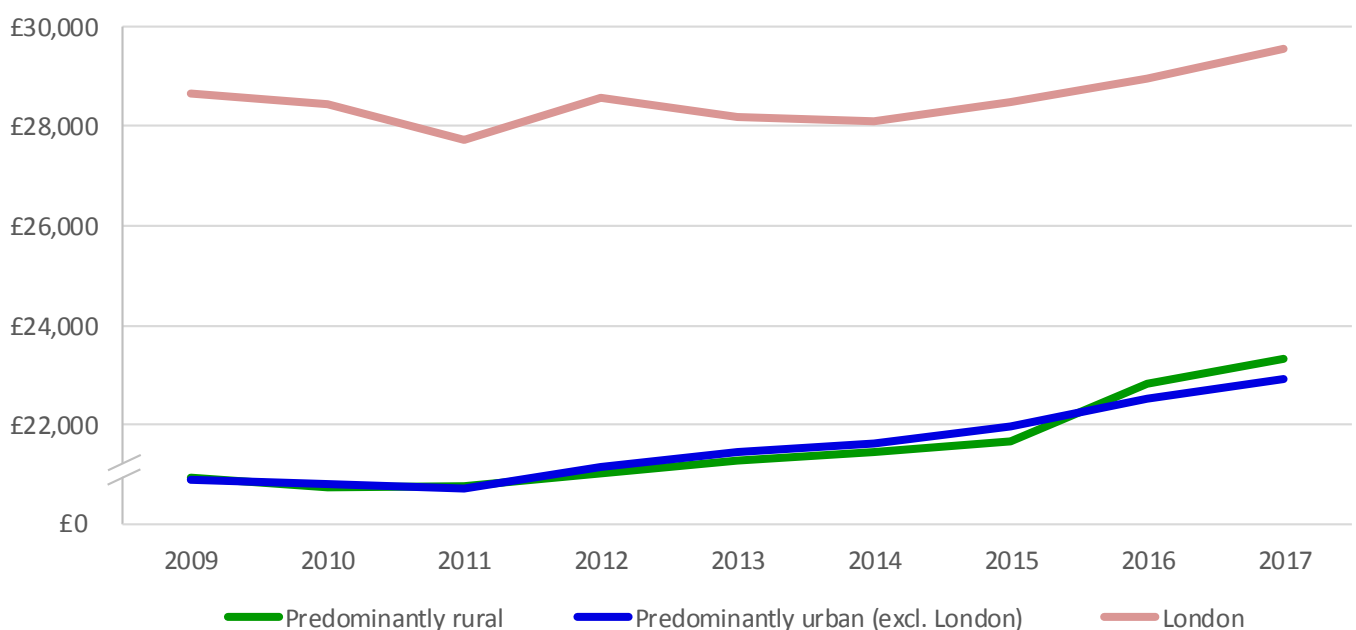
- In 2017, median workplace-based earnings in *predominantly urban areas (excluding London)* were £22,900 while *predominantly rural areas* were slightly lower at £21,400.
- Between 2009 and 2017 median workplace based earnings increased for all settlement types. Excluding London, the rate of increase was greatest for workplaces in *mainly rural areas*, increasing by 11.8 per cent, closely followed by *largely rural areas* (11.2 per cent).
- The rate of increase was lowest in *urban with minor conurbation areas* where median earnings increased by just over 6.5 per cent in the same period.

Workplace based median gross annual earnings (current prices), (£), 2009 to 2017

	2009	2010	2011	2012	2013	2014	2015	2016	2017
London	29,500	29,500	31,800	32,100	32,500	32,300	32,800	34,000	34,800
Urban with Major Conurbation	20,700	20,500	20,500	20,900	21,200	21,300	21,700	22,400	22,700
Urban with Minor Conurbation	20,000	19,400	19,500	20,300	20,200	20,300	20,800	21,100	21,300
Urban with City and Town	21,200	21,000	21,100	21,400	21,900	21,900	22,400	22,900	23,200
Urban with significant rural	21,000	20,800	20,600	21,000	21,100	21,400	21,500	22,300	22,400
Largely Rural	19,300	19,300	19,200	19,600	19,900	19,900	20,400	21,000	21,400
Mainly Rural	19,100	18,900	18,900	19,000	19,400	19,500	20,000	20,700	21,300
Predominantly urban (excl. London)	20,900	20,700	20,700	21,100	21,500	21,600	22,000	22,600	22,900
Predominantly rural	19,200	19,100	19,100	19,300	19,700	19,700	20,300	20,900	21,400
England*	21,700	21,600	21,500	21,800	22,200	22,300	22,700	23,300	23,700

* Results for England are not comparable with the data for the rural – urban categories presented above. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey – workplace analysis: <https://www.nomisweb.co.uk/articles/1066.aspx> Results for England come from the original ONS publication (table 7.7a): <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofworkbylocalauthorityashetable7>

Residence-based median gross annual earnings (current prices), 2009 to 2017



- In 2017, median residence-based earnings in *predominantly urban areas (excluding London)* were £22,900 while *predominantly rural areas* were higher at £23,300.
- Between 2009 and 2017 median residence based earnings increased for all settlement types. The rate of increase was greatest for workplaces in *mainly rural areas*, increasing by 12.9 per cent, followed by *largely rural areas* (10.4 per cent).
- Excluding London, the rate of increase was lowest in *urban with minor conurbation areas* where median earnings increased by just over 6.4 per cent in the same period.

Residence based median gross annual earnings (current prices), (£), 2009 to 2017

	2009	2010	2011	2012	2013	2014	2015	2016	2017
London	28,700	28,500	27,700	28,600	28,200	28,100	28,500	29,000	29,600
Urban with Major Conurbation	20,600	20,600	20,400	20,800	21,200	21,300	21,800	22,400	22,600
Urban with Minor Conurbation	20,000	19,600	19,600	20,100	20,100	20,100	20,200	20,800	21,200
Urban with City and Town	21,200	21,200	21,100	21,600	21,800	22,100	22,400	22,800	23,400
Urban with significant rural	22,600	22,400	22,500	22,400	22,800	23,100	23,200	23,700	24,200
Largely Rural	21,300	20,900	21,000	21,300	21,600	21,900	21,700	22,900	23,500
Mainly Rural	20,500	20,500	20,500	20,600	20,800	20,800	21,700	22,700	23,100
Predominantly urban (excl. London)	20,900	20,800	20,700	21,200	21,400	21,600	22,000	22,500	22,900
Predominantly rural	20,900	20,700	20,800	21,000	21,300	21,500	21,700	22,800	23,300
England*	21,700	21,600	21,500	21,800	22,200	22,400	22,700	23,300	23,700

* Results for England are not comparable with the data for the rural – urban categories presented above. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey – workplace analysis:

<https://www.nomisweb.co.uk/articles/1066.aspx> Results for England come from the original ONS publication (table 8.7a):

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityshetable8>

Notes: 2009 – 2016 figures are revised, 2017 are provisional.

Source: Office for National Statistics, Annual Survey of Hours and Earnings: Table 7: Place of Work by Local Authority and Table 8: Place of Residence by Local Authority:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/2017provisionaland2016revisedresults/relateddata>

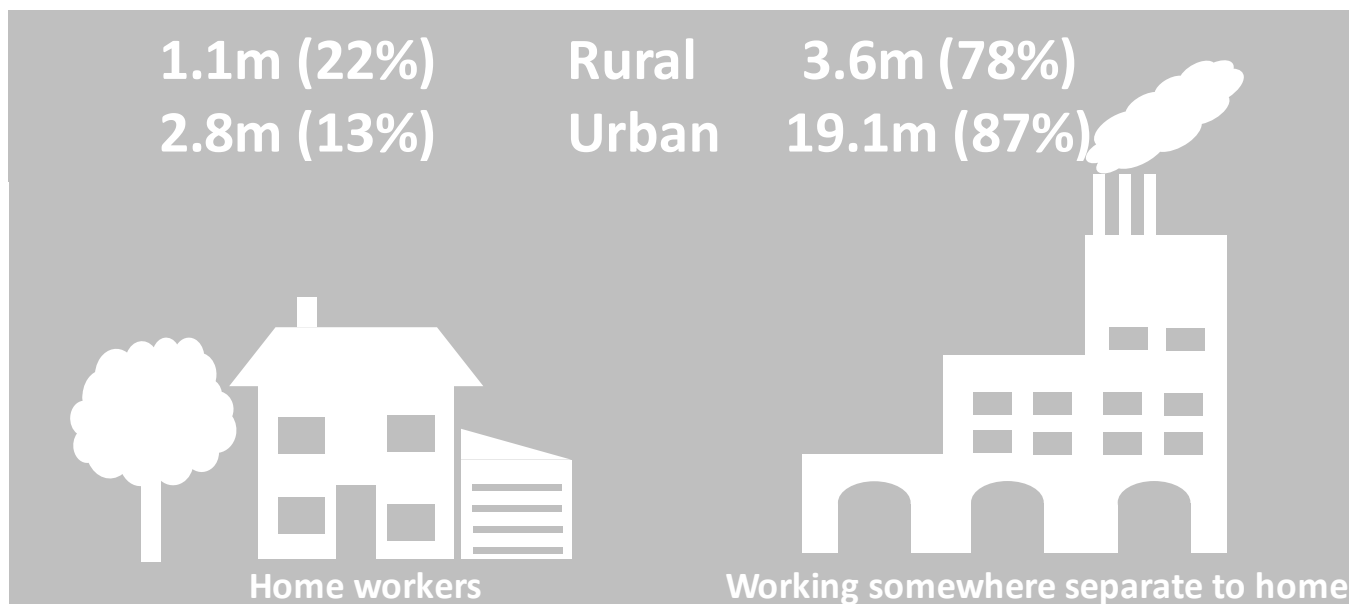
Figures in the tables have been rounded to the nearest £100. Figures are on a current prices basis and have not been adjusted for inflation. Results for rural – urban categories have been weighted by the number of people employed aged 16-64 based on Annual Population Survey and Annual Population Survey – workplace analysis:

<https://www.nomisweb.co.uk/articles/1066.aspx>

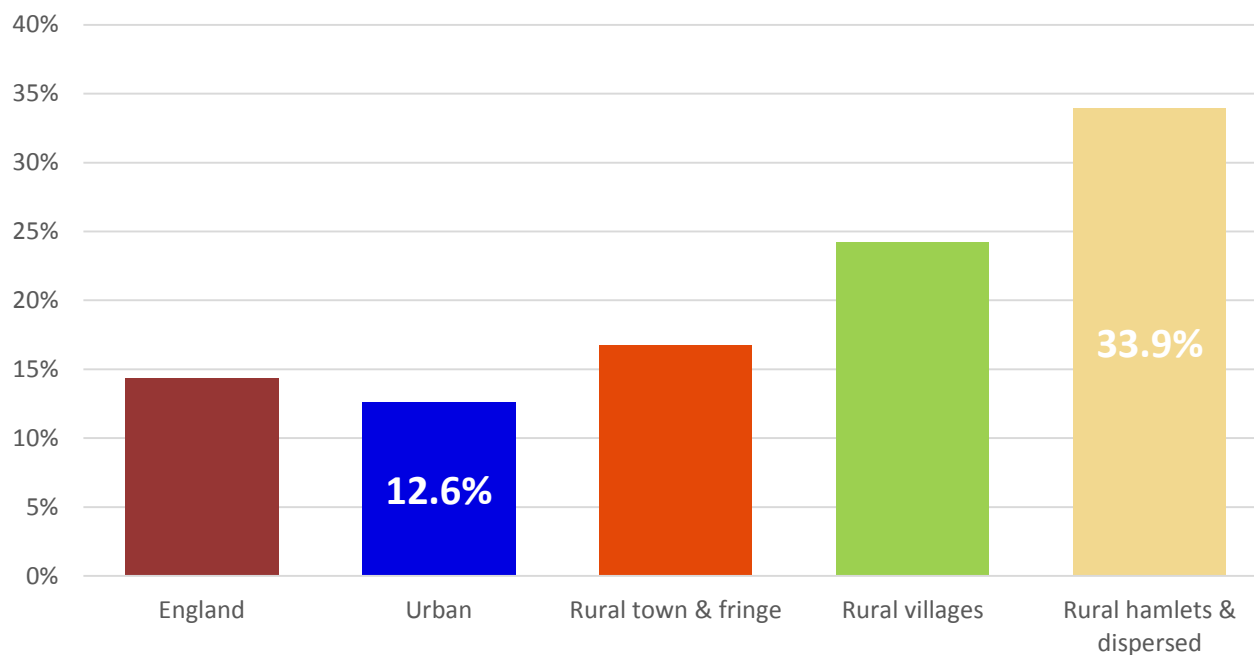
Home working

- Of the 26.5¹ million people in work in England in 2016, 3.8 million were home workers² (those who usually spend at least half of their work time using their home, either within their grounds or in different places or using it as a base). They account for 14 per cent of those in work¹.
- The highest rate of home workers was found in rural hamlets and dispersed areas, at 34 per cent, compared with 13 per cent in urban areas. Overall rural areas had a higher rate of home working compared with urban areas.
- According to the Office for National Statistics, home workers are more likely to be working in higher skilled roles and earn on average a higher hourly wage³, however this will vary across rural areas.

The 26.5¹ million workers in England in 2016 were made up of:



Home workers as a percentage of all those employed (age 16 and over), by rural-urban classification in England, 2016



- The highest rate of home workers was found in rural hamlets and dispersed areas, at 34 per cent, compared with 13 per cent in urban areas.
- Overall all types of rural areas had a higher rate of home working compared with urban areas.

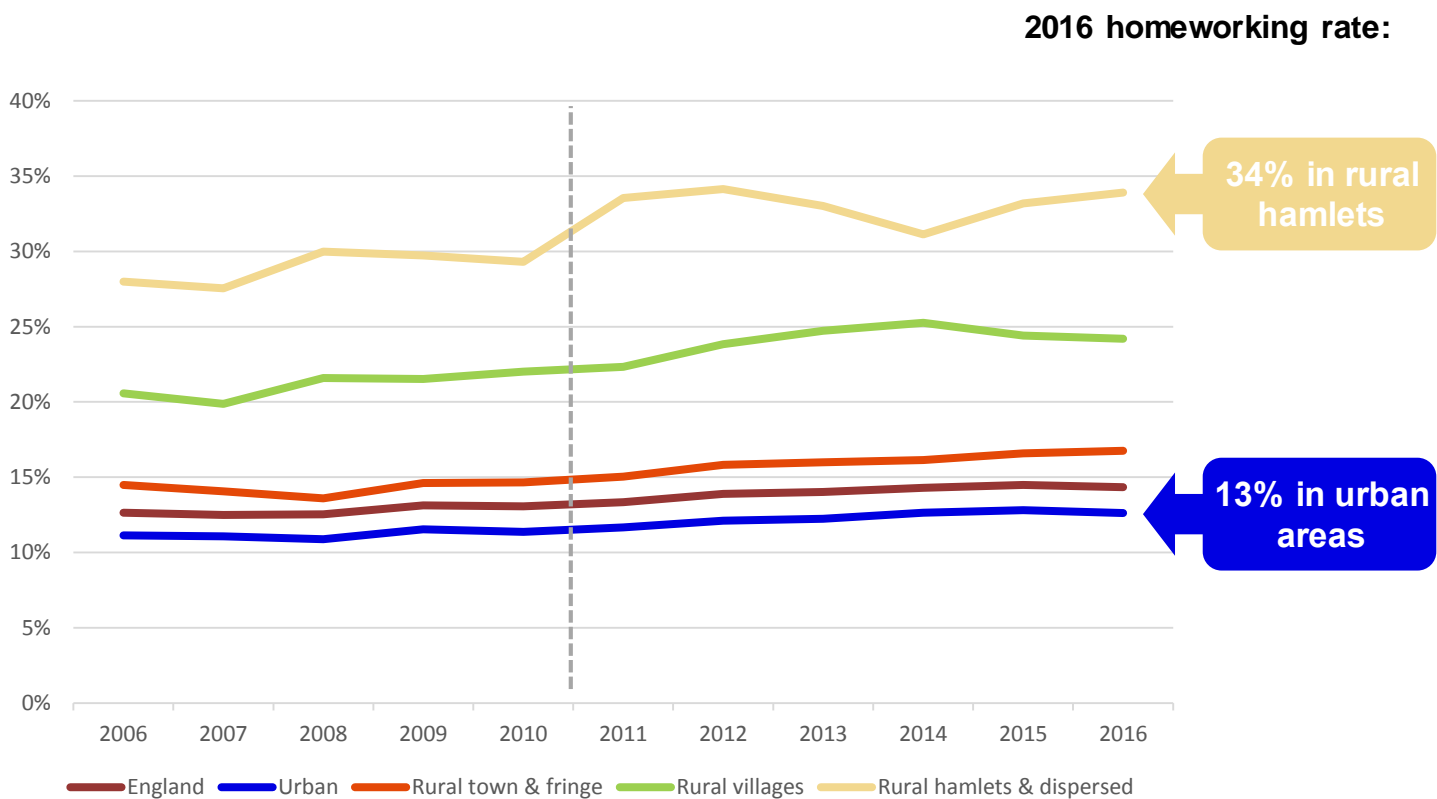
Percentages* and numbers of home workers, by rural-urban classification in England, 2006 to 2016

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
	per cent										
Urban	11.1	11.1	10.9	11.5	11.4	11.7	12.1	12.2	12.6	12.8	12.6
Rural	18.8	18.3	19.2	19.6	19.9	20.8	21.8	22.0	21.9	22.2	22.4
Rural town & fringe	14.5	14.1	13.6	14.6	14.7	15.0	15.8	16.0	16.1	16.6	16.7
Rural villages	20.6	19.9	21.6	21.5	22.0	22.3	23.8	24.7	25.2	24.4	24.2
Rural hamlets & dispersed	28.0	27.6	30.0	29.7	29.3	33.5	34.1	33.0	31.1	33.2	33.9
England	12.6	12.5	12.5	13.1	13.1	13.3	13.9	14.0	14.3	14.5	14.3
	thousands										
Urban	2,163	2,170	2,139	2,229	2,198	2,322	2,443	2,507	2,660	2,766	2,756
Rural	895	873	929	944	966	920	986	1,002	998	1,033	1,051
Rural town & fringe	328	321	306	332	326	330	352	354	360	380	385
Rural villages	368	355	389	382	404	311	342	363	364	355	366
Rural hamlets & dispersed	200	198	235	230	236	279	291	285	275	298	300
England	3,057	3,044	3,069	3,173	3,163	3,242	3,428	3,510	3,658	3,799	3,807

Note: 2006 to 2010 data are classified using the Rural Urban Classification 2001. Data from 2011 are classified using the Rural Urban Classification 2011.

* Of all those employed and age 16 or over

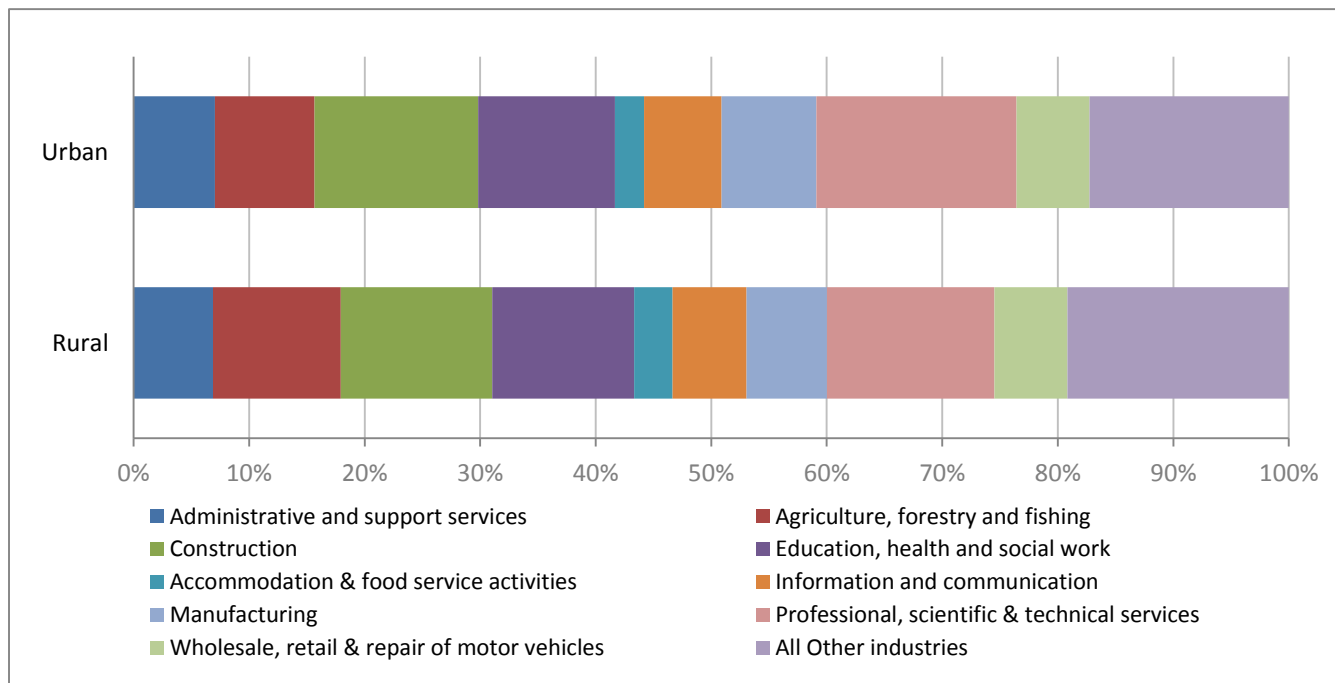
Percentage of home workers from all those employed and age 16 or over, by rural-urban classification, in England (2006 to 2016)



Note: 2006 to 2010 data are classified using the Rural Urban Classification 2001. Data from 2011 are classified using the Rural Urban Classification 2011.

- In 2016 there were 1,051,000 home workers in rural areas, accounting for 22 per cent of all workers living in rural areas. There were 2,756,000 home workers in urban areas, accounting for 13 per cent of all workings living in urban areas.
- Between 2006 and 2016 the rate of home working increased faster in all rural areas compared with urban areas. The highest increase was in *rural hamlets and dispersed* areas at 5.9 per cent. However, it should be born in mind that the classification of settlements was updated for 2011 onwards, and some settlements would have change category.

Percentage of home workers by industry and rural-urban classification, in England, 2016



In both rural and urban areas, in 2016, the greatest proportion of homeworkers worked in the 'Professional, scientific and technical services' industry (after 'all other industries') at 14.5 per cent and 17.3 per cent respectively.

Percentage and numbers of home workers by industry and rural-urban classification, in England, 2016

	Rural		Urban	
	%	No. of home workers (thousands)	%	No. of home workers (thousands)
Administrative and support services	6.9	72	7.0	194
Agriculture, forestry and fishing	11.1	116	8.6	238
Construction	13.1	138	14.2	390
Education, health and social work	12.3	129	11.8	326
Accommodation & food service activities	3.3	35	2.5	69
Information and communication	6.4	67	6.7	185
Manufacturing	7.0	73	8.2	226
Professional, scientific & technical services	14.5	152	17.3	477
Wholesale, retail & repair of motor vehicles	6.3	66	6.3	175
All Other industries	19.2	201	17.2	475
Total	100	1,051	100	2,756

Notes:

1) This figure is for all those who reported their working status. It differs slightly from the total number employed as some respondents have not reported their home working status.

2) Home workers are defined as those who usually spend at least half of their work time using their home, either within their grounds or in different places or using it as a base. Home workers will include both those who are employees of organisations and those who are self-employed. The category for home workers includes the following; those who work within their home; those who work in the same grounds or buildings of their home; and those who work in different places but use their home as a base.

3) <http://www.ons.gov.uk/ons/rel/lmac/characteristics-of-home-workers/2014/rpt-home-workers.html>

4) The levels and rates are based on people age 16 and over who are in employment.

5) The RUC01 has been applied to all data up to and including 2010. From 2011 onwards the RUC11 has been applied. Although a key difference between the 2001 and 2011 version of the classification is that a distinction between major conurbations, lesser conurbations and other urban areas has been introduced, the urban categories are comparable in concept. Similarly the rural 2001 and 2011 categories are comparable in concept. However, the classification of a settlement may have changed between 2001 and 2011 owing to changes in population and settlement pattern.

Source: Office for National Statistics, Labour Force Survey, via Annual Business Inquiry (abi2@ons.gov.uk)

Productivity measured by Gross Value Added (GVA)

Productivity measures are often used to indicate how well a country can use its human and physical resources to generate economic growth. Strong economic growth will generally mean an improvement in living standards. However, productivity alone does not tell us everything about the economic wellbeing of different areas. The potential of any given place depends on the mix of industries, the infrastructure and the size of settlements there. Based on these circumstances, even an area with low productivity might be performing as well as it can.

Gross Value Added (GVA) measures the contribution to the economy of each individual producer, industry or sector. Simplistically it is the value of the amount of goods and services that have been produced, less the cost of all inputs and raw materials that are directly attributable to that production.

In previous years the ONS have produced two separate measures of GVA, one based on income and one based on production. These two measures have been weighted and combined to produce a new *balanced* measure of GVA⁴.

- In 2016, GVA from *Predominantly Rural* areas contributed 16.4 per cent of England's GVA, and was worth an estimated £246 billion. This compares with 44.5 per cent from *Predominantly Urban areas (excluding London)* (£666 billion), 27.3 per cent from *London* (£408 billion) and 11.9 per cent from *Urban with Significant Rural areas* (£178 billion).
- The proportional contribution from *Predominantly Rural areas* to England's GVA has declined slightly between 2001 and 2016 (from 17.1 per cent to 16.4 per cent).
- However this has been affected by an increase in *London's* contribution. The proportional contribution of *Predominantly Rural areas* to the GVA of England excluding London has remained the same between 2001 and 2016 (at 22.5 per cent).
- In 2016, the GVA per workforce job in *Predominantly Urban areas (excluding London)* was £45,500 and in *Predominantly Rural areas* it was £44,700 (provisional estimates).
- In 2016, the productivity of *Predominantly Rural areas* was around 89 per cent of that for England as whole (provisional estimate). This had fallen slightly from 93 per cent in 2001 but it is affected by the increase in *London's* contribution to England's overall productivity.
- In 2016 the combined sectors of 'Distribution, transport, accommodation and food' and 'Public administration, education, and health' each contributed roughly one fifth of GVA in both *Predominantly Rural* and *Predominantly Urban areas (excluding London)*. Around 2 per cent or £4.7 billion of the GVA for *Predominantly Rural areas* came from 'Agriculture, forestry and fishing'.

5 _____

⁴ For further information see the ONS website:

www.consultations.ons.gov.uk/national-accounts/consultation-on-balanced-estimates-of-regional-gva/

Contribution to England's Gross Value Added (GVA)

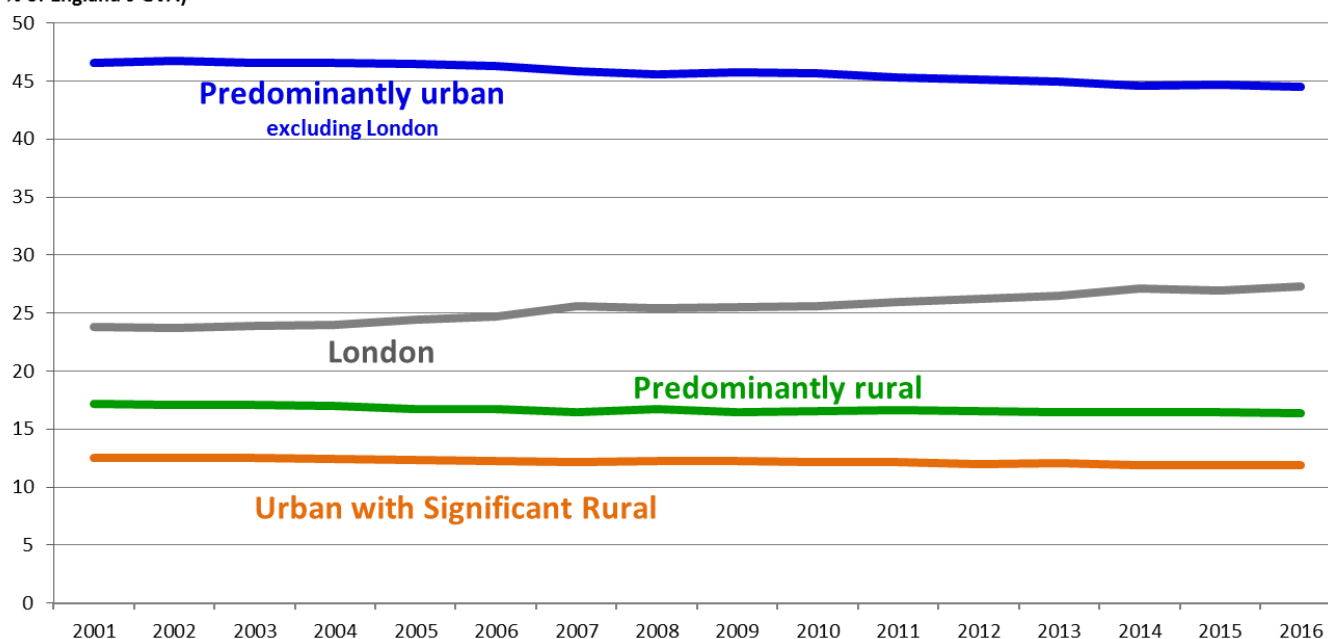
Contribution to England's Gross Value Added (GVA), by 2011-based local authority rural-urban classification in England (data broadly at county level apportioned at local district level), 2016 (provisional)

2011 Local Authority Classification	GVA (£m)	share	Broader classification	GVA (£m)	share
London	408,480	27.3%	London	408,480	27.3%
Urban with Major Conurbation	250,610	16.7%	Predominantly Urban excl. London	666,340	44.5%
Urban with Minor Conurbation	41,960	2.8%			
Urban with City and Town	373,770	24.9%			
Urban with Significant Rural	177,790	11.9%	Urban with Significant Rural	177,790	11.9%
Largely Rural	139,110	9.3%	Predominantly Rural	245,620	16.4%
Mainly Rural	106,510	7.1%			
England	1,498,220	100%	England	1,498,220	100%

- *Predominantly Urban areas (excluding London)* make the largest contribution to England's GVA, estimated at £666 billion (44.5 per cent), followed by *London's* £408 billion (27.3 per cent). *Predominantly Rural* areas contributed an estimated £246 billion (16.4 per cent) in 2016.
- These GVA figures are based on GVA at broadly county level apportioned at local district level to provide a more refined analysis of GVA across the local authority classification. The total GVA for rural and urban areas in the table above is different to the industry breakdown following this (based on 2015 data), and is less finely detailed being based on data at broadly county level.

Gross Value Added (GVA) by Local Authority Classification as a percentage of England GVA, 2001 to 2016 (provisional)

as a % of England's GVA)



Gross Value Added (GVA) by Local Authority Classification as a proportion of England GVA 2001 to 2016 (provisional)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 (prov.)
Predominantly urban excluding London	46.6	46.7	46.5	46.6	46.4	46.3	45.8	45.6	45.8	45.7	45.3	45.2	45.0	44.6	44.7	44.5
London	23.8	23.7	23.9	24.0	24.5	24.7	25.6	25.4	25.5	25.6	25.9	26.3	26.5	27.1	26.9	27.3
Urban with Significant Rural	12.5	12.5	12.5	12.4	12.4	12.3	12.2	12.3	12.2	12.2	12.1	12.0	12.0	11.9	11.9	11.9
Predominantly rural	17.1	17.1	17.1	17.0	16.7	16.8	16.4	16.7	16.5	16.6	16.6	16.6	16.5	16.4	16.5	16.4
England	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Defra analysis. Office for National Statistics, Gross Value Added at NUTS3 and LAD level.

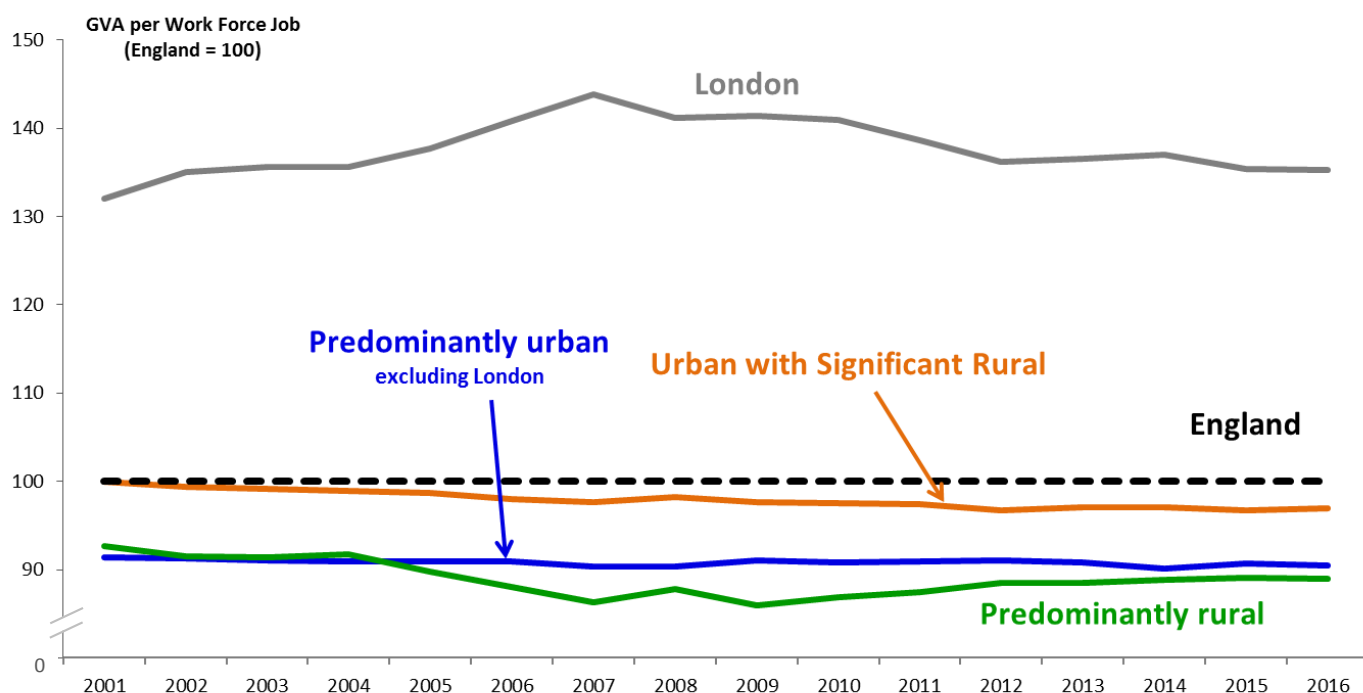
The GVA figures are based on GVA at broadly county level apportioned at local district level to provide a more refined analysis of GVA across the local authority classification. Data have been recalculated based on ONS Local Authority GVA figures.

www.ons.gov.uk/releases/regionalgrossvalueaddedbalanceduk1998to2016

Balanced GVA uses the income approach and the production approach for estimating GVA. It takes the strengths from both approaches to produce a new balanced measure of regional GVA. This gives users a single measure of economic activity within a region.

Gross Value Added (GVA) per Workforce Job

GVA per workforce job (£), by Local Authority Classification compared with England as a whole, 2001 to 2016 (provisional)



Gross Value Added (GVA) per workforce job (WFJ) (£ and as percentage of England level), by Local Authority Classification in England, 2016 (provisional)

	£	As percentage of England level
London	68,030	135
Urban with major conurbation	44,910	89
Urban with minor conurbation	38,880	77
Urban with city and town	46,710	93
Urban with significant rural	48,730	97
Largely rural	45,210	90
Mainly rural	44,150	88
Predominantly Urban (excl. London)	45,450	90
Predominantly Rural	44,740	89
England	50,270	100

- The nominal GVA per workforce job is highest in *London* at around £68,000 per workforce job in 2016 (provisional estimate). After *London*, *Urban with Significant Rural* areas had the highest values per workforce job (around £48,700).
- For 2016, the GVA per workforce job in *Predominantly Urban areas (excluding London)* areas was £45,500 and in *Predominantly Rural* areas it was £44,700.

Gross Value Added (GVA) per workforce job (WFJ) as a percentage of the level for England by Local Authority Classification, 2 001 to 2016 (provisional)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 (prov.)
Predominantly urban excluding London	91	91	91	91	91	91	90	90	91	91	91	91	91	90	91	90
London	132	135	136	136	138	141	144	141	141	141	139	136	137	137	135	135
Urban with Significant Rural	100	99	99	99	99	98	98	98	98	97	97	97	97	97	97	97
Predominantly rural	93	92	91	92	90	88	86	88	86	87	87	88	88	89	89	89
England	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

- In 2016 the productivity of *Predominantly Rural areas* was around 89 per cent of that for England as a whole (provisional estimate). This had fallen slightly from 93 per cent in 2001 but is affected by the increases in *London's* contribution affecting England's overall productivity.

Notes: GVA per workforce job is a measure of GVA divided by the workforce number.

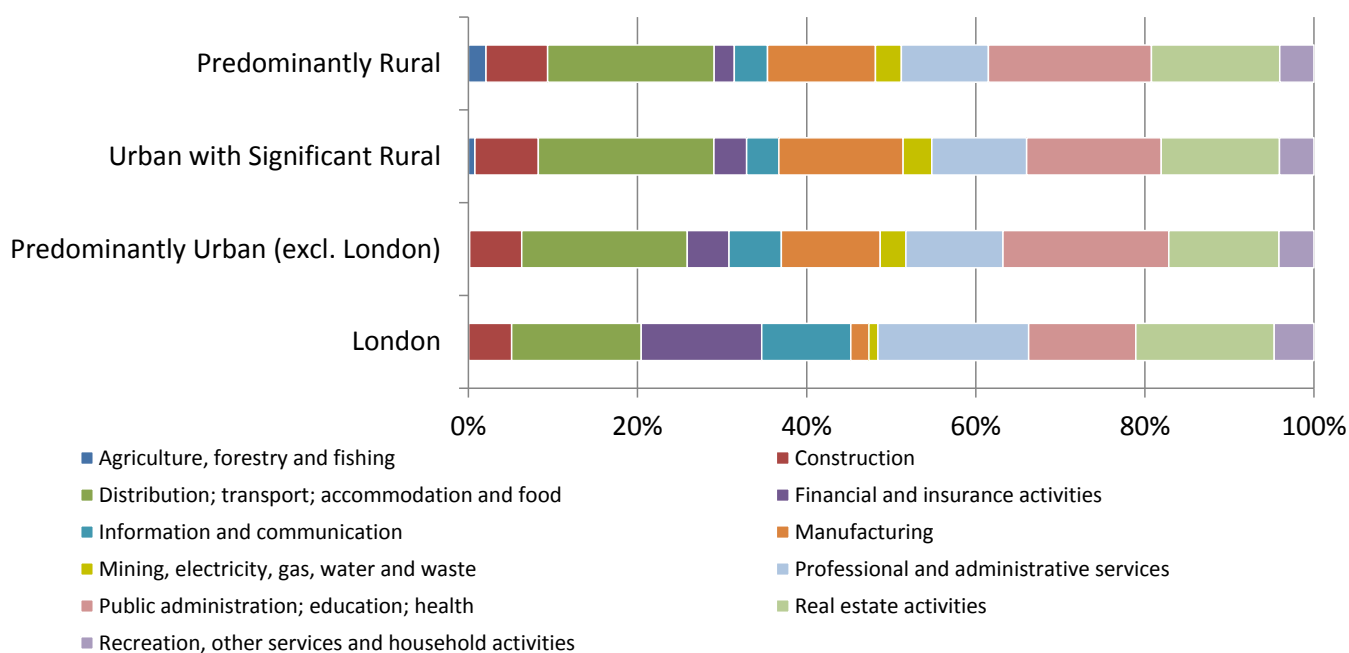
It is important to note that there is currently no official way of deflating nominal GVA figures to reflect underlying differences in price levels between places. This means that figures may exaggerate the variation in real GVA per job between different areas because we would expect prices (property and other living expenses) to be highest in areas of high productivity such as London. Rather than report the absolute figures the variations in productivity are shown in relation to the level for England as a whole for each year.

The analysis uses the 2011 Local Authority Rural Urban Classification for all years to allow comparison.

Source: Defra analysis. Workforce jobs series via Nomis (Jobs Density Total Jobs) (<https://www.nomisweb.co.uk/Default.asp>).

Productivity by Industry

Percentage breakdown of Gross Value Added (GVA) by industry, and by Local Authority Classification in England, 2016 (provisional)



- The industrial breakdown is broadly similar across *Predominantly Rural* areas and *Predominantly Urban areas (excluding London)* with the combined sectors of 'Distribution, transport, accommodation and food' and 'Public administration, education, and health' each contributing about a fifth of GVA in each area type.
- The main differences are the contributions by 'Financial and insurance activities' (5 per cent in *Predominantly Urban areas (excluding London)*, 2 per cent in *Predominantly Rural* and 14 per cent in *London*) and 'Information and communication' (6 per cent in *Predominantly Urban areas (excluding London)*, 4 per cent in *Predominantly Rural* and 11 per cent in *London*). Whilst these types of specialised businesses do exist in *Predominantly Rural* areas, they are more prevalent in cities and larger towns.
- 'Agriculture, forestry and fishing' contributed 2 per cent or £4.7 billion to *Predominantly Rural* GVA.
- The industry breakdown is based on the lowest level of geography available which is broadly at county level.
- **The totals for GVA for predominantly rural and predominantly urban areas are different from the headline figures for GVA earlier in this section. This is because the industrial breakdown has to be calculated using a coarser rural-urban classification which will tend to increase the areas classed as predominantly urban. For the total GVA of each type of area the headline figures should be used.**

Gross Value Added (GVA) by industry: percentage breakdown by Local Authority Classification, 2016 (provisional)

	Predominantly Rural		Urban with Significant Rural		Predominantly Urban (excl London)		London		England	
	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%	GVA (£m)	%
Agriculture, forestry and fishing	4,680	2	2,010	1	950	0.2	50	0.01	7,690	0.5
Mining, electricity, gas, water and waste	6,870	3	8,960	3	18,150	3	4,370	1	38,360	3
Construction	16,410	7	19,670	7	37,050	6	20,850	5	93,980	6
Distribution; transport; accommodation and food	44,360	20	54,520	21	117,860	20	62,620	15	279,360	19
Financial and insurance activities	5,420	2	10,150	4	29,630	5	58,180	14	103,380	7
Information and communication	8,830	4	9,960	4	37,320	6	43,020	11	99,130	7
Manufacturing	28,750	13	38,570	15	70,420	12	8,780	2	146,520	10
Professional and administrative services	23,240	10	29,400	11	69,140	11	72,800	18	194,580	13
Public administration; education; health	43,390	19	41,800	16	118,120	20	51,750	13	255,050	17
Real estate activities	34,200	15	36,680	14	78,350	13	66,830	16	216,050	14
Recreation, other services and household activities	9,150	4	10,720	4	25,020	4	19,240	5	64,130	4
Total GVA for industrial breakdown <i>(based on a coarser rural urban classification than the headline measures. These totals should not be regarded as representing the GVA for the different types of area)</i>	225,290	100	262,440	100	602,010	100	408,480	100	1,498,220	100
Total GVA (headline measures using the most detailed rural urban classification applicable)	245,620		177,790		666,340		408,480		1,498,220	

Notes: Gross Value Added measures the contribution to the economy of each individual producer, industry or sector in the country. However there are some gaps in the coverage of the Annual Business Survey; agriculture for example is only partially covered and self-employment is not included in the data. This may lead to underestimations of economic value. Gross Value Added data by industry is only available at NUTS3 (broadly county) level, and so a broad rural-urban classification is applied. Predominantly Rural areas are those with at least half of their population living in rural settlement or large market towns.

The 2011 rural urban classification for local authorities has been applied

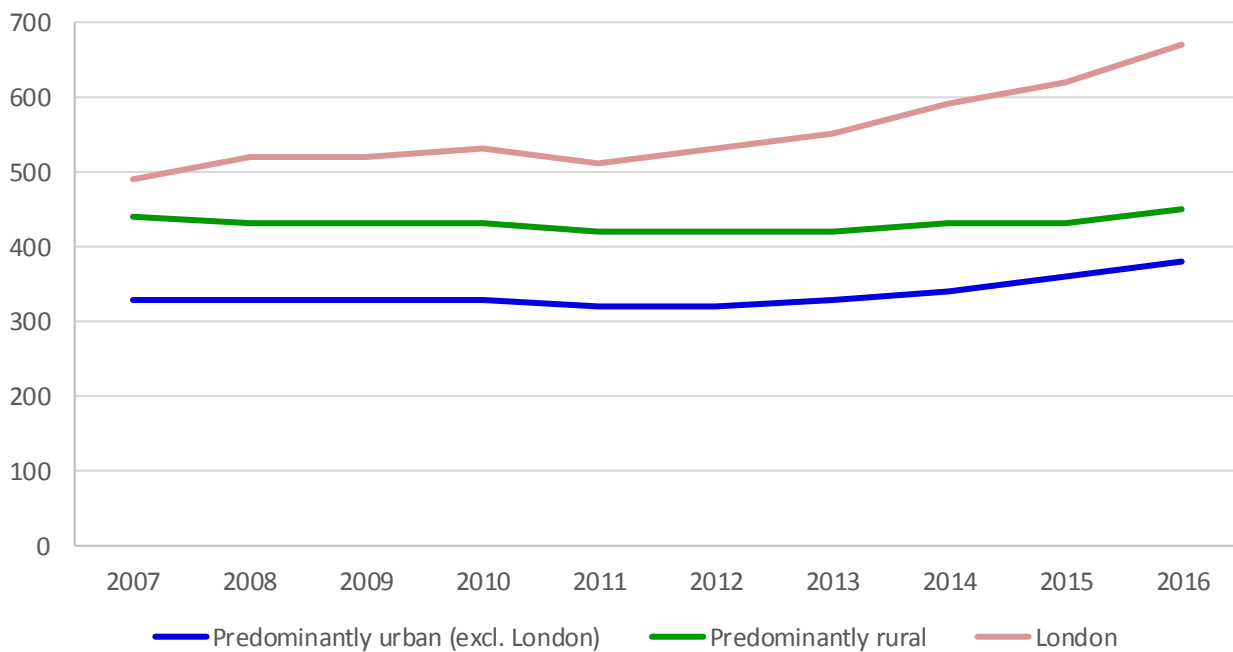
Source: Defra analysis. Office for National Statistics, Gross Value Added (Balanced) at NUTS3 by SIC07 industry at current basic prices

Businesses

- In 2016/17 there were 547,000 businesses registered in rural areas, accounting for 24 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.5 million people, accounting for 13 per cent of all those employed by registered businesses in England.
- There are more registered businesses per head of population in *predominantly rural* areas than in *predominantly urban* areas (excluding London).
- There are proportionately more small businesses in rural areas.
- In 2016 there were 56 registered business start-ups per 10,000 population in *predominantly rural* areas compared with 59 per 10,000 population in *predominantly urban* areas (excluding London).

Business count

Registered businesses per 10,000 population by Local Authority Classification, in England, 2007 to 2016



- The number of registered businesses per head of population is higher in *predominantly rural* areas (450 per 10,000 population in 2016) than in *predominantly urban* areas (excluding London) (380 per 10,000 population).
- Between 2015 and 2016 the number of businesses per head of population increased in both *predominantly rural* areas and *predominantly urban* areas (excluding London). However, the rate of increase longer term (since 2011) has been higher for *predominantly urban* areas (excluding London).

Registered businesses per 10,000 population by Local Authority Classification, in England, 2007 to 2016

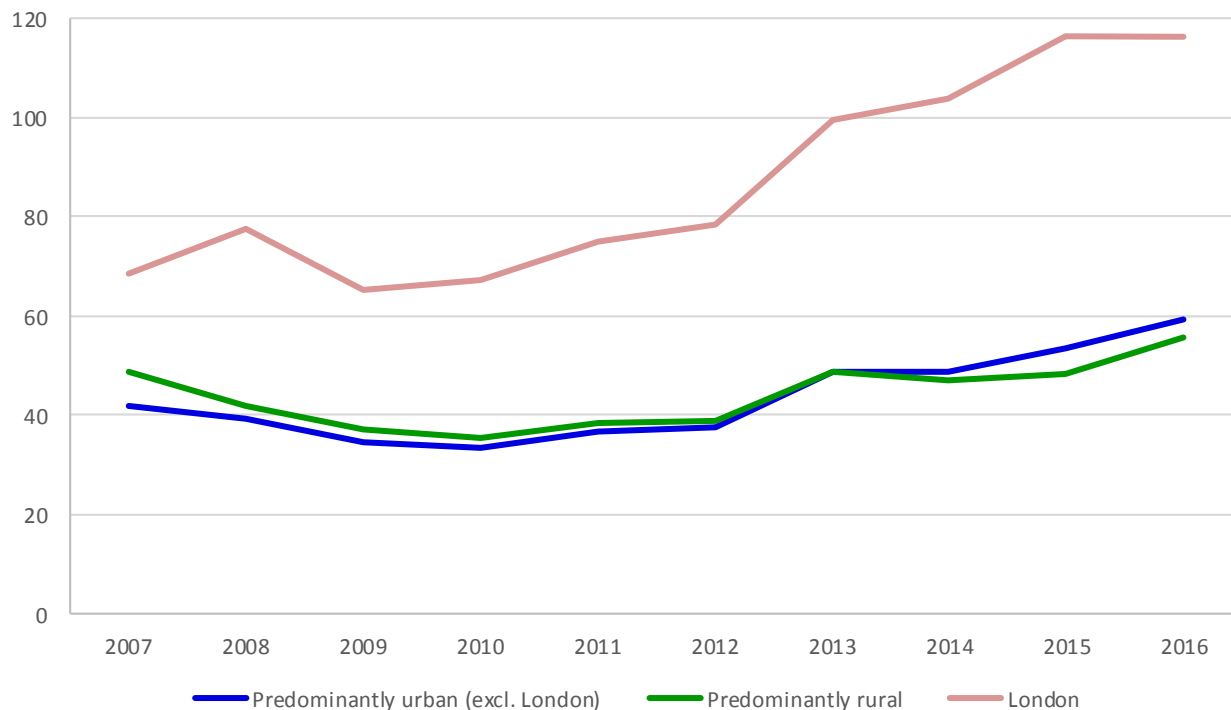
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
London	490	520	520	530	510	530	550	590	620	670
Urban with Major Conurbation	310	320	320	320	310	310	320	340	350	380
Urban with Minor Conurbation	290	290	280	280	270	270	280	290	300	320
Urban with City and Town	350	350	350	340	340	340	350	360	370	390
Urban with Significant Rural	430	430	430	430	420	420	430	440	450	470
Largely Rural	410	410	410	410	400	400	400	410	420	440
Mainly Rural	480	460	460	450	450	440	440	450	460	460
Predominantly urban (excluding London)	330	330	330	330	320	320	330	340	360	380
Predominantly rural	440	430	430	430	420	420	420	430	430	450
England	390	390	390	390	380	390	400	410	430	450

Notes: The data come from Business Demography, which includes businesses that are PAYE registered but not VAT registered. Registered businesses are based on the location of the registered head office, if in multiple locations. Source: ONS - VAT Registrations and De-Registrations, ONS - Business Demography 2016: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1

www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable

Business start-ups

Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2007 to 2016



- During the last decade the numbers of registered business start-ups were initially higher (in relative terms) in *predominantly rural areas* than in *predominantly urban areas* (excluding London). However in recent years, the numbers of start ups in *predominantly urban areas* (excluding London) have over taken those in *predominantly rural areas*.
- In 2016 there were 59 registered business start-ups per 10,000 population in *predominantly urban areas (excluding London)* compared with 56 per 10,000 population in *predominantly rural areas*

Registered business start-ups per 10,000 population by Local Authority Classification, in England, 2007 to 2016

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
London	69	78	65	67	75	78	99	104	116	116
Urban with Major Conurbation	41	38	35	33	36	37	50	49	55	62
Urban with Minor Conurbation	36	31	28	26	28	29	38	41	45	46
Urban with City and Town	43	41	35	35	38	39	50	50	54	59
Urban with Significant Rural	50	47	41	40	43	44	54	54	57	60
Largely Rural	46	41	36	35	38	38	48	46	48	61
Mainly Rural	52	43	39	36	40	40	50	48	49	48
Predominantly urban (excluding London)	42	39	34	33	37	37	49	49	53	59
Predominantly rural	49	42	37	35	39	39	49	47	49	56
England	48	46	40	40	44	45	57	58	63	68

Note: The data come from Business Demography, which includes businesses that are PAYE registered but not VAT registered. Source: ONS - VAT Registrations and De-Registrations, ONS - Business Demography 2016: Enterprise Births, Deaths and Survivals, Tables 1.1 and 3.1

www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/businessdemographyreferencetable

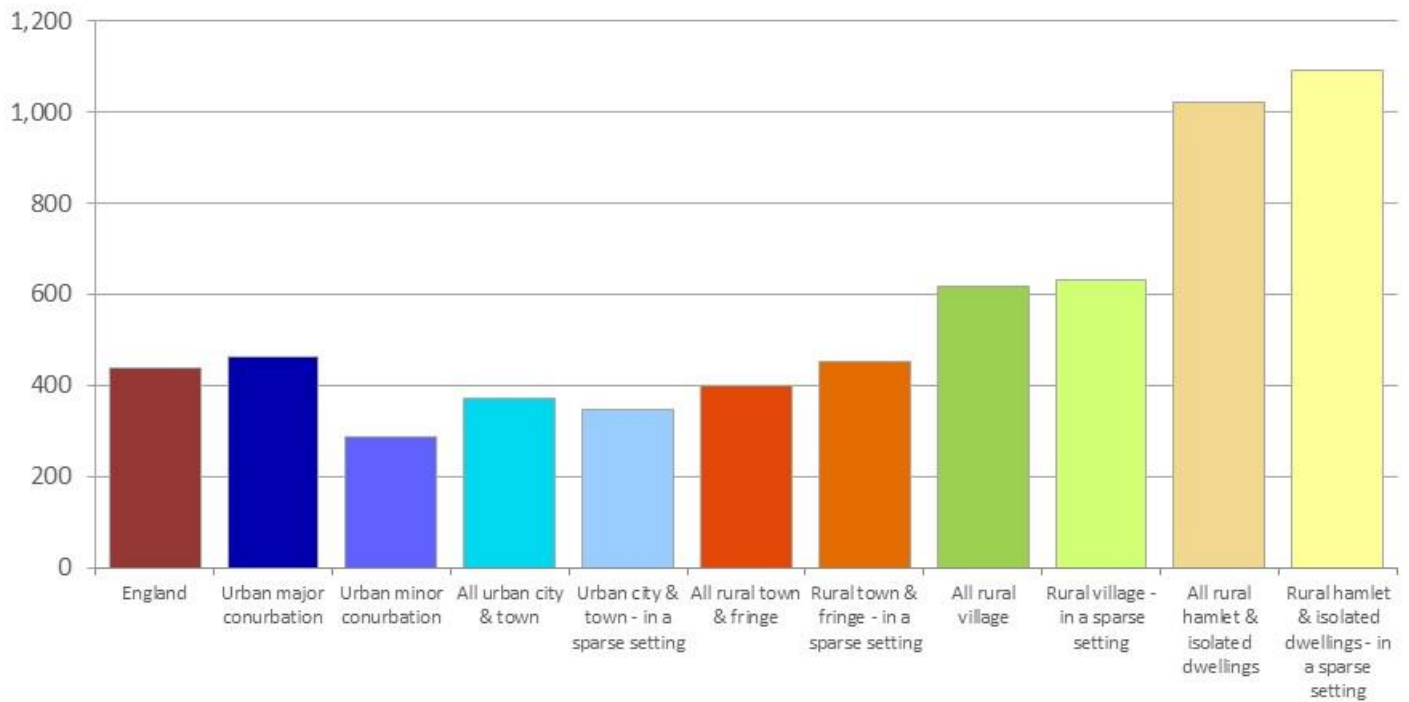
Research on 'Drivers of rural business employment growth, decline and stability' can be found at the following link:

[//randd.defra.gov.uk/Default.aspx?Module=More&Location=None&ProjectID=18782](http://randd.defra.gov.uk/Default.aspx?Module=More&Location=None&ProjectID=18782)

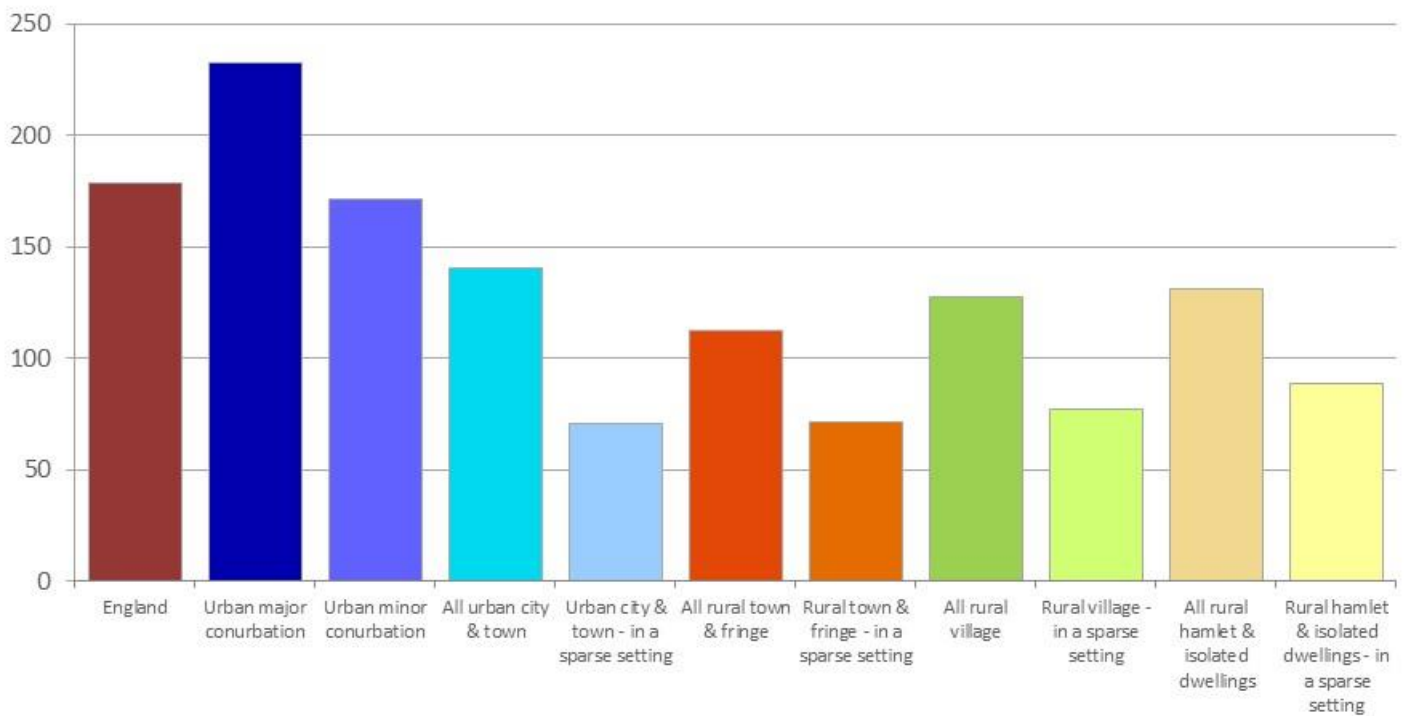
Business composition

Important note: 'Business composition' is based on Enterprises, which is the level at which businesses are registered for Value Added Tax and or PAYE. In the case of a business operating at only one address, it will be registered at that address, but for businesses operating in several locations, it will be the location of the headquarters that is registered. If a business has branches in rural areas, but the headquarters are registered within an urban area, then the statistics for all the outlets will be registered at the headquarters, and not counted as "rural". The later sections on 'Businesses by industry type' and 'Businesses by size band' are based on Local Unit data, which distinguishes the location of branches.

Number of registered businesses (single-site or headquarters) per 10,000 population, by rural-urban classification, in England, 2016/17



Average turnover per person employed, by rural-urban classification, in England, 2016/17



- In 2016/17 there were 547,000 businesses registered in rural areas, accounting for 24 per cent of all registered businesses in England.
- Businesses registered in rural areas employed 3.5 million people, accounting for 13 per cent of all those employed by registered businesses in England.
- There are more registered businesses (single-site or headquarters) per head of population in rural areas than in urban areas. The more 'rural' an area is, the higher the number of registered businesses per head of population.
- However, the average turnover per person employed is greater in urban areas, especially *urban conurbations*, and lower in rural areas, especially those in a *sparse setting*.

Registered businesses (single-site or headquarters), by rural-urban classification, in England, 2016/17

	Count of Enterprises	Enterprise count as % of England total	Number of People Employed 000s	People employed as % of England total	Total Turnover £m	Count of Enterprises per 10,000 population	Average Turnover per enterprise £000s	Average Turnover per person employed £000s
All Urban	1,773,925	76.4	22,888	86.7	4,277,300	406	2,411	187
<i>those in a sparse setting</i>	3,080	0.1	23	0.1	1,617	346	525	71
All Rural	546,960	23.6	3,517	13.3	434,390	585	794	124
<i>those in a sparse setting</i>	33,395	1.4	177	0.7	13,938	694	417	79
Urban major conurbation	868,080	37.4	11,262	42.7	2,618,360	462	3,016	232
Urban minor conurbation	54,835	2.4	881	3.3	151,052	288	2,755	171
All urban city & town	851,010	36.7	10,744	40.7	1,507,889	370	1,772	140
<i>those in a sparse setting</i>	3,080	0.1	23	0.1	1,617	346	525	71
All rural town & fringe	186,730	8.0	1,261	4.8	141,920	401	760	113
<i>those in a sparse setting</i>	8,440	0.4	69	0.3	4,982	453	590	72
All rural village	181,050	7.8	1,059	4.0	135,217	618	747	128
<i>those in a sparse setting</i>	9,940	0.4	46	0.2	3,556	630	358	77
All rural hamlet & isolated dwellings	179,180	7.7	1,197	4.5	157,253	1,020	878	131
<i>those in a sparse setting</i>	15,015	0.6	61	0.2	5,400	1,093	360	88
England	2,320,885	100.0	26,405	100.0	4,711,690	438	2,030	178

Note: On the Inter-Departmental Business Register (IDBR), the enterprise is the statistical unit that most closely equates to a business. It holds aggregated information gathered from administrative and statistical sources within that enterprise to give an overall picture of what is going on in the business. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit.

Turnover relates to income received by a business from the 'sale of goods and/or services charged to third parties'. The IDBR does not include businesses whose turnover is below the tax threshold.

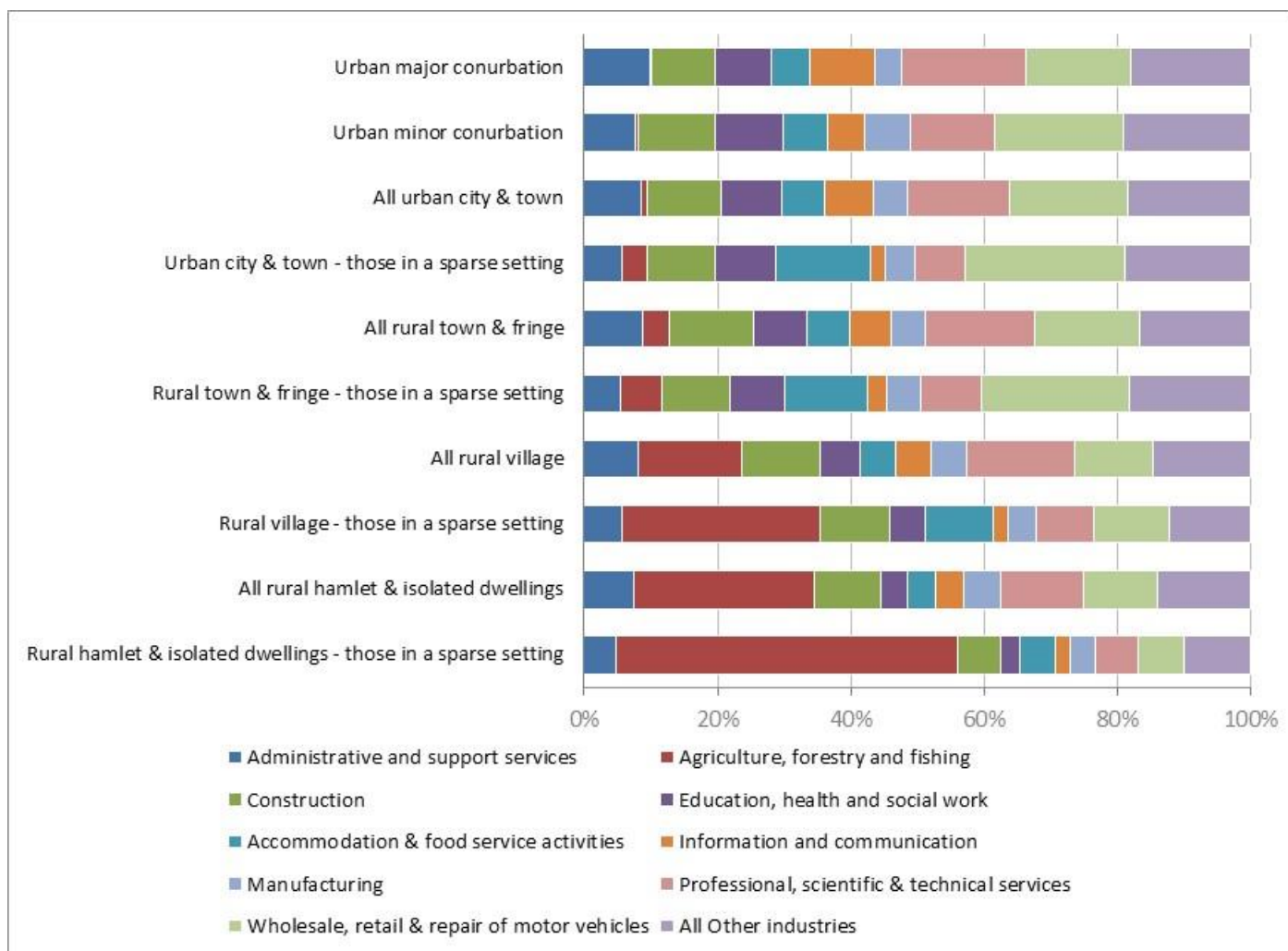
Further information: www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr

Source: ONS, Inter Departmental Business Register (IDBR), 2016/17

Businesses by industry type

Important note: 'Businesses by industry type' and 'Businesses by size band' are based on Local Unit. This better reflects the make-up of rural businesses as there can be many local business units in rural areas whose headquarters are elsewhere (although this can apply vice versa).

Percentage of local units of registered businesses by industry and rural-urban classification, in England, 2016/17



- 'Agriculture, forestry & fishing' accounts for 3.8 per cent of the local units of registered businesses in England, but they are dominant sectors in *rural hamlets* and *rural villages*. In *rural hamlets & isolated dwellings in a sparse setting*, more than half the registered businesses are in these industries.
- In 2016/17 the 'Agriculture, forestry & fishing' sector is no longer the single most dominant sector in 'all rural' areas as it shares this position with the 'Professional, scientific & technical services' sector, both accounting for 15.1 per cent of the local units of registered businesses in England. Other dominant sectors in rural areas are 'Wholesale & retail trade, repair of motor vehicles' (12.9 per cent) and 'Construction' (11.5 per cent).

Numbers of local units of registered businesses by industry and rural-urban classification, in England, 2016/17

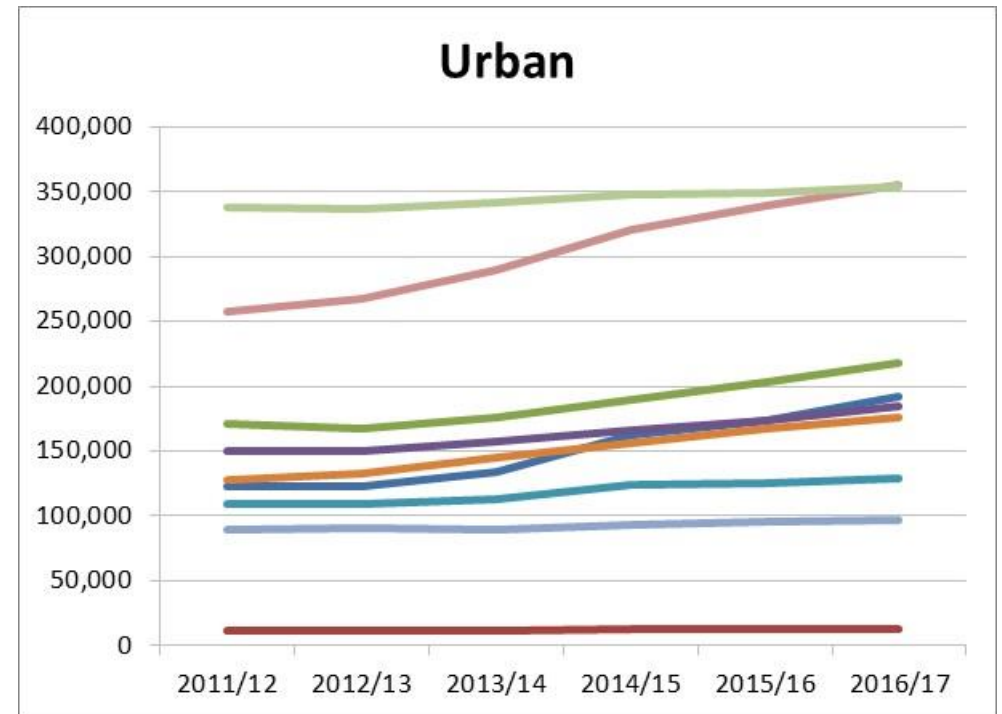
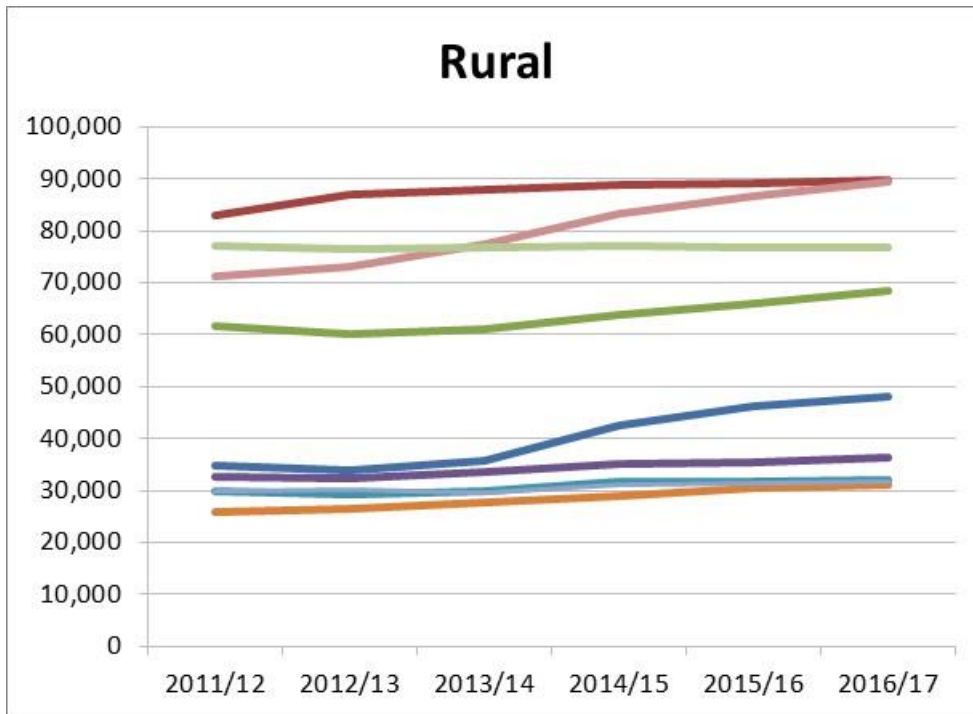
	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	192,615	230	48,180	1,935	99,255	5,160	88,200	230	18,610	580	15,555	610	14,015	750	240,795
Agriculture, forestry and fishing	12,920	150	89,930	11,995	2,250	365	10,300	150	8,075	650	30,155	3,215	51,700	8,130	102,850
Arts, entertainment and recreation	55,950	140	15,795	1,020	29,825	1,620	24,505	140	5,040	310	5,350	315	5,405	400	71,745
Construction	217,565	420	68,530	3,225	95,905	7,685	113,975	420	26,670	1,075	22,635	1,120	19,225	1,030	286,095
Education, health and social work	184,765	370	36,225	1,890	83,570	6,940	94,260	370	16,805	850	11,640	585	7,775	450	220,990
Finance	56,200	80	8,480	330	28,555	1,695	25,950	80	3,795	195	2,365	60	2,320	80	64,685
Accommodation & food service activities	128,620	575	32,050	3,285	57,925	4,500	66,195	575	13,715	1,315	10,275	1,095	8,060	875	160,670
Information and communication	176,530	95	31,125	855	97,675	3,725	75,125	95	12,805	285	10,345	240	7,975	330	207,655
Manufacturing	97,015	175	31,615	1,620	38,965	4,685	53,365	175	10,850	550	10,100	465	10,665	610	128,630
Mining/quarrying and utilities	8,150	35	4,000	260	3,720	315	4,115	35	905	40	1,435	60	1,655	160	12,150
Professional, scientific & technical services	354,920	310	89,570	2,895	187,640	8,470	158,810	310	34,580	960	31,420	930	23,565	1,000	444,490
Public admin and defence; other services	94,900	250	23,405	1,370	41,210	3,565	50,125	250	10,840	650	6,885	365	5,680	355	118,305
Real estate activities	76,500	125	18,575	835	40,490	2,185	33,825	125	6,365	350	6,025	205	6,185	280	95,075
Transport and storage	92,010	135	19,700	1,015	37,095	3,495	51,425	135	8,225	380	6,095	330	5,380	305	111,710
Wholesale, retail & repair of motor vehicles	353,610	980	76,890	4,645	156,265	13,100	184,245	980	32,770	2,325	22,915	1,200	21,205	1,115	430,500
Total	2,102,275	4,075	594,065	37,175	1,000,350	67,505	1,034,425	4,075	210,060	10,520	193,195	10,785	190,810	15,870	2,696,340

Percentage of local units of registered businesses by industry and rural-urban classification, in England, 2016/17

	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	9.2	5.6	8.1	5.2	9.9	7.6	8.5	5.6	8.9	5.5	8.1	5.6	7.3	4.7	8.9
Agriculture, forestry and fishing	0.6	3.7	15.1	32.3	0.2	0.5	1.0	3.7	3.8	6.2	15.6	29.8	27.1	51.2	3.8
Arts, entertainment and recreation	2.7	3.5	2.7	2.7	3.0	2.4	2.4	3.5	2.4	2.9	2.8	2.9	2.8	2.5	2.7
Construction	10.3	10.3	11.5	8.7	9.6	11.4	11.0	10.3	12.7	10.2	11.7	10.4	10.1	6.5	10.6
Education, health and social work	8.8	9.1	6.1	5.1	8.4	10.3	9.1	9.1	8.0	8.1	6.0	5.4	4.1	2.8	8.2
Finance	2.7	1.9	1.4	0.9	2.9	2.5	2.5	1.9	1.8	1.8	1.2	0.5	1.2	0.5	2.4
Accommodation & food service activities	6.1	14.1	5.4	8.8	5.8	6.7	6.4	14.1	6.5	12.5	5.3	10.2	4.2	5.5	6.0
Information and communication	8.4	2.4	5.2	2.3	9.8	5.5	7.3	2.4	6.1	2.7	5.4	2.2	4.2	2.1	7.7
Manufacturing	4.6	4.3	5.3	4.4	3.9	6.9	5.2	4.3	5.2	5.2	5.2	4.3	5.6	3.8	4.8
Mining/quarrying and utilities	0.4	0.8	0.7	0.7	0.4	0.5	0.4	0.8	0.4	0.4	0.7	0.5	0.9	1.0	0.5
Professional, scientific & technical services	16.9	7.6	15.1	7.8	18.8	12.6	15.4	7.6	16.5	9.1	16.3	8.6	12.4	6.3	16.5
Public admin and defence; other services	4.5	6.2	3.9	3.7	4.1	5.3	4.8	6.2	5.2	6.2	3.6	3.4	3.0	2.2	4.4
Real estate activities	3.6	3.1	3.1	2.3	4.0	3.2	3.3	3.1	3.0	3.3	3.1	1.9	3.2	1.8	3.5
Transport and storage	4.4	3.4	3.3	2.7	3.7	5.2	5.0	3.4	3.9	3.6	3.2	3.1	2.8	1.9	4.1
Wholesale, retail & repair of motor vehicles	16.8	24.1	12.9	12.5	15.6	19.4	17.8	24.1	15.6	22.1	11.9	11.1	11.1	7.0	16.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2016/17, in England

Please note, scales differ for the charts shown below as numbers of businesses are considerably higher in urban areas.



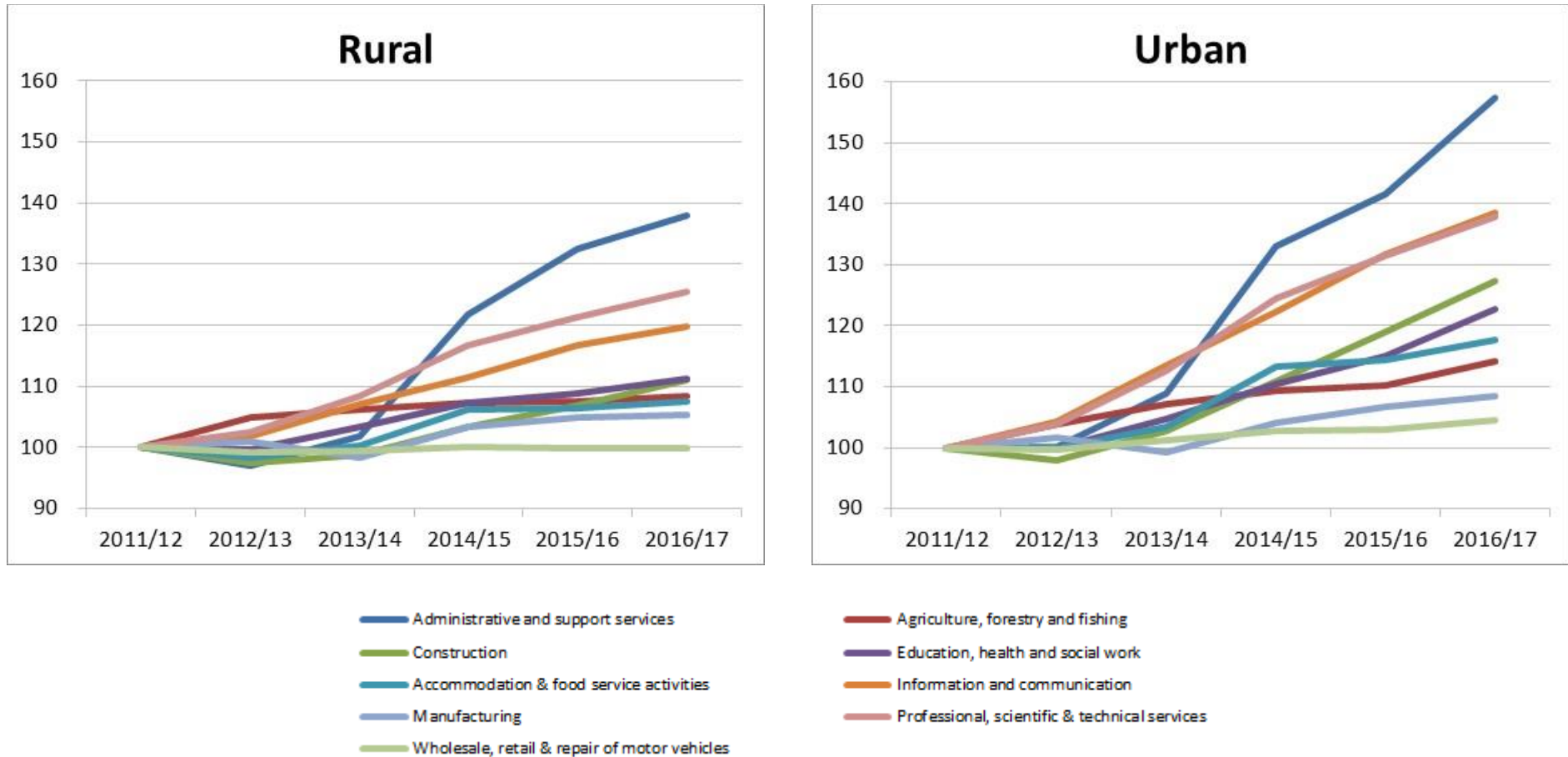
- Administrative and support services
- Construction
- Accommodation & food service activities
- Manufacturing
- Wholesale, retail & repair of motor vehicles

- Agriculture, forestry and fishing
- Education, health and social work
- Information and communication
- Professional, scientific & technical services

Numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2016/17, in England

	Rural						Urban					
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
Administrative and support services	34,915	33,860	35,595	42,495	46,270	48,180	122,420	122,475	133,385	162,875	173,335	192,615
Agriculture, forestry and fishing	82,900	87,010	87,970	89,000	89,115	89,930	11,315	11,750	12,110	12,380	12,465	12,920
Construction	61,740	60,180	60,930	63,830	65,990	68,530	170,970	167,585	175,485	189,450	203,370	217,565
Education, health and social work	32,555	32,460	33,675	34,965	35,440	36,225	150,500	150,240	157,660	166,335	173,045	184,765
Accommodation & food service activities	29,785	29,285	29,870	31,630	31,690	32,050	109,400	109,380	113,130	124,000	125,195	128,620
Information and communication	25,965	26,460	27,795	28,970	30,335	31,125	127,540	132,940	144,645	156,005	167,890	176,530
Manufacturing	30,010	30,290	29,515	31,010	31,505	31,615	89,510	90,955	88,890	93,155	95,465	97,015
Professional, scientific & technical services	71,380	73,200	77,390	83,285	86,630	89,570	257,505	267,570	290,005	320,300	338,675	354,920
Wholesale, retail & repair of motor vehicles	77,030	76,430	76,670	77,105	76,900	76,890	338,370	337,190	342,140	347,405	348,445	353,610
All other industries	80,010	80,055	81,915	86,550	88,615	89,955	312,670	313,420	323,600	349,030	364,095	383,715
Total	526,295	529,225	541,330	568,835	582,495	594,065	1,690,200	1,703,505	1,781,045	1,920,940	2,001,970	2,102,275

Index (2011/12 = 100) of change in numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2016/17, in England.



- The 'Administrative and support services' sector has showed the greatest level of growth in business numbers in both rural and urban areas, with urban businesses increasing at a higher rate of 57 per cent between 2011/12 and 2016/17 while rural numbers increased by 38 per cent. There has been also growth in the number of businesses in 'information and communication' and 'professional, scientific and technical services' sectors.

Index of change in numbers of local units of registered businesses in rural and urban areas by industry between 2011/12 and 2016/17, in England

2011/12 = 100

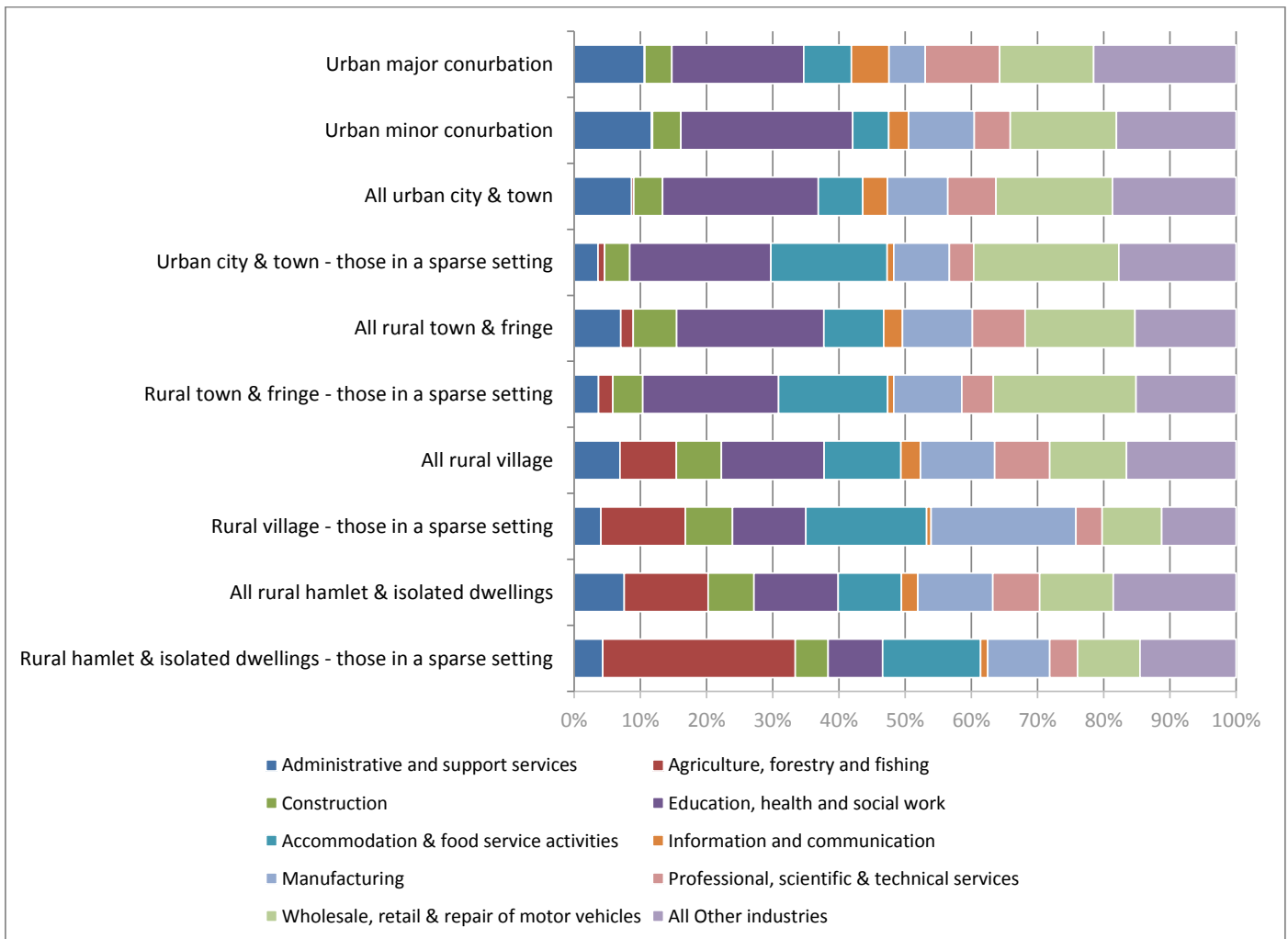
	Rural						Urban					
	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
Administrative and support services	100	97	102	122	133	138	100	100	109	133	142	157
Agriculture, forestry and fishing	100	105	106	107	107	108	100	104	107	109	110	114
Construction	100	97	99	103	107	111	100	98	103	111	119	127
Education, health and social work	100	100	103	107	109	111	100	100	105	111	115	123
Accommodation & food service activities	100	98	100	106	106	108	100	100	103	113	114	118
Information and communication	100	102	107	112	117	120	100	104	113	122	132	138
Manufacturing	100	101	98	103	105	105	100	102	99	104	107	108
Professional, scientific & technical services	100	103	108	117	121	125	100	104	113	124	132	138
Wholesale, retail & repair of motor vehicles	100	99	100	100	100	100	100	100	101	103	103	105
All other industries	100	100	102	108	111	112	100	100	103	112	116	123
Total	100	101	103	108	111	113	100	101	105	114	118	124

Employment by industry type

The number of **employees** refers to the number of people working within the business under a contract of employment in return for a wage or salary. A business can have no employees, if all the business is conducted by people classed as being working proprietors (i.e. sole traders or partnerships).

The number of people **employed** is a sum of employees and self-employed people who run the business.

Percentage of people employed within local units by industry and rural-urban classification, in England, 2016/17



- The three sectors with the highest percentages of employment in rural areas are 'Education, health & social work', 'Wholesale, retail & repair of motor vehicles' and 'Manufacturing' (17.0 per cent, 13.2 per cent and 11.0 per cent respectively).
- 'Agriculture, forestry & fishing' is the only sector that is greater in terms of actual employment numbers in rural areas than urban areas, with employment figures of 298,000 in rural areas compared with 45,000 in urban areas. All other sectors have greater employment numbers in urban areas than rural areas.

Number of people employed in local units of registered businesses by industry and rural-urban classification, in England, 2016/17

	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	2,120,920	1,395	284,310	8,725	1,053,340	102,695	964,885	1,395	99,265	2,970	84,555	2,685	100,490	3,075	2,405,225
Agriculture, forestry and fishing	45,410	385	297,970	30,890	8,655	1,145	35,615	385	26,275	1,750	103,805	8,500	167,895	20,640	343,385
Arts, entertainment and recreation	529,340	1,130	119,000	7,485	252,010	19,635	257,690	1,130	32,960	2,585	37,520	1,975	48,520	2,920	648,340
Construction	928,105	1,485	267,045	11,875	404,760	37,815	485,530	1,485	92,520	3,620	82,630	4,740	91,900	3,515	1,195,155
Education, health and social work	4,816,755	8,255	671,215	29,755	1,978,645	227,795	2,610,315	8,255	313,455	16,540	189,055	7,375	168,710	5,840	5,487,970
Finance	832,515	425	43,345	1,020	506,700	19,310	306,500	425	16,495	790	10,945	120	15,905	110	875,860
Accommodation & food service activities	1,504,720	6,800	395,680	35,870	711,550	47,525	745,645	6,800	127,060	13,250	141,670	12,125	126,945	10,495	1,900,395
Information and communication	1,003,675	395	108,285	1,980	564,595	26,320	412,760	395	40,010	740	35,810	450	32,470	790	1,111,960
Manufacturing	1,638,575	3,250	435,380	29,475	542,665	87,095	1,008,815	3,250	148,760	8,290	136,480	14,545	150,145	6,635	2,073,955
Mining/quarrying and utilities	183,200	365	52,055	2,205	74,640	9,560	99,000	365	13,285	285	17,815	325	20,955	1,590	235,260
Professional, scientific & technical services	1,973,660	1,420	307,520	9,430	1,115,895	47,570	810,195	1,420	111,990	3,820	101,570	2,645	93,960	2,970	2,281,180
Public admin and defence; other services	1,411,625	2,985	169,550	8,700	649,690	60,610	701,325	2,985	67,720	3,575	51,880	2,415	49,955	2,710	1,581,175
Real estate activities	407,125	545	63,260	3,265	221,705	10,600	174,820	545	23,610	1,660	18,695	680	20,955	925	470,385
Transport and storage	1,004,960	1,405	215,325	7,270	431,060	38,915	534,985	1,405	61,090	3,285	64,735	1,940	89,500	2,045	1,220,285
Wholesale, retail & repair of motor vehicles	3,501,255	8,490	523,035	30,040	1,409,970	140,730	1,950,555	8,490	233,885	17,345	141,325	5,990	147,830	6,700	4,024,290
Total	21,901,840	38,740	3,952,975	217,985	9,925,880	877,320	11,098,640	38,740	1,408,375	80,505	1,218,475	66,515	1,326,125	70,960	25,854,815

Percentage of people employed in local units of registered businesses by industry and rural-urban classification, in England, 2016/17

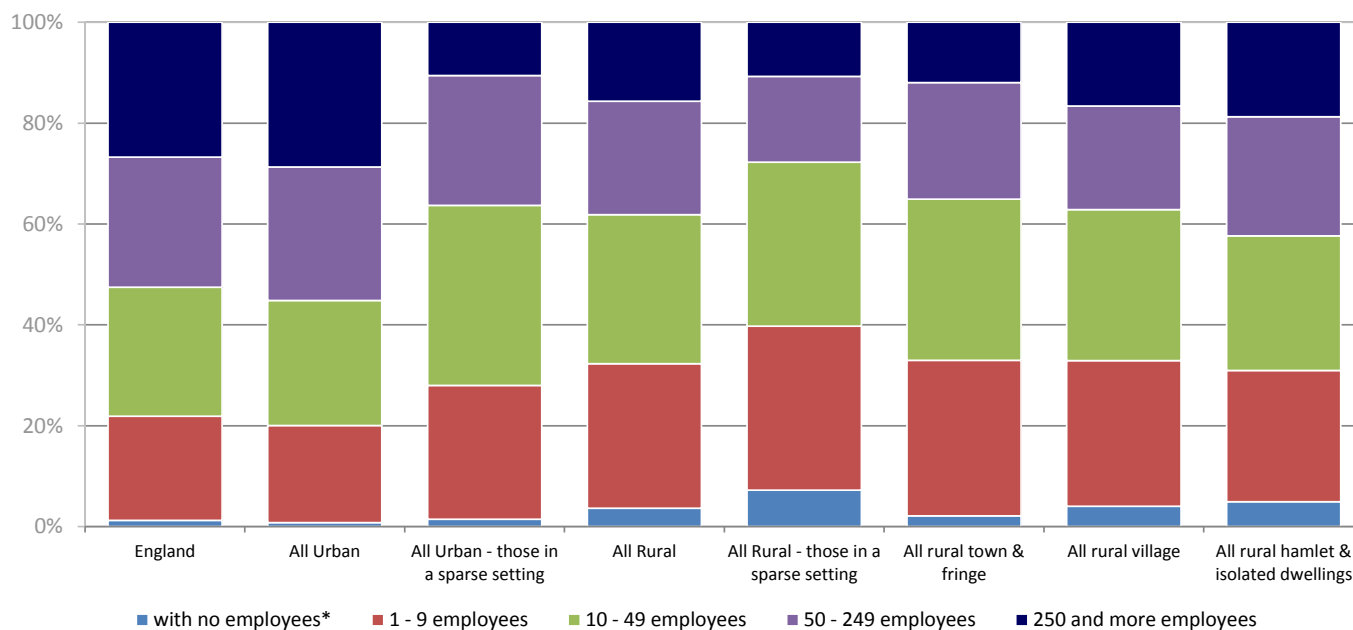
	All Urban	Urban - those in a sparse setting	All Rural	Rural - those in a sparse setting	Urban major conurbation	Urban minor conurbation	All urban city & town	Urban city & town - those in a sparse setting	All rural town & fringe	Rural town & fringe - those in a sparse setting	All rural village	Rural village - those in a sparse setting	All rural hamlet & isolated dwellings	Rural hamlet & isolated dwellings - those in a sparse setting	England
Administrative and support services	9.7	3.6	7.2	4.0	10.6	11.7	8.7	3.6	7.0	3.7	6.9	4.0	7.6	4.3	9.3
Agriculture, forestry and fishing	0.2	1.0	7.5	14.2	0.1	0.1	0.3	1.0	1.9	2.2	8.5	12.8	12.7	29.1	1.3
Arts, entertainment and recreation	2.4	2.9	3.0	3.4	2.5	2.2	2.3	2.9	2.3	3.2	3.1	3.0	3.7	4.1	2.5
Construction	4.2	3.8	6.8	5.4	4.1	4.3	4.4	3.8	6.6	4.5	6.8	7.1	6.9	5.0	4.6
Education, health and social work	22.0	21.3	17.0	13.7	19.9	26.0	23.5	21.3	22.3	20.5	15.5	11.1	12.7	8.2	21.2
Finance	3.8	1.1	1.1	0.5	5.1	2.2	2.8	1.1	1.2	1.0	0.9	0.2	1.2	0.2	3.4
Accommodation & food service activities	6.9	17.6	10.0	16.5	7.2	5.4	6.7	17.6	9.0	16.5	11.6	18.2	9.6	14.8	7.4
Information and communication	4.6	1.0	2.7	0.9	5.7	3.0	3.7	1.0	2.8	0.9	2.9	0.7	2.4	1.1	4.3
Manufacturing	7.5	8.4	11.0	13.5	5.5	9.9	9.1	8.4	10.6	10.3	11.2	21.9	11.3	9.4	8.0
Mining/quarrying and utilities	0.8	0.9	1.3	1.0	0.8	1.1	0.9	0.9	0.9	0.4	1.5	0.5	1.6	2.2	0.9
Professional, scientific & technical services	9.0	3.7	7.8	4.3	11.2	5.4	7.3	3.7	8.0	4.7	8.3	4.0	7.1	4.2	8.8
Public admin and defence; other services	6.4	7.7	4.3	4.0	6.5	6.9	6.3	7.7	4.8	4.4	4.3	3.6	3.8	3.8	6.1
Real estate activities	1.9	1.4	1.6	1.5	2.2	1.2	1.6	1.4	1.7	2.1	1.5	1.0	1.6	1.3	1.8
Transport and storage	4.6	3.6	5.4	3.3	4.3	4.4	4.8	3.6	4.3	4.1	5.3	2.9	6.7	2.9	4.7
Wholesale, retail & repair of motor vehicles	16.0	21.9	13.2	13.8	14.2	16.0	17.6	21.9	16.6	21.5	11.6	9.0	11.1	9.4	15.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Businesses by size band

The number of **employees** refers to the number of people working within the business under a contract of employment in return for a wage or salary. A business can have no employees, if all the business is conducted by people classed as being working proprietors (i.e. sole traders or partnerships).

The number of people **employed** is a sum of employees and self-employed people who run the business.

Percentage of people employed within local units by size bands of registered businesses and rural-urban classification, in England, 2016/17



* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 15,300 businesses classed as 'Other' – with no employees and no employment (about 0.6 per cent of the total business count).

- In urban areas 28.7 per cent of people employed in the local units of registered businesses are employed in those businesses with 250 or more employees overall, and in rural areas the proportion is 15.7 per cent.
- In regard to smaller businesses, in urban areas 19.2 per cent of people employed in local units of registered businesses are employed in those with up to 9 employees overall, whilst in rural areas the proportion is 28.6 per cent.
- When looking at numbers of local units of registered businesses the category with the greatest proportion of total businesses is those with up to 9 employees, with 76.8 per cent of businesses in this size band in urban areas and 70.5 per cent in rural areas.
- For those businesses with no employees (e.g. sole traders and partnerships) the pattern reverses, with urban areas having 7.4 per cent of their total businesses in this size band while rural areas have 17.8 per cent.

Number and percentage of people employed in local units of registered businesses by size band* of the registered business overall and rural-urban classification, in England, 2016/17

	with no employees*		1 - 9 employees		10 - 49 employees		50 - 249 employees		250 and more employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
All Urban	178,575	0.8	4,210,290	19.2	5,433,110	24.8	5,794,060	26.5	6,285,810	28.7	21,901,840	100.0
<i>those in a sparse setting</i>	560	1.4	10,285	26.5	13,835	35.7	9,970	25.7	4,090	10.6	38,740	100.0
All Rural	144,725	3.7	1,131,195	28.6	1,169,635	29.6	887,880	22.5	619,540	15.7	3,952,975	100.0
<i>those in a sparse setting</i>	15,785	7.2	70,855	32.5	70,815	32.5	37,100	17.0	23,435	10.8	217,985	100.0
Urban major conurbation	79,000	0.8	1,951,610	19.7	2,314,780	23.3	2,499,900	25.2	3,080,590	31.0	9,925,880	100.0
Urban minor conurbation	5,835	0.7	139,830	15.9	212,760	24.3	232,375	26.5	286,515	32.7	877,320	100.0
All urban city & town	93,740	0.8	2,118,850	19.1	2,905,570	26.2	3,061,780	27.6	2,918,700	26.3	11,098,640	100.0
<i>those in a sparse setting</i>	560	1.4	10,285	26.5	13,835	35.7	9,970	25.7	4,090	10.6	38,740	100.0
All rural town & fringe	29,985	2.1	434,210	30.8	450,530	32.0	325,070	23.1	168,580	12.0	1,408,375	100.0
<i>those in a sparse setting</i>	1,805	2.2	25,135	31.2	31,040	38.6	17,790	22.1	4,735	5.9	80,505	100.0
All rural village	49,030	4.0	352,080	28.9	364,990	30.0	250,155	20.5	202,225	16.6	1,218,475	100.0
<i>those in a sparse setting</i>	4,430	6.7	20,265	30.5	20,455	30.8	8,655	13.0	12,715	19.1	66,515	100.0
All rural hamlet & isolated dwellings	65,710	5.0	344,905	26.0	354,120	26.7	312,655	23.6	248,735	18.8	1,326,125	100.0
<i>those in a sparse setting</i>	9,545	13.5	25,455	35.9	19,320	27.2	10,655	15.0	5,985	8.4	70,960	100.0
England	323,295	1.3	5,341,485	20.7	6,602,745	25.5	6,681,935	25.8	6,905,350	26.7	25,854,815	100.0

* 'With no employees' comprises mainly sole proprietorships and partnerships. Businesses classed as 'Other' (about 0.6 per cent of the total business count) are excluded from this table as they have no employees and no employment.

The statistics are based on individual business units rather than the location of the headquarters of the enterprise. There may be many local business units in rural areas whose headquarters are elsewhere, and vice versa. Source: ONS, Inter-Departmental Business Register (IDBR) 2016/17.

Number and percentage of local units of registered businesses by size of the registered business overall and rural-urban classification, in England, 2016/17

	with no employees*		1 - 9 employees		10 - 49 employees		50 - 249 employees		250 and more employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
All Urban	155,190	7.4	1,613,730	76.8	265,060	12.6	59,030	2.8	9,265	0.4	2,102,275	100.0
<i>those in a sparse setting</i>	415	10.2	2,860	70.2	685	16.8	105	2.6	10	0.2	4,075	100.0
All Rural	106,000	17.8	419,050	70.5	58,580	9.9	9,305	1.6	1,130	0.2	594,065	100.0
<i>those in a sparse setting</i>	10,755	28.9	22,305	60.0	3,660	9.8	420	1.1	30	0.1	37,175	100.0
Urban major conurbation	69,455	6.9	787,425	78.7	113,705	11.4	25,430	2.5	4,335	0.4	1,000,350	100.0
Urban minor conurbation	5,200	7.7	49,370	73.1	10,165	15.1	2,390	3.5	380	0.6	67,505	100.0
All urban city & town	80,535	7.8	776,935	75.1	141,190	13.6	31,210	3.0	4,555	0.4	1,034,425	100.0
<i>those in a sparse setting</i>	415	10.2	2,860	70.2	685	16.8	105	2.6	10	0.2	4,075	100.0
All rural town & fringe	23,945	11.4	159,680	76.0	22,630	10.8	3,480	1.7	325	0.2	210,060	100.0
<i>those in a sparse setting</i>	1,350	12.8	7,335	69.7	1,620	15.4	200	1.9	15	0.1	10,520	100.0
All rural village	35,860	18.6	136,125	70.5	18,285	9.5	2,580	1.3	350	0.2	193,195	100.0
<i>those in a sparse setting</i>	3,055	28.3	6,570	60.9	1,060	9.8	95	0.9	5	0.0	10,785	100.0
All rural hamlet & isolated dwellings	46,200	24.2	123,245	64.6	17,665	9.3	3,245	1.7	455	0.2	190,810	100.0
<i>those in a sparse setting</i>	6,350	40.0	8,405	53.0	980	6.2	125	0.8	10	0.1	15,870	100.0
England	261,190	9.7	2,032,780	75.4	323,640	12.0	68,335	2.5	10,395	0.4	2,696,340	100.0

* 'With no employees' comprises mainly sole proprietorships and partnerships. This category also includes around 15,300 businesses classed as 'Other' – with no employees and no employment (about 0.6 per cent of the total business count).

The statistics are based on individual business units rather than the location of the headquarters of the enterprise. There may be many local business units in rural areas whose headquarters are elsewhere, and vice versa. Source: ONS, Inter-Departmental Business Register (IDBR) 2016/17.

Small and medium businesses

- Small and Medium Enterprises (SMEs) are businesses employing fewer than 250 people.
- In England, there are 2.2 million SMEs registered for PAYE and/or VAT, providing employment for 11.7 million people.
- However, it is estimated that in England there are an additional 2.7 million unregistered businesses i.e. those who are not registered for VAT and do not have employees registered for PAYE. Such businesses are estimated to provide employment for 2.9 million people and are likely to be mainly one person traders.
- For registered businesses, information is available on their location, principal activity, employment and turnover, and for those who operate on multiple sites, the location and employment in individual business units. Information on registered SMEs is presented below.
- Less is known of unregistered businesses and in particular hitherto there have been no estimates of how many are based in rural areas. However new analysis of data from the Longitudinal Small Business Survey, which included unregistered businesses, provides further insights on SMEs in rural areas. Some results from the analysis are presented later in this section. These suggest that 73 per cent of SMEs in rural areas have no employees (including both registered and unregistered businesses).

Registered Small and Medium Enterprises

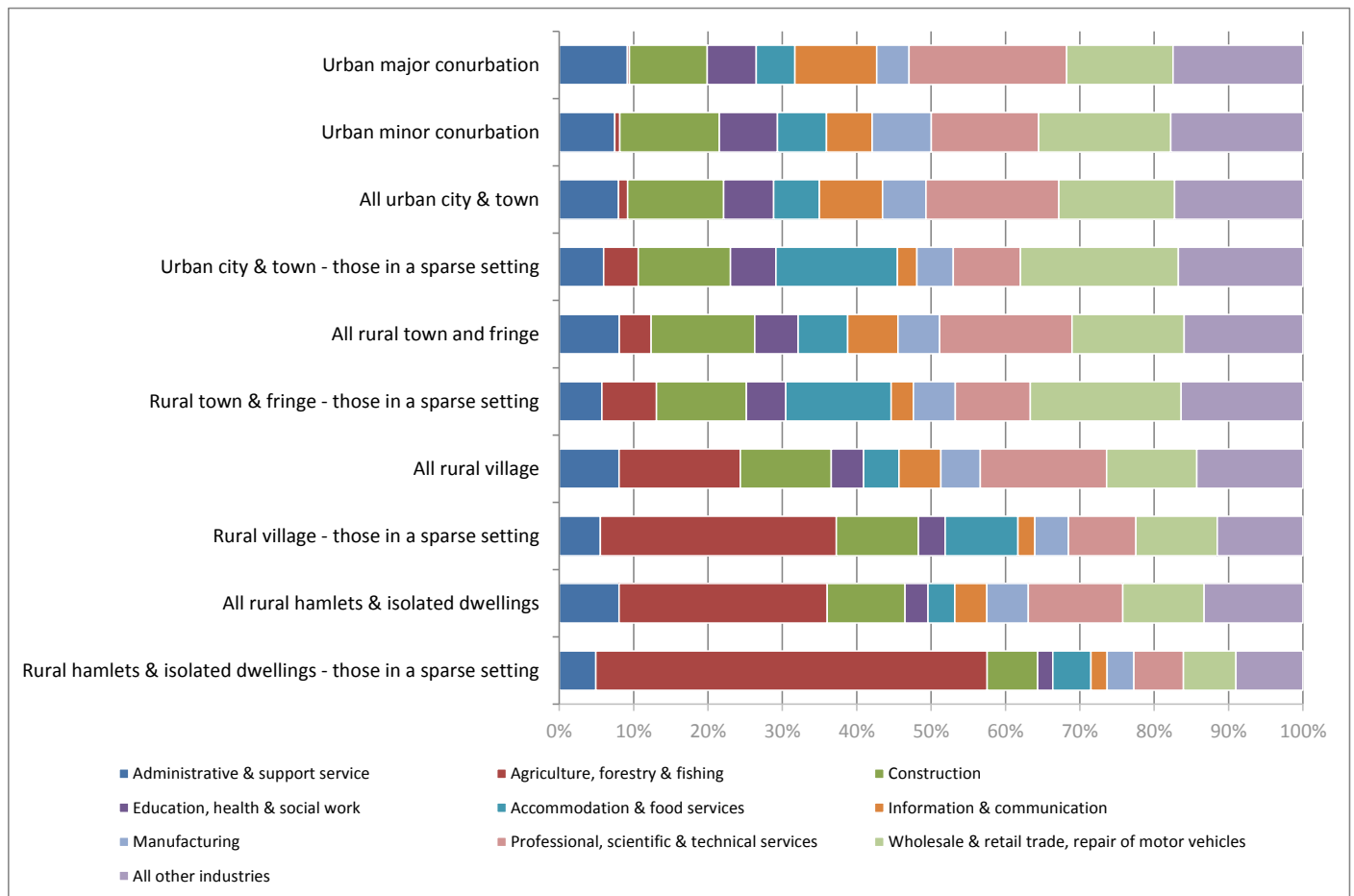
- Enterprises are considered rural registered businesses if their single site of operation or their head-quarters, as registered for PAYE (Pay-As-You-Earn tax) and/or VAT (Value Added Tax) purposes, are located in a rural area. Enterprises where the head-quarters are in an urban area are regarded as urban registered businesses, even if some business units are in rural areas.
- There are 536,000 registered rural SMEs, representing 99.8 per cent of all registered rural enterprises, and 24 per cent of all registered SMEs in England. In urban areas SMEs represent 99.6 per cent of registered businesses.
- 2.5 million people are employed in registered rural SMEs, representing 72 per cent of all those employed by registered rural enterprises. SMEs account for 41 per cent of those employed in registered urban enterprises.

Number of registered small and medium enterprises, employment and turnover, by rural urban classification, in England, 2015/16

	Number of registered SMEs ¹	Employment by registered SMEs ¹	Employment by SMEs as a percentage of all employment by registered enterprises	Average turnover per person employed £000s
All urban	1,669,130	9,236,270	41.1	178
those in a sparse setting	3,000	19,350	84.7	66
All rural	536,020	2,503,825	72.2	108
those in a sparse setting	33,270	150,660	86.3	81
Urban major conurbation	811,455	4,220,410	38.1	246
Urban minor conurbation	51,850	331,780	38.5	104
Urban city and town	802,825	4,664,730	44.3	121
those in a sparse setting	3,000	19,350	84.7	66
Rural town and fringe	171,350	809,920	69.0	101
those in a sparse setting	8,355	51,370	75.5	71
Rural village	168,615	747,700	75.1	110
those in a sparse setting	9,875	43,130	94.4	81
Rural hamlets and isolated dwellings	162,790	795,550	70.9	118
those in a sparse setting	15,040	56,160	92.3	90
England	2,205,150	11,740,095	45.2	163

- Although almost all registered businesses are small or medium enterprises (SME) in both rural and urban areas, a much higher proportion of people employed by rural registered businesses are employed by SMEs (72 per cent) than in urban areas (41 per cent).
- Average turnover per person employed is lower in rural registered SMEs (£108,000) than in urban registered SMEs (£178,000), which is dominated by those in urban major conurbations (£246,000). The average for registered SMEs in settlements in a sparse setting are somewhat lower and in particular is £71,000 per person employed in rural town and fringe in a sparse setting.

Percentage of registered small and medium enterprises by industry and rural-urban classification, in England, 2015/16



- SMEs in *Agriculture, forestry and fishing* sectors account for 16.2 per cent of rural registered SMEs rising to 35.0 per cent of SMEs registered in rural areas in a sparse setting. These percentages are slightly higher than when considering the sector representation at a local business unit level (see Businesses)
- Others sectors that are dominant at the local business unit level are similarly dominant at the SME level, such as *Professional, scientific and technical services* (15.8 per cent), *Wholesale and retail trade, repair of motor vehicles* (12.7 per cent), and *Construction* (12.2 per cent).

Number of registered small and medium enterprises and employment, by industry, in rural and urban areas, in England 2015/16

	Rural		Urban	
	Number of registered SMEs ¹	Employment by registered SMEs ¹	Number of registered SMEs ¹	Employment by registered SMEs ¹
Administrative & support service activities	43,185	186,305	142,680	810,770
Agriculture, forestry & fishing	86,610	274,110	12,150	41,360
Arts, entertainment & recreation	13,980	81,525	40,655	232,905
Construction	65,420	228,310	195,870	672,450
Human health & social work	23,735	298,905	111,935	1,456,190
Financial & insurance activities	7,135	18,375	39,390	200,875
Accommodation & food service activities	26,855	265,790	95,015	800,615
Information & communication	29,965	84,680	160,875	527,700
Manufacturing	29,380	242,705	86,590	927,170
Mining & quarrying & utilities	2,560	17,095	5,725	46,125
Professional, scientific & technical services	84,890	223,270	323,365	1,134,490
Public administration & defence, compulsory social services	4,220	8,445	1,945	22,550
Real estate activities	17,115	52,125	63,645	253,520
Transport & storage	16,340	96,950	65,290	297,945
Wholesale & retail trade, repair of motor vehicles	68,200	357,380	250,635	1,442,400
Other service activities ²	16,435	67,845	73,355	369,205
Total	536,020	2,503,825	1,669,130	9,236,270

¹ Small and medium enterprises (employing fewer than 250 people)

² including activities of households as employers

Percentage of registered small and medium enterprises and employment, by industry, in rural and urban areas, in England 2015/16

	Rural		Urban	
	Percentage of registered SMEs ¹	Percentage of employment by registered SMEs ¹	Percentage of registered SMEs ¹	Percentage of employment by registered SMEs ¹
Administrative & support service activities	8.1	7.4	8.5	8.8
Agriculture, forestry & fishing	16.2	10.9	0.7	0.4
Arts, entertainment & recreation	2.6	3.3	2.4	2.5
Construction	12.2	9.1	11.7	7.3
Human health & social work	4.4	11.9	6.7	15.8
Financial & insurance activities	1.3	0.7	2.4	2.2
Accommodation & food service activities	5.0	10.6	5.7	8.7
Information & communication	5.6	3.4	9.6	5.7
Manufacturing	5.5	9.7	5.2	10.0
Mining & quarrying & utilities	0.5	0.7	0.3	0.5
Professional, scientific & technical services	15.8	8.9	19.4	12.3
Public administration & defence, compulsory social services	0.8	0.3	0.1	0.2
Real estate activities	3.2	2.1	3.8	2.7
Transport & storage	3.0	3.9	3.9	3.2
Wholesale & retail trade, repair of motor vehicles	12.7	14.3	15.0	15.6
Other service activities ²	3.1	2.7	4.4	4.0
Total	100.0	100.0	100.0	100.0

¹ Small and medium enterprises (employing fewer than 250 people)

² including activities of households as employers

Number of registered small and medium enterprises with percentage by size and rural-urban classification, in England, 2015/16

	with no employees		1 - 9 employees		10 - 49 employees		50 - 249 employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
All urban	154,690	9.3	1,337,985	80.2	147,905	8.9	28,565	1.7	1,669,145	100.0
those in a sparse setting	395	13.2	2,190	73.0	370	12.4	45	1.5	3,000	100.0
All rural	105,955	19.8	384,060	71.6	40,185	7.5	5,820	1.1	536,025	100.0
those in a sparse setting	10,635	32.0	19,920	59.9	2,435	7.3	275	0.8	33,270	100.0
Urban major conurbation	69,320	8.5	662,640	81.7	66,590	8.2	12,910	1.6	811,465	100.0
Urban minor conurbation	5,050	9.7	40,130	77.4	5,585	10.8	1,090	2.1	51,850	100.0
Urban city and town	79,925	10.0	633,025	78.8	75,360	9.4	14,520	1.8	802,830	100.0
Urban city and town in a sparse setting	395	13.2	2,190	73.0	370	12.4	45	1.5	3,000	100.0
Rural town and fringe	22,770	13.3	133,350	77.8	13,345	7.8	1,885	1.1	171,350	100.0
Rural town and fringe in a sparse setting	1,320	15.8	5,920	70.9	1,000	12.0	115	1.4	8,355	100.0
Rural village	32,965	19.6	122,025	72.4	11,980	7.1	1,645	1.0	168,615	100.0
Rural village in a sparse setting	3,040	30.8	6,045	61.2	720	7.3	65	0.7	9,875	100.0
Rural hamlets and isolated dwellings	39,585	24.3	108,765	66.8	12,425	7.6	2,010	1.2	162,790	100.0
Rural hamlets and isolated dwellings in a sparse setting	6,270	41.7	7,955	52.9	715	4.8	100	0.7	15,040	100.0
England	260,645	11.8	1,722,045	78.1	188,090	8.5	34,385	1.6	2,205,170	100.0

- 19.8 per cent of rural registered SMEs have no employees, compared with 9.3 per cent of urban registered SMEs. The majority of rural registered SMEs (71.6 per cent), have 1 to 9 employees, though this is lower than for urban registered SMEs (80.2 per cent).
- 32.0 per cent of registered SMEs in rural areas in a sparse setting have no employees.

Analysis of small and medium enterprises from the Longitudinal Small Business Survey

The Longitudinal Small Business Survey (LSBS) was commissioned by the Department for Business, Energy and Industrial Strategy (BEIS) and the Governments in Scotland, Wales and Northern Ireland.

Over 13,400 SMEs were interviewed in England in 2015, including over 3,500 (26.5 per cent) in rural areas. The Rural Enterprise UK team at Newcastle University's Centre for Rural Economy and Business School have undertaken additional rural-urban analysis of the data and some of their findings are presented below.

Comparisons between statistics on rural and urban businesses can be difficult to interpret and in particular it is difficult to identify whether any differences reflect variations in the profile of urban and rural economies in terms of business sectors, ages and sizes or factors related to their location. The analysis attempts to match similar rural and urban businesses to take account of this where practicable.

LSBS: Number of responses from small and medium enterprises with percentage by size and rural-urban classification, England excluding London, 2015

	with no employees		1 - 9 employees		10 - 49 employees		50 - 249 employees		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Urban	6,361	77.7	1,480	18.1	300	3.7	49	0.6	8,190	100.0
Rural	2,687	73.3	828	22.6	133	3.6	19	0.5	3,667	100.0
Total	9,048	76.3	2,308	19.5	433	3.7	68	0.6	11,857	100.0

- The proportion of businesses with no employees is considerably higher for both rural, 73.3 per cent, and urban areas, 77.7 per cent, in the LSBS sample compared with the proportions represented as registered businesses with no employees (19.8 per cent and 9.3 per cent respectively).
- However this is consistent with Business population estimates suggesting that enterprises with no employees, whether registered or unregistered, account for around 76 per cent of enterprises in England.
- The survey suggests that enterprises with no employees are proportionately fewer in rural areas (73.3 per cent) compared with urban areas (77.7 per cent), but that enterprises with 1-9 employees are proportionately higher in rural areas (22.6 per cent) compared with urban areas (18.1 per cent).

LSBS: Number of responses from small and medium enterprises with percentage by broad sector and rural-urban classification, England excluding London, 2015

	Production & construction		Transport, retail & food, accommodation		Business services		Other services		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Urban	2,095	25.6	1,451	17.7	2,660	32.5	1,984	24.2	8,190	100.0
Rural	1,085	29.6	775	21.1	1,099	30.0	708	19.3	3,667	100.0
Total	3,180	26.8	2,226	18.8	3,759	31.7	2,692	22.7	11,857	100.0

- In the survey rural enterprises were more likely to be in production and construction sectors, and transport, retail and food, and accommodation sectors, while urban enterprises were slightly more likely to be providing business and other services.

LSBS: Number of responses from small and medium enterprises with percentage by level of turnover, whether profitable and rural-urban classification, England excluding London, 2015

Turnover

	Less than £82,000		More than £82,000		Don't know / refused		Total	
	Number	%	Number	%	Number	%	Number	%
Urban	5,279	64.5	1,938	23.7	973	11.9	8,190	100.0
Rural	2,011	54.8	1,192	32.5	464	12.7	3,667	100.0
Total	7,290	61.5	3,130	26.4	1,437	12.1	11,857	100.0

Profit

	Yes		No		Don't know / refused		Total	
	Number	%	Number	%	Number	%	Number	%
Urban	6,258	76.4	1,461	17.8	471	5.8	8,190	100.0
Rural	2,907	79.3	536	14.6	224	6.1	3,667	100.0
Total	9,165	77.3	1,997	16.8	695	5.9	11,857	100.0

- The survey results would initially suggest that rural enterprises were more likely to have an annual turnover of more than £82,000 than urban enterprises and were more likely to report a profit.
- However, this is in part likely to reflect differences in the characteristics of businesses in rural and urban areas. When similar business are compared analysis shows that rural enterprises were likely to have similar levels of turnover to their urban counterparts, though they were still more likely to report a profit.
- The study speculates that rural enterprises could be more likely to be profitable owing to a number of factors including lower wage levels, a higher proportion of home-based enterprises, lower rents/rates, and less local competition.

LSBS: Number of responses from small and medium enterprises by age, whether family-owned and rural-urban classification, England excluding London, 2015

Age

	0 - 5 years		6 - 10 years		11 - 20 years		More than 20 years		Don't know		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Urban	1,281	15.6	1,527	18.6	1,977	24.1	3,374	41.2	31	0.4	8,190	100.0
Rural	410	11.2	663	18.1	857	23.4	1,732	47.2	6	0.2	3,668	100.0
Total	1,691	14.3	2,190	18.5	2,834	23.9	5,106	43.1	37	0.3	11,858	100.0

Family ownership

	Yes		No		Don't know / refused		Total	
	Number	%	Number	%	Number	%	Number	%
Urban	7,036	85.9	1,122	13.7	32	0.4	8,190	100.0
Rural	3,185	86.9	464	12.7	18	0.5	3,667	100.0
Total	10,221	86.2	1,586	13.4	50	0.4	11,857	100.0

- The surveyed rural enterprises were more likely than urban enterprises to be more than 20 years old.
- The majority of enterprises were family owned but there was no significant difference between rural and urban enterprises. 86.9 per cent of rural enterprises were family owned.

LSBS: Number of responses from small and medium enterprises and percentage by major obstacles to businesses in general at the England level, by rural urban classification, England excluding London, 2015

		Urban	Rural	Total
Competition in the market	Number	3,788	1,476	5,264
	%	46.3	40.3	44.4
Regulations / red tape	Number	2,841	1,671	4,512
	%	34.7	45.6	38.1
Taxation, VAT, PAYE, National Insurance, Business rates	Number	2,297	1,157	3,454
	%	28.0	31.6	29.1
Late payment	Number	2,239	1,037	3,276
	%	27.3	28.3	27.6
Staff recruitment & skills	Number	1,348	718	2,066
	%	16.5	19.6	17.4
Obtaining finance	Number	1,375	663	2,038
	%	16.8	18.1	17.2
Availability / cost of suitable premises	Number	1,295	534	1,829
	%	15.8	14.6	15.4
Workplace pensions	Number	898	409	1,307
	%	11.0	11.2	11.0
Any other major issues or obstacles	Number	943	479	1,422
	%	11.5	13.1	12.0
None of these	Number	1,634	594	2,228
	%	20.0	16.2	18.8
Total	Number	8,190	3,667	11,857

Enterprises could give responses to multiple options

- When asked to identify major obstacles to businesses, rural enterprises were more likely than urban enterprises to cite 'Regulations / red tape', 'Taxation, VAT, PAYE, National Insurance, Business rates', and 'Staff recruitment and skills'.

The above is a selection of findings from the Newcastle University study. For more details and analysis refer to the full study report (see below).

Note: On the **Inter-Departmental Business Register (IDBR)**, the enterprise is the statistical unit that most closely equates to a business. It holds aggregated information gathered from administrative and statistical sources within that enterprise to give an overall picture of what is going on in the business. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit. Turnover relates to income received by a business from the 'sale of goods and or services charged to third parties'. The IDBR does not include businesses whose turnover is below the tax threshold.

Further information:

www.ons.gov.uk/aboutus/whatwedo/paidservices/interdepartmentalbusinessregisteridbr

Source: ONS, Inter Departmental Business Register (IDBR), 2015/16

Small Business Survey reports: www.gov.uk/government/collections/small-business-survey-reports

Business Population Estimates: <https://www.gov.uk/government/collections/business-population-estimates>

Phillipson J, Gorton M, Maioli S, Newbery R, Tiwasing P, Turner R. (2017) **Small rural firms in English regions: analysis and key findings from the UK Longitudinal Small Business Survey, 2015**. Newcastle upon Tyne: Newcastle University Centre for Rural Economy and Business School, September 2017 update:

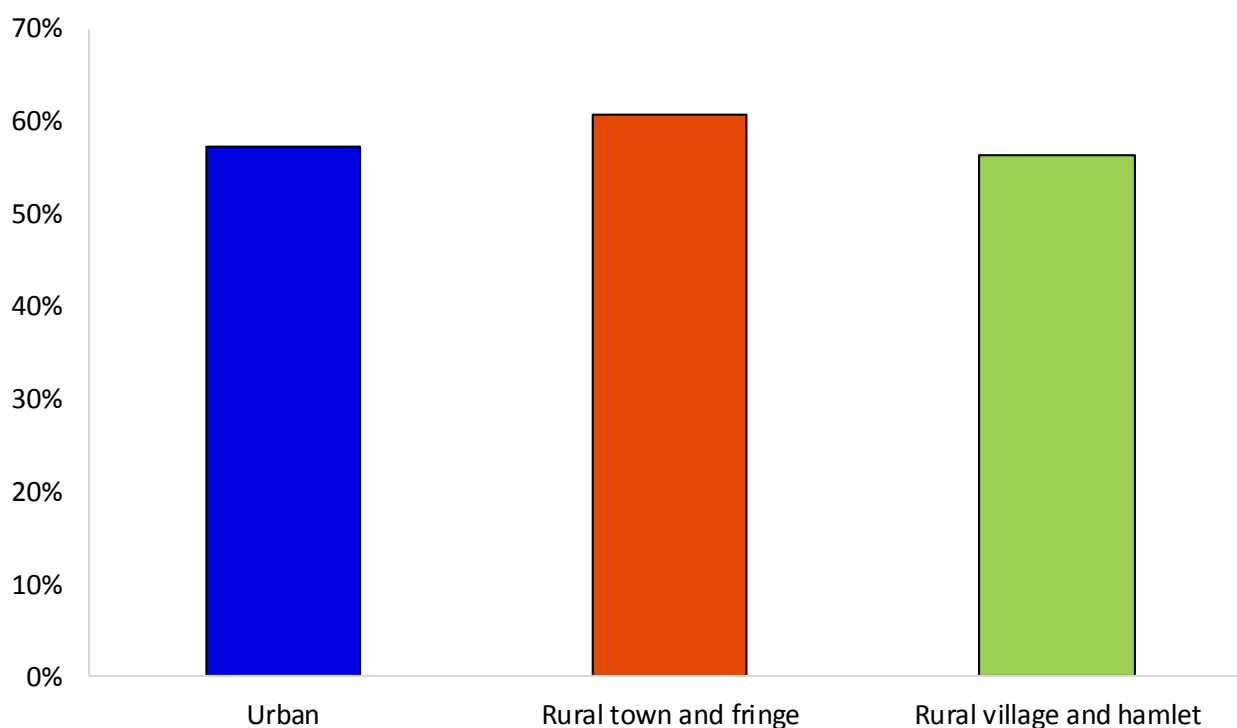
[//research.nd.ac.uk/media/sites/researchwebsites/ruralenterpriseuk/Small%20Rural%20Firms%20in%20English%20Regions%20Report%20Final%20September%202017%20-%20final.pdf](http://research.nd.ac.uk/media/sites/researchwebsites/ruralenterpriseuk/Small%20Rural%20Firms%20in%20English%20Regions%20Report%20Final%20September%202017%20-%20final.pdf)

Innovation and investment

Businesses engaged in innovation

- Broader innovation activities were undertaken by 58 per cent of rural businesses and 57 per cent of urban businesses surveyed between 2012 and 2014.
- This suggests that being situated in a rural or urban settlement had little effect on the innovation practices of businesses surveyed.
- There is a higher proportion of businesses involved in broader innovation located in areas of *rural town and fringe* than in areas of *rural village and hamlet*.

Percentage of businesses in England engaged in broader innovation-related activities, 2012 to 2014



Business involvement with broader-innovation-related activities, 2012 to 2014

	Broader innovators	Not broader innovators
Urban	57%	43%
Rural town and fringe	61%	39%
Rural village and hamlet	56%	44%
Rural total	58%	42%
England total	57%	43%

Notes:

Data source: BEIS UK Innovation Survey 2015 covering innovation activity during 2012 to 2014.

These results are based on the unweighted sample of businesses surveyed for England only (therefore the England percentage totals may not match the weighted results published by BEIS). The sample mainly includes enterprise units (i.e. headquarters of businesses) but also has a small number of local units (i.e. sites belonging to enterprises).

BEIS sampling methodology is described in their report and accompanying statistics:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/506953/bis-16-134-uk-innovation-survey-2015.pdf. Owing to the small sample sizes achieved after application of the rural-urban definition, this analysis has been presented as the unweighted results from the surveyed sample. Some settlement types were underrepresented in the sample and should be treated with caution: *rural town & fringe* and *rural village & hamlet*. Furthermore, percentage totals for England may not match those published by BEIS due to minor discrepancies with postcode data.

The description of innovation activity in the chart and table above includes businesses that were engaged in any of the following:

1. introduced a new or significantly improved product (good or service) or process
2. engaged in innovation projects that have been abandoned or are not yet complete
3. undertaken new and significantly improved forms of organisation, business structures or practices, and marketing concepts or strategies
4. undertaken activities in areas such as internal research and development, training, acquisition of external knowledge or machinery, and equipment linked to innovation activities

A business engaged in any of the activities 1 to 4 is described as a 'broader innovator'.

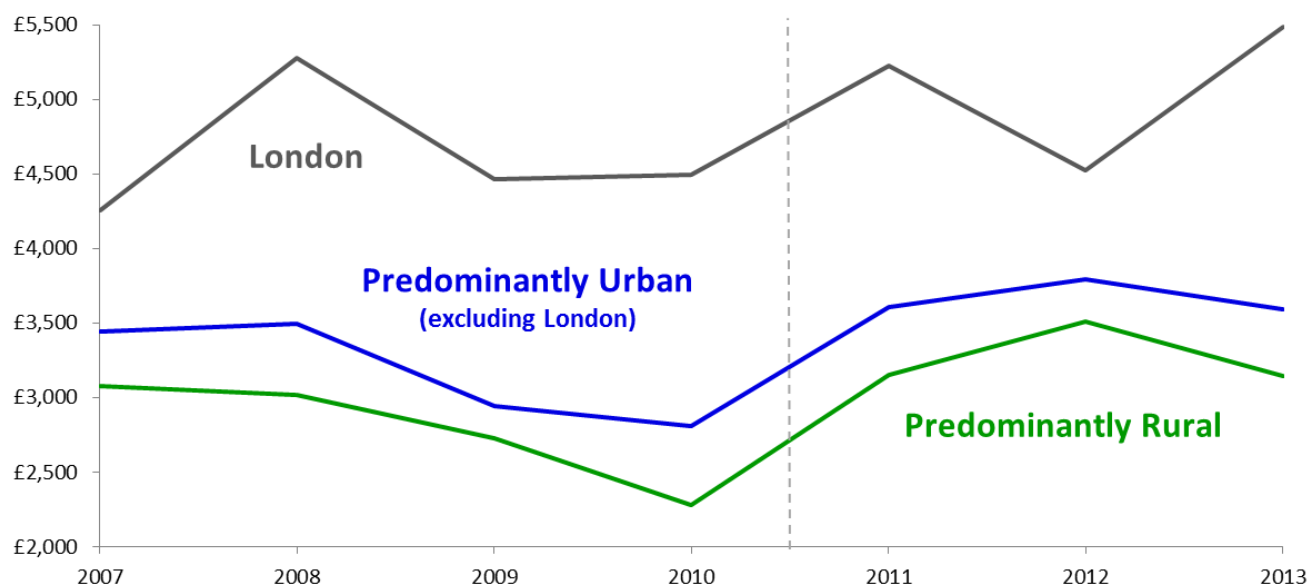
Data from the 2015 UK Innovation Survey may not be directly comparable with data from previous surveys due to changes in survey mode, methodology, sampling approach, questionnaire design and response rate. The rural-urban analyses presented here were performed by applying RUC11 to the data, RUC01 had been used previously for the 2011 UK Innovation Survey. As a result, a comparison cannot be made with previous rural-urban innovation analyses

Capital investment per employee

- Companies undertake ‘capital investment’ when spending money on fixed assets (typically land, buildings or machinery) with the expectation that productivity will increase as a result of the investment.
- Continuing recent trends, capital investment per employee in 2013 was highest in London.
- London’s capital investment per employee increased by 21 per cent between 2012 and 2013, and overall predominantly urban areas (including London) saw a small increase. Capital investment per employee in predominantly rural areas decreased by 10 per cent. The net effect was no change in capital investment per employee in England as a whole.

Capital investment per employee (at current prices) by local authority classification in England, 2007 to 2013

Dashed line: 2001 Rural Urban Classification of Local Authority Districts (RUCLAD) applied before 2011; 2011 RUCLAD applied from 2011.



- Overall capital investment per employee in *predominantly rural* areas has been consistently lower than in other areas.
- In 2013, investment per head in London was around £5,500, compared with £3,600 in *predominantly urban areas* excluding London, and £3,100 in *predominantly rural areas*.
- London experienced an increase in investment between 2012 and 2013, whereas *predominantly rural* and *predominantly urban areas* excluding London experienced declines.

Capital investment (£ thousands) per employee, 2007 to 2013

2011 Rural-Urban Classification	2007	2008	2009	2010	2011	2012	2013
Mainly Rural	3.0	3.0	2.7	2.3	3.2	3.8	3.0
Largely Rural	3.1	3.0	2.7	2.3	3.1	3.3	3.3
Urban with Significant Rural	3.4	3.6	3.1	2.7	3.3	4.0	3.8
Urban with City and Town	3.8	3.6	3.3	3.1	4.0	4.1	4.1
Urban with Minor Conurbation	2.7	3.1	2.1	2.1	2.5	2.2	2.5
Urban with Major Conurbation (excluding London)	3.0	3.5	2.6	2.6	3.3	3.6	3.1
London	4.3	5.3	4.5	4.5	5.2	4.5	5.5
Predominantly Rural	3.1	3.0	2.7	2.3	3.2	3.5	3.1
Predominantly Urban (excluding London)	3.4	3.5	2.9	2.8	3.6	3.8	3.6
Predominantly Urban (including London)	3.6	4.0	3.3	3.3	4.0	4.0	4.1
England	3.5	3.8	3.2	3.0	3.8	3.9	3.9

Dashed line: 2001 Rural Urban Classification of Local Authority Districts (RUCLAD) applied before 2011; 2011 RUCLAD applied from 2011.

Notes

- Total net capital investment is calculated as total proceeds from disposals subtracted from the total cost of acquisitions. The data is at current prices so it has already taken account of inflation.
- Caution should be taken when interpreting this measure as capital investment is difficult to attribute at local authority level. The estimates are produced by taking data at a higher geographical level and apportioning it at local authority level based on employment levels. As ONS are not wholly confident that there is a sufficient correlation between investment and employment, they do not release the data as a National Statistic below National level.
- London has been separated out to allow a fair comparison of major urban against all other area classifications.

Source data: Bespoke data request from the ONS, Annual Business Inquiry, and Business Register and Employment Survey (classified data); via Nomis (www.nomisweb.co.uk).

Rural accessibility

Transport and travel

- In 2015/16 people living in the most rural areas travelled almost twice as far per year than those in the most urban areas.
- In 2015/16 in the most rural areas 88 per cent of travel was made using a car (as a driver or passenger) compared with 69 per cent in the most urban areas.
- In 2014/15 10 per cent of households in rural areas had no access to a car or van compared with 28 per cent in urban areas.

Travel behaviour

Average number of trips and total distance travelled per person per year in 2015/16 and time spent travelling and average trip length in 2014/15, by settlement type, in England

	Trips per person	Distance travelled (miles) per person	Travelling time (hours) per person	Trip length (miles)
	2015/16	2015/16	2014/15	2014/15
Urban Conurbation	878	5,219	364	6.0
Urban City and Town	966	6,745	358	7.2
Rural Town and Fringe	985	8,589	382	8.9
Rural Village, Hamlet and Isolated Dwelling	984	10,159	384	10.4
England	934	6,574	365	7.2

Source: DfT National Travel Survey [Table NTS9903](#), [Table NTS9904](#), [Table NTS9913](#), [Table NTS9910](#)

- The average number of trips and travelling time per person in rural areas are only about 5 per cent higher than the national averages. However the average total distances travelled are much higher for people living in *rural town and fringe areas* (31 per cent higher) and in *rural villages, hamlets and isolated dwellings* (55 per cent higher).

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years.

Trips include those made on foot, by private car or van as both a driver and passenger, by bicycle, motorcycle, private hire bus and other modes of private transport, by local bus, by rail and London Underground, and by non-local bus, taxi / minicab and other modes of public transport (air, ferries and light rail).

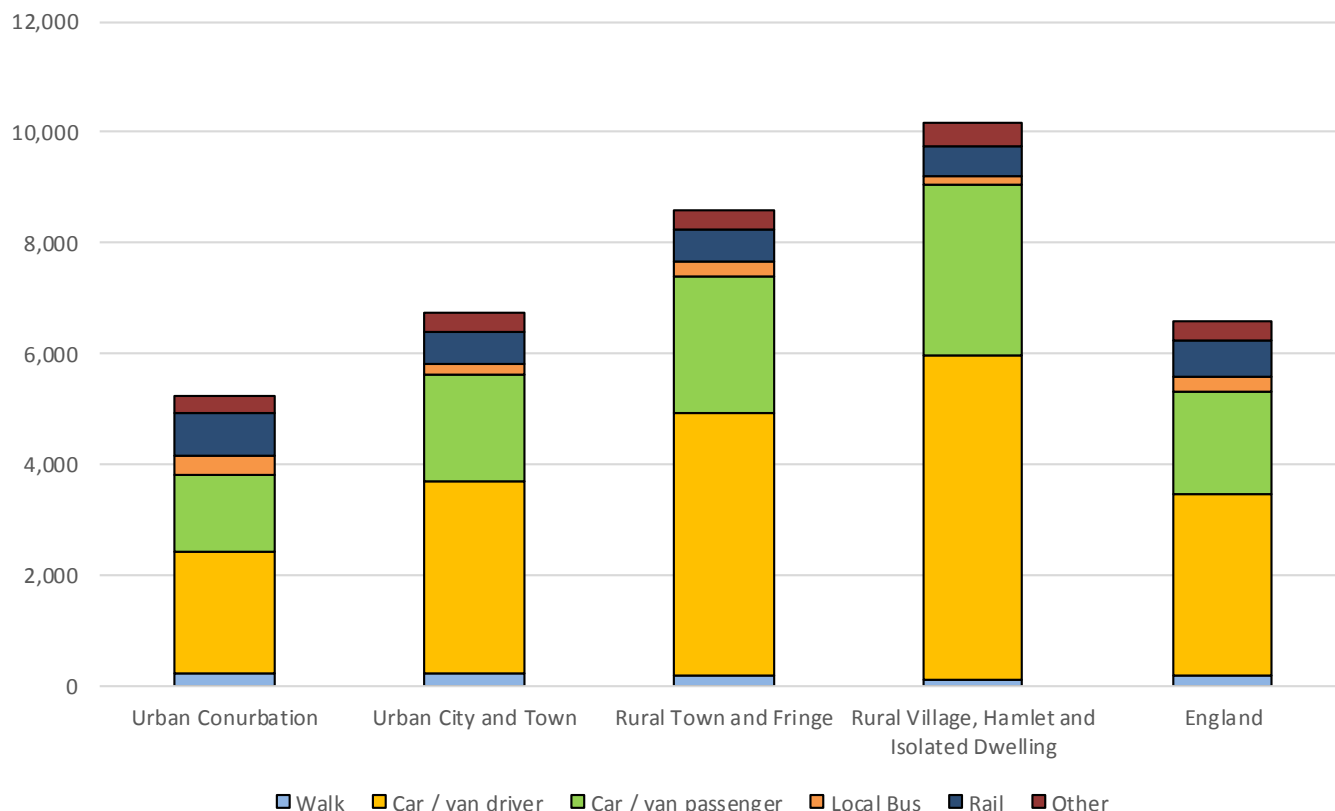
The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Distance travelled

Average total distance travelled, per person per year, by mode and settlement type, in England, 2015/16



- In 2015/16 people living in *rural villages, hamlets and isolated dwellings* travelled 10,200 miles on average compared with 5,200 in *urban conurbation* and 6,600 in England as a whole.
- When travel as both a car driver and passenger are taken together, 88 per cent of the distance travelled by people living in *rural villages, hamlets and isolated dwellings* was made by car compared with 69 per cent in *urban conurbations* and 79 per cent in England as a whole.

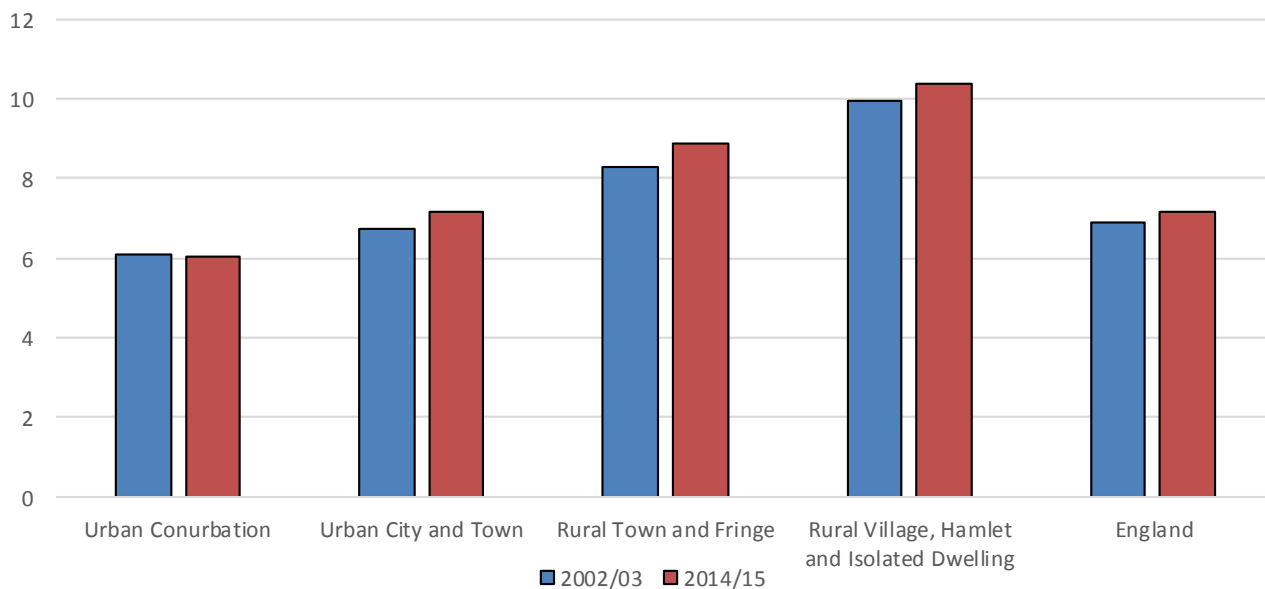
Average total distance travelled, per person per year, by mode and settlement type, in England, 2015/16

	Miles per person per year						
	Walk	Car/van driver	Car / van passenger	Local bus	Rail	Other	All modes
Urban Conurbation	202	2,210	1,372	350	775	310	5,219
Urban City and Town	200	3,482	1,917	201	594	351	6,745
Rural Town and Fringe	171	4,749	2,476	262	579	351	8,589
Rural Village, Hamlet and Isolated Dwelling	107	5,861	3,064	177	534	416	10,159
England	191	3,278	1,841	264	660	339	6,574

Source: DfT National Travel Survey [Table NTS9904](#)

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years.
 Distance by mode is based on stage distance.
 Local Bus includes London buses. Rail includes London Underground. Other includes: bicycle, motorcycle, private hire bus, other modes of private transport, non-local bus, taxi / minicab and other modes of public transport (air, ferries, light rail).
 These data are available broken down into these more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity - www.gov.uk/government/uploads/system/uploads/attachment_data/file/676247/Transport_and_travel.xlsx
 The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.
 Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk
 Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Average trip length (miles), by settlement type, in England, 2002/03 and 2014/15



- There has been a small increase in the average trip length for all settlement types except for *urban conurbation* between 2002/03 and 2014/15.
- Between 2002/03 and 2014/15 the average trip length for those living in *rural villages, hamlets and isolated dwellings* increased by 4 per cent (from 10.0 to 10.4 miles) but for those living in *rural town and fringe* and *urban city and town* the average trip length increased by 7 per cent (from 8.3 to 8.9 miles and from 6.7 to 7.2 miles respectively).

Average trip length (miles), by settlement type, in England, 2002/03 and 2014/15

	Average trip length (miles)	
	2002/03	2014/15
Urban Conurbation	6.1	6.0
Urban City and Town	6.7	7.2
Rural Town and Fringe	8.3	8.9
Rural Village, Hamlet and Isolated Dwelling	10.0	10.4
England	6.9	7.2

Source: DfT National Travel Survey [Table NTS9910](#)

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years.

For a full time series from 2002/03 to 2014/15 please see the original DfT dataset

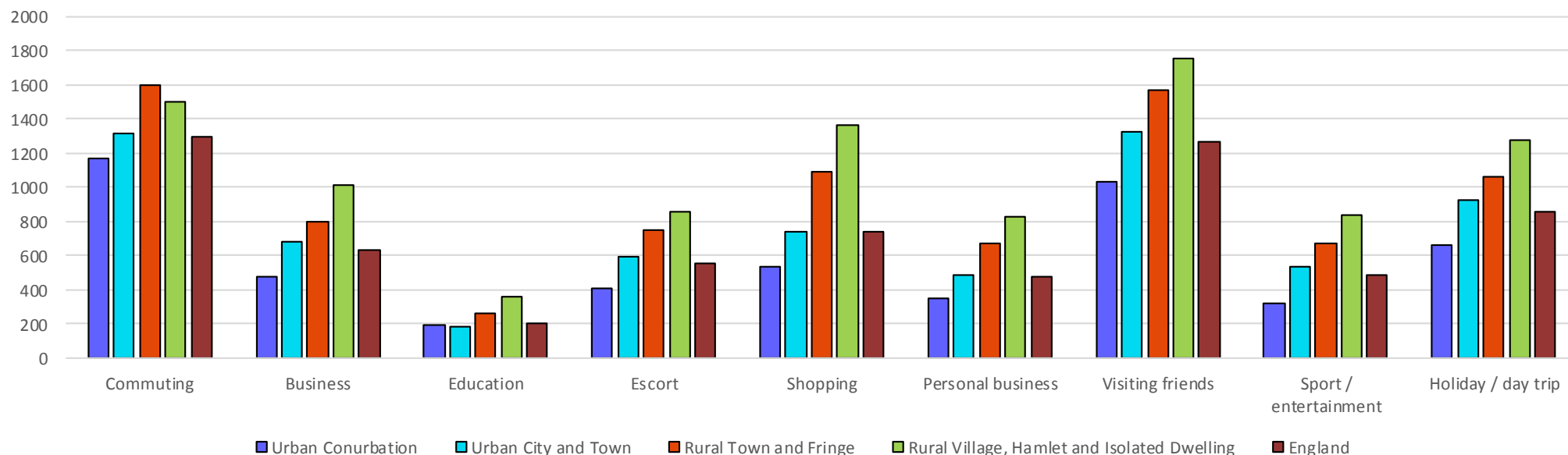
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/550734/nts9910.xls

The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Average number of miles travelled, per person per year, by purpose and settlement type, in England, 2014/15



- In 2014/15 for all purposes those living in rural areas travelled more miles than those in urban areas.
- In almost all categories those living in *rural villages, hamlets and isolated dwellings* travelled farther than those living in other settlement types. The only journey purpose where this was not the case were 'commuting' (for which those in *rural town and fringe* travelled farthest).
- For almost all purposes those living in *urban conurbations* travelled the fewest miles compared with those living in other settlement types. The only journey purpose where this was not the case was 'education' (where the distance travelled was similar in *urban conurbations* and *urban city and town*).
- For the purposes of 'business', 'escort', 'shopping', 'personal business' and 'sport/entertainment' those living in *rural villages, hamlets and isolated dwellings* travelled more than twice the distance each year when compared to those living in *urban conurbations*.

Distance travelled per person per year (miles), by purpose and settlement type, in England, 2014/15

	Commuting	Business	Education	Escort	Shopping	Personal business	Visiting friends	Sport/ Entertainment	Holiday/ Day trip	Other	Total
Urban Conurbation	1,175	474	190	411	536	351	1,038	319	662	38	5,194
Urban City and Town	1,316	678	185	591	740	489	1,328	540	929	45	6,840
Rural Town and Fringe	1,601	795	260	751	1,089	676	1,566	675	1,058	55	8,527
Rural Village, Hamlet and Isolated Dwelling	1,502	1,018	358	856	1,369	825	1,757	841	1,282	53	9,861
England	1,299	634	207	554	738	477	1,267	487	861	43	6,567

Source: DfT National Travel Survey [Table NTS9907](#)

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years.

The 'escort' category contains both escorting to education institutions and other escorting.

The 'visiting friends' category contains both visiting friends at a private home and visiting friends elsewhere.

These data are available broken down into these more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity -

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/676247/Transport_and_travel.xlsx

The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Trips made

Average number of trips made, per person per year, by mode and settlement type, in England, 2015/16



- Those living in rural areas make roughly 20 more trips per year compared with those in *urban city and town* and roughly 110 more trips compared to those living in *urban conurbations*.
- People living in *rural villages, hamlets and isolated dwellings* are less likely to use walking as their mode of transport, making 13 per cent of trips this way compared with 24 per cent for England as a whole.
- When combining journeys made as a car or van driver and those made as a passenger these make up 80 per cent of trips for those in *rural villages, hamlets and isolated dwellings* compared with 63 per cent for England as a whole.

Average number of trips per person per year, by mode and settlement type, in England, 2015/16

	Trips per person per year						All modes
	Walk	Car/van driver	Car / van passenger	Local bus	Rail	Other	
Urban Conurbation	218	308	175	84	54	39	878
Urban City and Town	239	412	216	42	15	42	966
Rural Town and Fringe	227	455	225	33	15	30	985
Rural Village, Hamlet and Isolated Dwelling	132	542	244	22	11	33	984
England	221	385	203	56	30	39	934

Source: DfT National Travel Survey [Table NTS9903](#)

Proportion of average trips per person per year, by mode and settlement type, in England, 2015/16

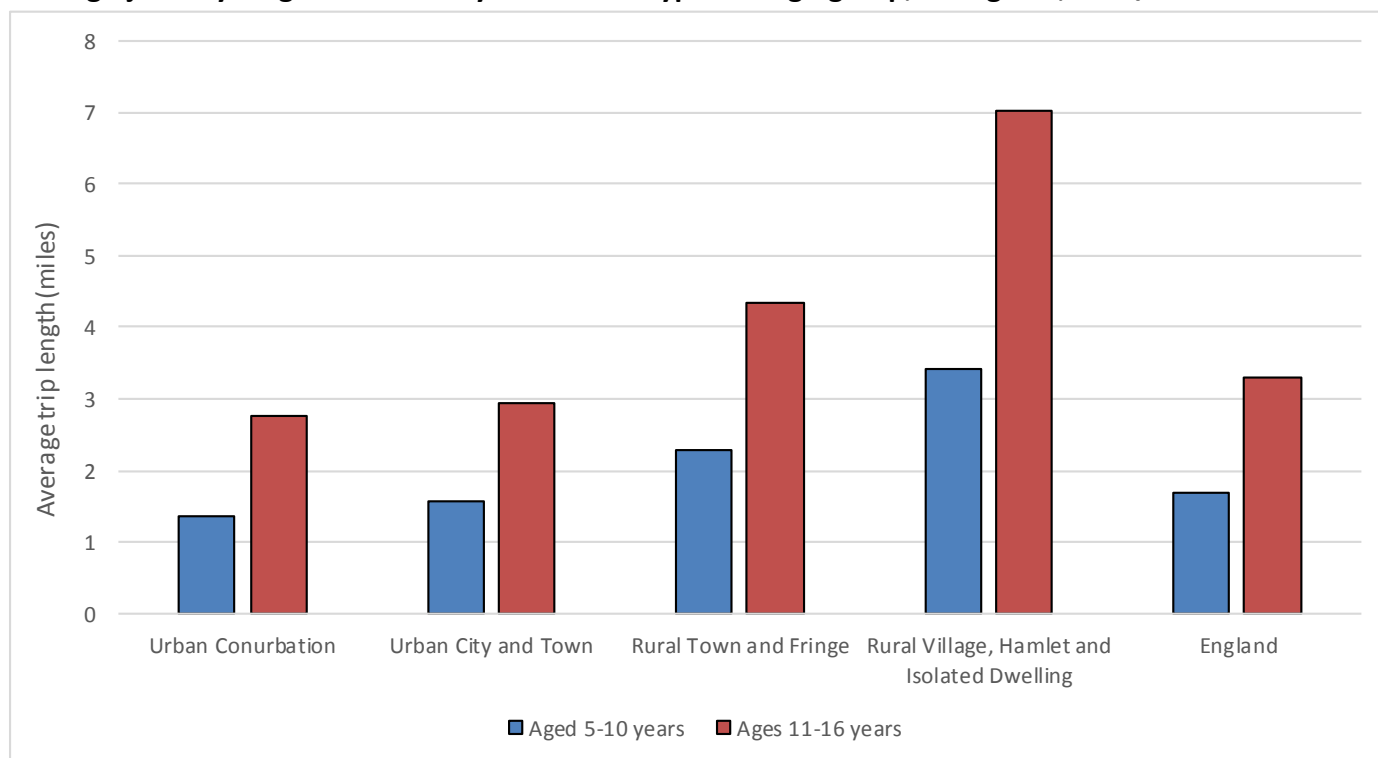
	<i>Percentage</i>						
	Walk	Car/van driver	Car /van passenger	Local bus	Rail	Other	All modes
Urban Conurbation	25	35	20	10	6	4	100
Urban City and Town	25	43	22	4	2	4	100
Rural Town and Fringe	23	46	23	3	2	3	100
Rural Village, Hamlet and Isolated Dwelling	13	55	25	2	1	3	100
England	24	41	22	6	3	4	100

Source: DfT National Travel Survey [Table NTS9903](#)

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years.
 Local bus includes London buses.
 Rail includes surface rail and London Underground.
 Other includes bicycle, motorcycle, private hire bus, non-local bus, taxi / minicab and other modes of public transport (air, ferries and light rail).
 These data are available broken down into these more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/676247/Transport_and_travel.xlsx
 The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.
 Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk
 Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Journey to School

Average journey length to school by settlement type and age group, in England, 2014/15



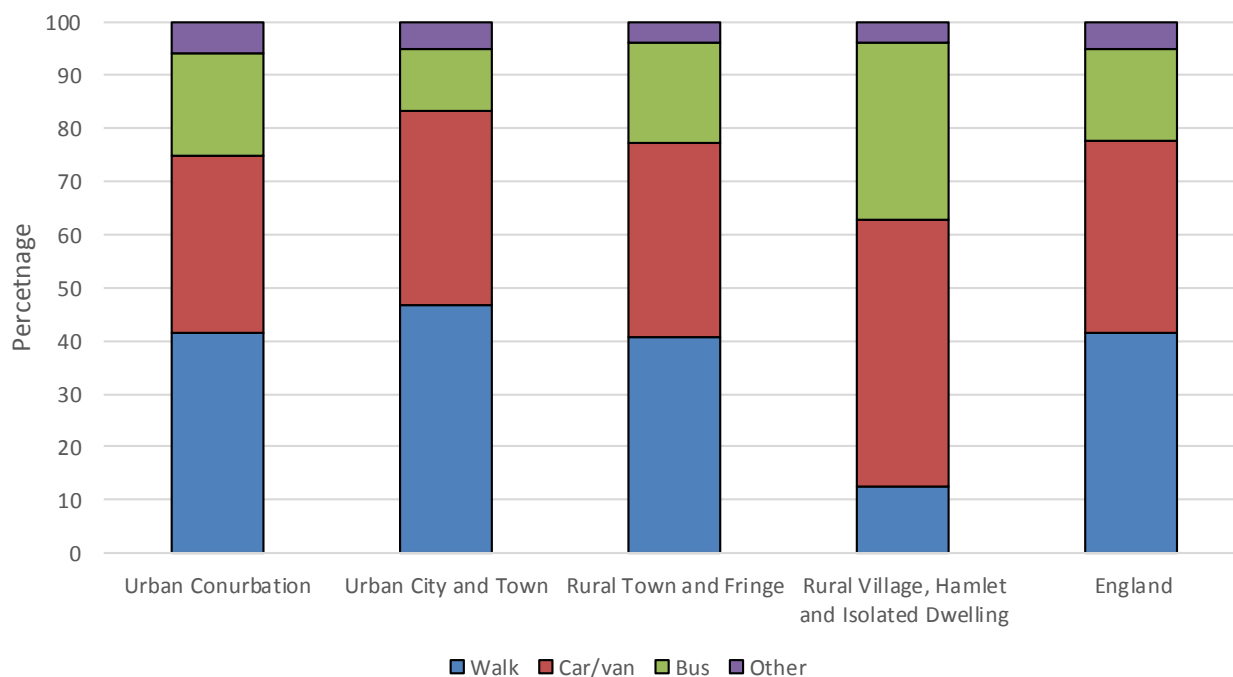
- The average journey length to school is longer for those living in rural areas than urban ones. Those with the longest journey are 11-16 year olds living in *rural villages, hamlets and isolated dwellings* who travel 7.0 miles on average, this compares with a journey of 2.8 miles in an *urban conurbation* for the same age group. This means 11-16 year olds in *rural villages, hamlets and isolated dwellings* are travelling 2.5 times as far as those in *urban conurbations* to get to school.

Average journey length (miles) to school by age group and settlement type, in England, 2014/15

	Average journey length (miles)	
	Aged 5-10 years	Aged 11-16 years
Urban Conurbation	1.3	2.8
Urban City and Town	1.6	2.9
Rural Town and Fringe	2.3	4.3
Rural Village, Hamlet and Isolated Dwelling	3.4	7.0
England	1.7	3.3

Source: DfT National Travel Survey [Table NTS9908](#)

Mode of transport used for journey to school by settlement type, in England, 2014/15



- Children are less likely to walk to school if they live in *rural villages, hamlets and isolated dwellings*. Only 13 per cent of children living in these settlement types walk to school, compared with 41 per cent of those living in *rural town and fringe*, 47 per cent of those living in *urban city and town* and 42 per cent of those living in *urban conurbations*.
- In comparison, 50 per cent of children living in *rural villages, hamlets and isolated dwelling* make their journey to school by car or van compared with 37 per cent in *rural town and fringe*, 36 per cent in *urban city and town* and 33 per cent in *urban conurbations*.

Mode of transport used for journey to school by settlement type, in England, 2014/15

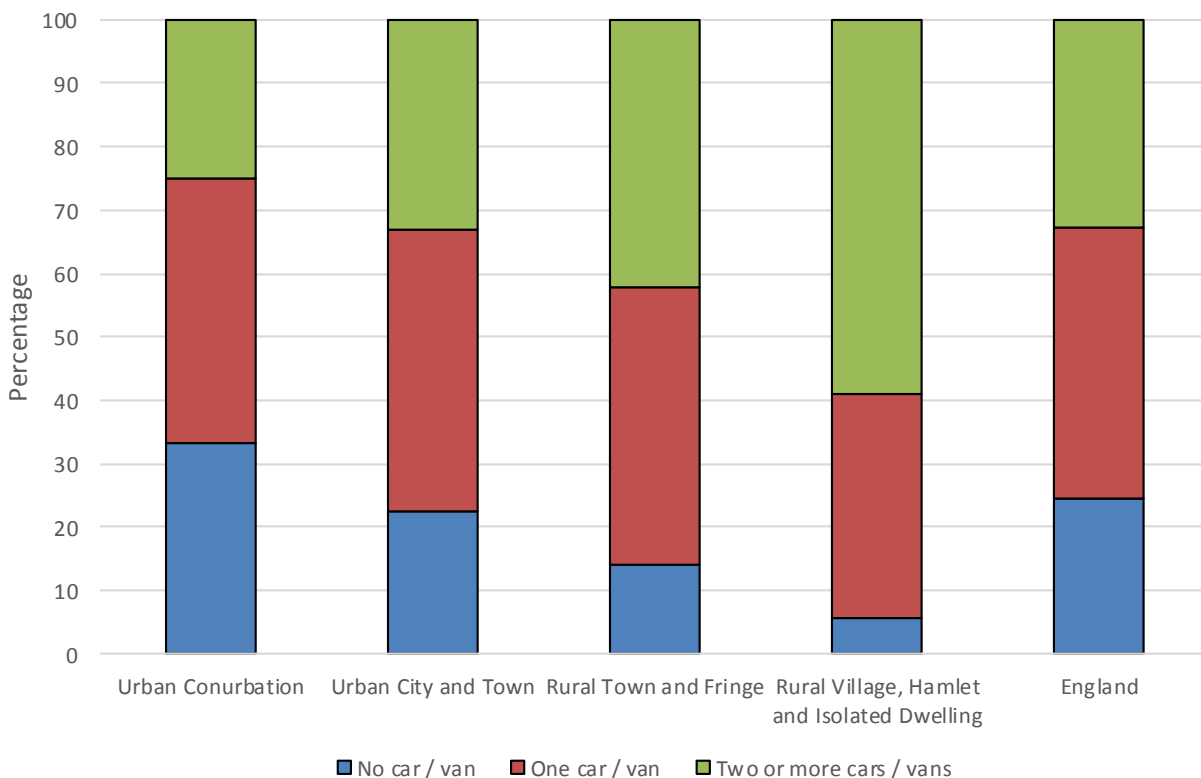
	Percentage				All Modes
	Walk	Car / van	Bus	Other	
Urban Conurbation	42	33	19	6	100
Urban City and Town	47	36	12	5	100
Rural Town and Fringe	41	37	19	4	100
Rural Village, Hamlet and Isolated Dwelling	13	50	33	4	100
England	42	36	17	5	100

Source: DfT National Travel Survey [Table NTS9908](#)

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years. Includes trips under 50 miles only. Bus includes public and private buses (including school buses). Other includes bicycle, rail, other private and public transport. These data are available broken down into more discrete categories in the accompanying Excel document but were presented in this manner in the digest for clarity - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/676247/Transport_and_travel.xlsx The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error. Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Car Availability

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



- In 2014/15 the percentage of households with no access to a car or van was lower in rural areas than in urban areas. Only 6 per cent of households in *rural villages, hamlets or isolated dwellings* do not own a car compared with 33 per cent in *urban conurbations*.
- 59 per cent of households in *rural villages, hamlets or isolated dwellings* own two or more cars/vans compared with 25 per cent of those in *urban conurbations*.

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

	Percentage		
	No car / van	One car / van	Two or more cars / vans
Urban Conurbation	33	42	25
Urban City and Town	23	44	33
Rural Town and Fringe	14	44	42
Rural Village, Hamlet and Isolated Dwelling	6	35	59
England	25	43	33

Source: DfT National Travel Survey [Table NTS9902](#)

Notes: The sample size for one year is too small to produce robust results so this analysis combines data from two years. The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

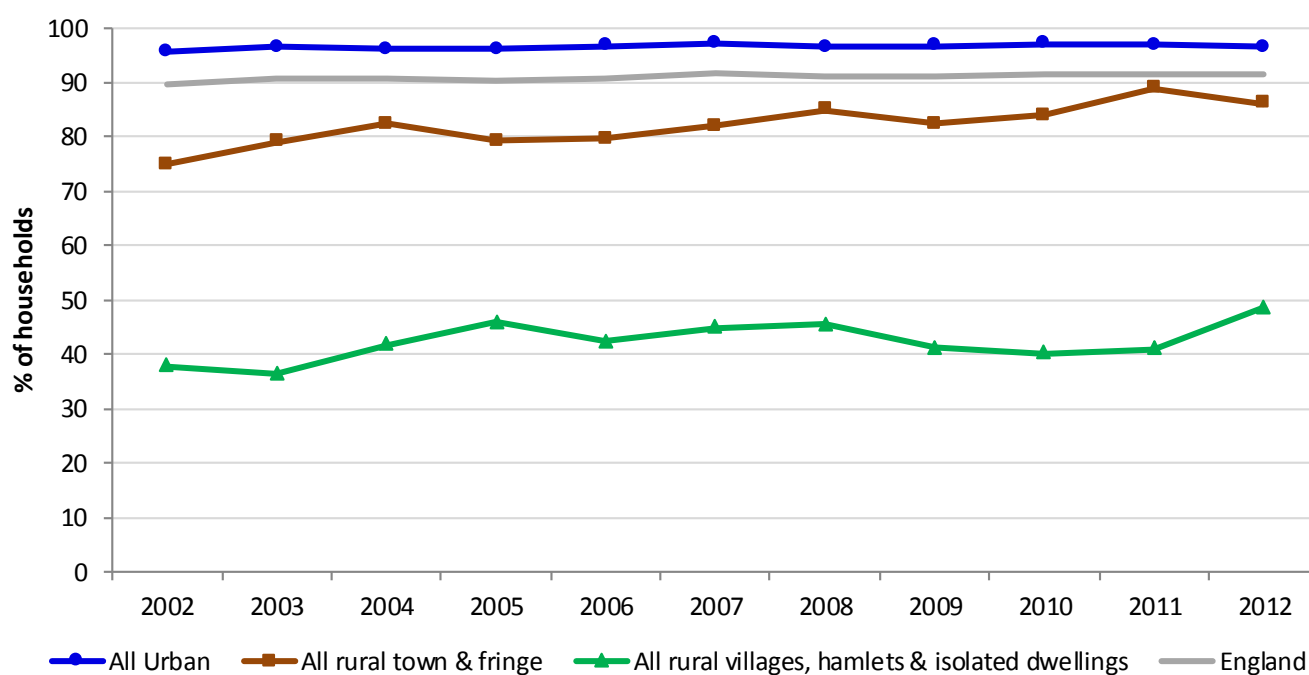
For a full time series from 2002/03 to 2014/15 please see the original DfT dataset https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/550726/nts9902.xls

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Bus Availability – Section to be updated shortly

Bus availability indicator by settlement type, in England, 2002 to 2012



Bus availability is expressed as the percentage of households where nearest bus stop is within 13 minutes' walk and has a service at least once an hour.

- Between 2002 and 2012 bus availability in *rural villages, hamlets & isolated dwellings* increased from 38 per cent to 49 per cent, with a sharp increase of 8 percentage points between 2011 and 2012. Although bus availability in *rural town & fringe* increased from 75 to 86 per cent between 2002 and 2012, there was a decrease of 3 percentage points between 2011 and 2012.
- Since 2002 bus availability in urban areas has remained at a stable level of 96 – 97 per cent of households.

Bus availability indicator by settlement type, in England, 2002 to 2012

	Percentage										
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
All Urban	96	97	96	96	97	97	97	97	97	97	96
All rural town & fringe	75	79	82	79	80	82	85	82	84	89	86
All rural villages, hamlets & isolated dwellings	38	36	42	46	42	45	46	41	40	41	49
England	90	91	91	90	91	92	91	91	92	91	91

Notes:

The results are weighted. Weights are applied to adjust for non-response to ensure the characteristics of the achieved sample match the population and for the drop off in trip recording. The survey results are subject to sampling error.

Source: DfT, National Travel Survey, Email: national.travelsurvey@dft.gsi.gov.uk

Further information: <https://www.gov.uk/government/collections/national-travel-survey-statistics>

Accessibility to services

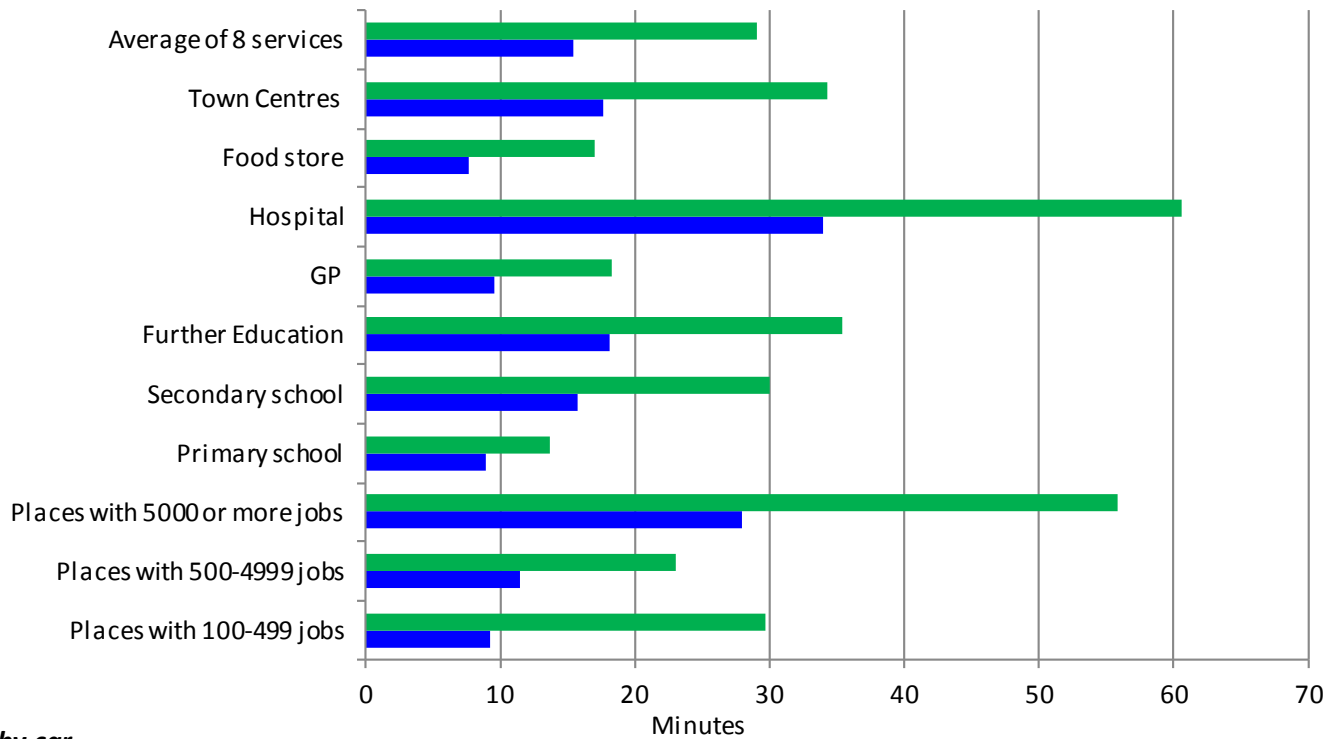
- Monitoring accessibility is important because it can help identify who has access to and therefore benefits from services and who might be disadvantaged. One way of measuring accessibility is the time taken to travel to particular service locations.
- Generally, people living in *rural* settlements have lower overall levels of accessibility to key service locations compared with people living in *urban* settlements, while people living in *rural areas in a sparse setting* have the lowest overall accessibility.
 - The average minimum travel times to reach the nearest key services was longer for people living in *rural* areas for all services, compared with people living in *urban* areas.
 - More services were available on average for people living in *urban* areas for all service types and all journey times compared with those for people living in *rural* areas.
 - **For travel by public transport or walking:**
 - the average minimum travel time to a hospital was one hour in *rural* areas, compared with around half an hour in *urban* areas.
 - fewer than half the users living in *rural* areas have access to places with 5000 or more jobs within 45 minutes, compared with around 90 per cent of users living in *urban* areas.
 - 41 per cent of users living in *rural* areas do not have access to their nearest hospital within an hour's travel, compared with 6 per cent of users living in *urban* areas.
 - the average number of key service locations accessible to people living in *rural* areas was highest for primary schools and food stores with 9 available within a 60 minute journey time.
 - the services with the least average number of service locations available to people living in *rural* areas within a 60 minute journey time were hospitals (with around one) and places with 5000 or more jobs available (with around two).
 - **For travel by car:**
 - for people living in *rural hamlets and isolated dwellings in a sparse setting*, average minimum journey times to centres of employment with 5000 or more jobs was 47 minutes and it took on average 34 minutes to travel to the nearest hospital.
 - small proportions of users in *rural* areas do not have access to centres of employment with over 5000 jobs or hospitals within an hour's travel by car.
 - people living in *rural* areas had on average 4 General Practices available within a 15 minute journey compared with 9 General Practices available for people living in *urban* areas.

Average minimum travel times

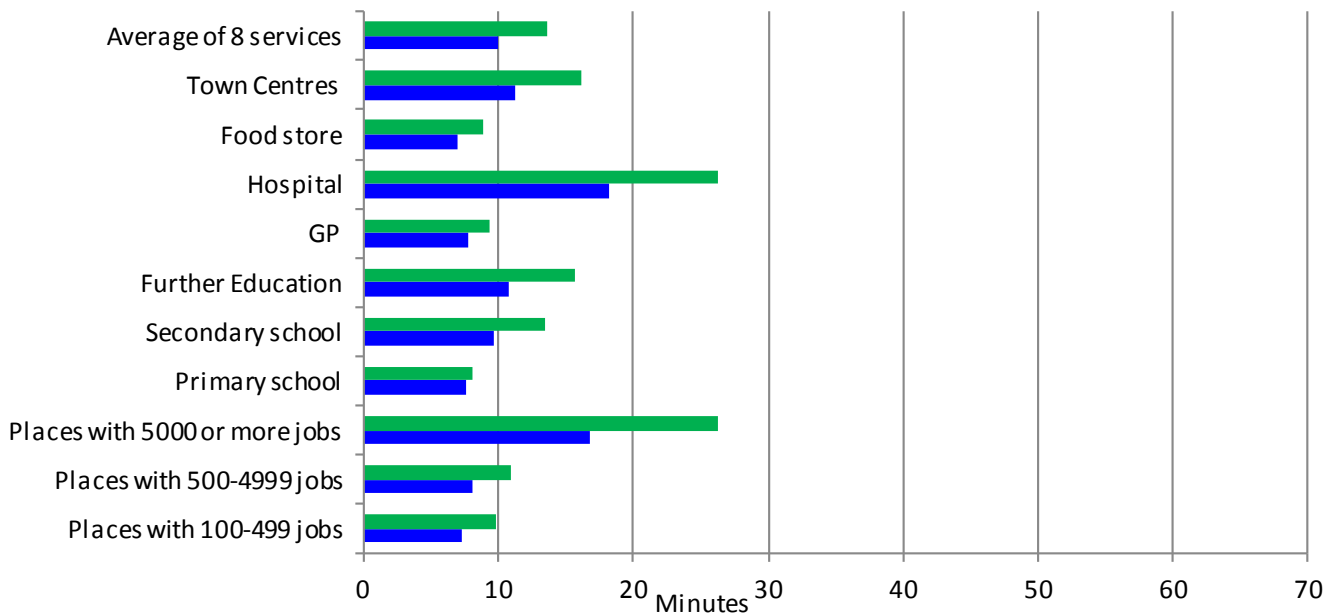
- For travel by public transport or walking, cycling and by car, the **average minimum travel time** to reach the nearest key services was longer for people living in *rural* areas for all services, compared with people living in *urban* areas.
- **For travel by public transport or walking:** In *rural* areas the services with the lowest level of accessibility were hospitals and centres of employment with 5,000 or more jobs. The average minimum travel time to a hospital was around one hour in *rural* areas, compared with around half an hour in *urban* areas. The average travel time to places with 5,000 or more jobs was 56 minutes in *rural* areas compared with 28 minutes in *urban* areas. For all key service types the average minimum *rural* travel times were around double the average minimum *urban* travel times, except for travel to employment centres with 100-499 jobs which was around triple the time.
- **For travel by car:** For people living in *rural* areas, making the same journey by car compared with using public transport or walking, had the effect of halving the average minimum journey times. *Urban* areas also saw a reduction in travel times when comparing travel by car with public transport or walking but the difference was less pronounced. The average minimum travel time across all 8 services was 36 per cent higher in *rural* areas compared with *urban* areas overall. For people living in *rural hamlets and isolated dwellings in a sparse setting*, average minimum journey times by car to centres of employment with 5,000 or more jobs was around 47 minutes and over half an hour to travel to the nearest hospital.

Average minimum travel time to reach the nearest key services by mode of travel, rural and urban areas, England, 2016

by public transport or walking



by car



Note: The average of 8 services is calculated from the minimum journey times to medium sized centres of employment (500-4999 jobs), primary and secondary schools, further education, GPs, hospitals, food stores and town centres.

Average minimum travel time to reach the nearest key services by mode of travel, by rural urban classification 2011, England, 2016

Minutes

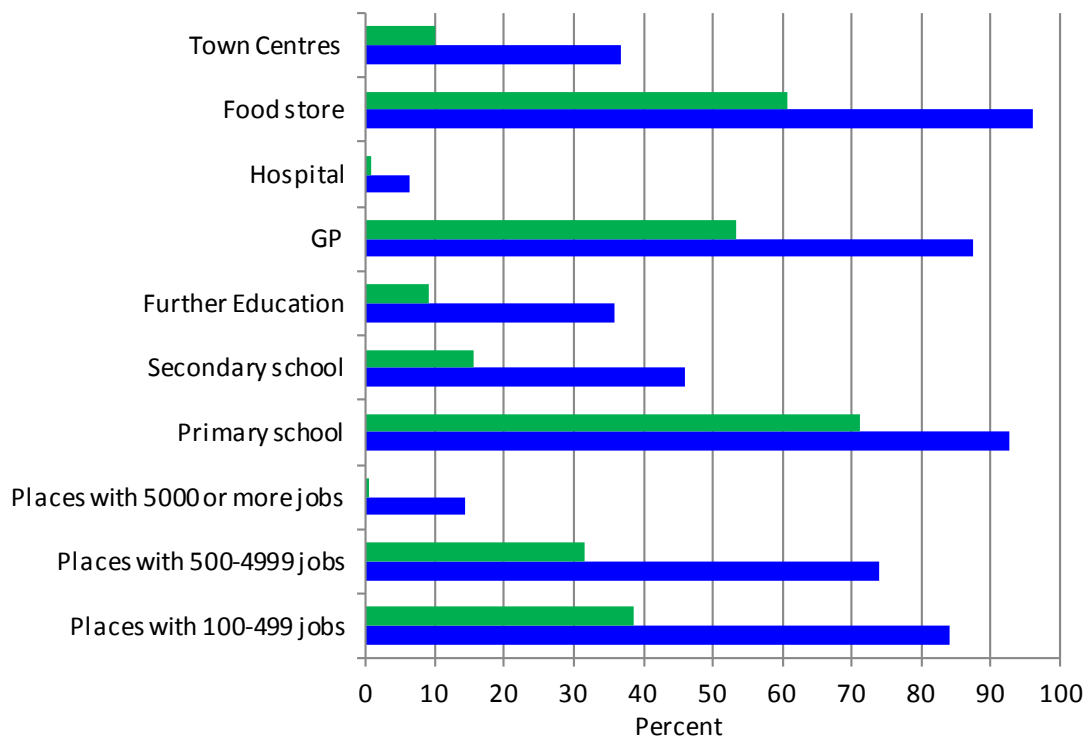
Mode	Rural urban classification	Key services										
		Centre of employment			Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres	Average of 8 services
		Places with 100 to 499 jobs	Places with 500 to 4999 jobs	Places with 5000+ jobs								
Public transport / walking	Rural town & fringe	16.9	15.9	45.4	10.1	21.6	27.1	10.9	51.6	9.1	26.2	21.6
	Rural town & fringe in a sparse setting	26.6	14.5	85.2	10.3	19.1	28.2	10.4	64.6	7.4	24.1	22.3
	Rural village	39.7	26.2	58.8	13.9	34.3	38.8	21.6	64.6	21.0	37.7	32.3
	Rural village in a sparse setting	56.7	40.4	100.4	15.6	46.4	57.2	29.3	86.9	30.8	54.7	45.2
	Rural hamlets & isolated dwellings	42.5	33.2	67.4	21.5	42.4	47.8	29.6	72.2	29.0	46.4	40.3
	Rural hamlets & isolated dwellings in a sparse setting	67.5	60.3	106.1	33.5	65.8	76.3	50.2	96.1	50.9	72.8	63.2
	All Urban	9.3	11.4	28.0	9.0	15.7	18.1	9.5	33.9	7.7	17.6	15.4
	All Rural	29.7	23.0	55.8	13.7	30.0	35.4	18.2	60.6	17.0	34.2	29.0
Cycle	Rural town & fringe	10.7	14.4	57.0	8.8	20.3	27.5	10.0	57.1	8.9	29.6	22.1
	Rural town & fringe in a sparse setting	14.7	15.5	112.5	8.7	18.4	34.9	9.0	83.0	7.8	32.9	26.3
	Rural village	18.1	20.8	61.7	11.4	28.3	33.6	18.5	61.5	17.8	34.7	28.3
	Rural village in a sparse setting	26.0	32.6	113.0	12.5	37.0	50.8	20.9	85.2	24.0	50.2	39.2
	Rural hamlets & isolated dwellings	18.9	21.2	62.6	13.9	28.0	33.4	19.4	61.3	18.7	33.7	28.7
	Rural hamlets & isolated dwellings in a sparse setting	28.9	36.9	111.8	18.2	40.7	57.9	27.3	87.7	28.8	54.7	44.0
	All Urban	8.1	9.5	27.7	8.3	11.7	13.7	8.9	29.3	7.8	14.2	12.9
	All Rural	14.9	18.1	62.2	10.7	24.6	31.3	14.5	60.6	13.7	32.6	25.8
Car	Rural town & fringe	8.2	9.7	24.5	7.6	12.1	14.5	7.9	25.5	7.2	15.4	12.5
	Rural town & fringe in a sparse setting	10.0	9.7	45.6	7.7	11.1	15.9	7.5	29.9	6.8	14.6	12.9
	Rural village	10.9	11.8	25.8	8.1	14.5	16.3	10.5	26.4	10.1	16.7	14.3
	Rural village in a sparse setting	14.9	15.7	47.7	8.5	16.7	22.0	11.1	33.2	12.0	21.6	17.6
	Rural hamlets & isolated dwellings	11.2	12.0	26.4	9.1	14.6	16.5	11.0	26.6	10.5	16.6	14.6
	Rural hamlets & isolated dwellings in a sparse setting	15.6	17.4	46.8	10.7	18.3	23.8	13.7	34.0	13.9	22.4	19.3
	All Urban	7.3	8.1	16.8	7.6	9.7	10.7	7.7	18.2	7.0	11.2	10.0
	All Rural	9.8	10.9	26.3	8.1	13.4	15.7	9.3	26.3	8.8	16.2	13.6

Access to key services

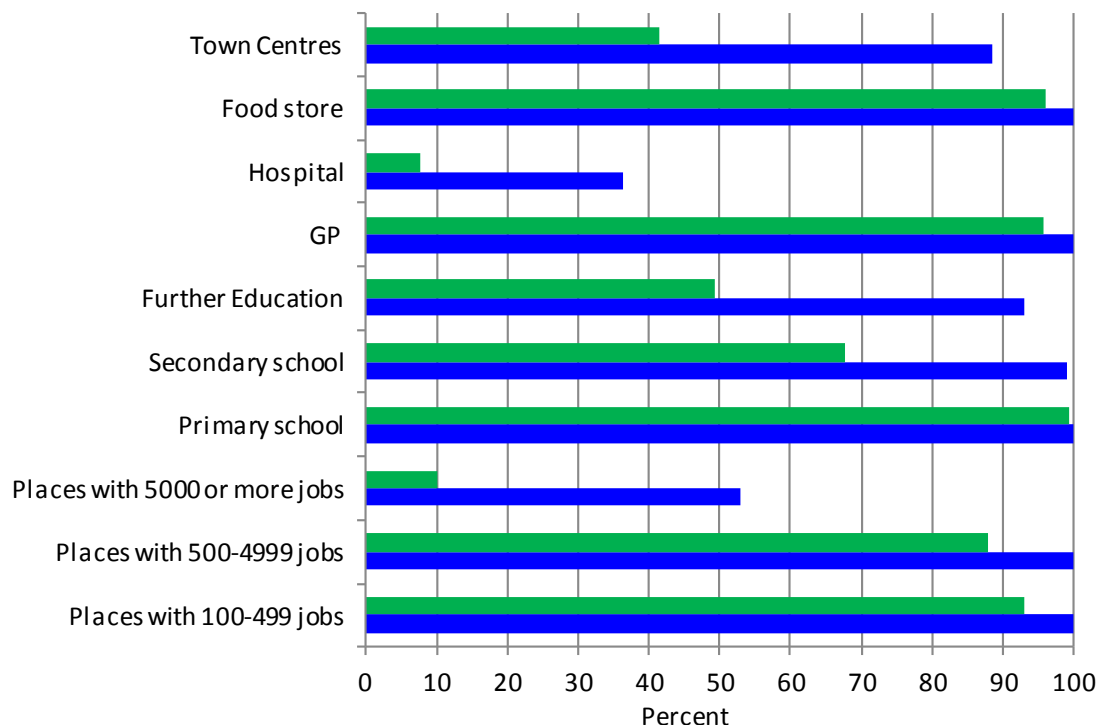
- **For travel by public transport or walking:** Fewer than half the users living in *rural* areas have access to places with 5,000 or more jobs within 45 minutes, compared with around 90 per cent of users living in *urban* areas. 41 per cent of users living in *rural* areas do not have access to their nearest hospital within an hour's travel.
- **For travel by car:** All service users living in *rural* areas had access to places with 100 to 499 jobs and 500 to 4,999 jobs, town centres, food stores, General Practices, and key places of education within 60 minutes by car. However small proportions of users in *rural* areas do not have access to places with over 5,000 jobs or hospitals. Travelling by car is important where public transport links are limited, which can be especially true of *rural* areas.

Percentage of service users with access to key services within selected journey times by mode of travel, rural and urban classification 2011, England, 2016

by public transport or walking for journey times within 15 minutes



by car for journey times within 15 minutes



Percentage of service users with access to key services within selected journey times by mode of travel, rural and urban classification 2011, England, 2016

Percentage

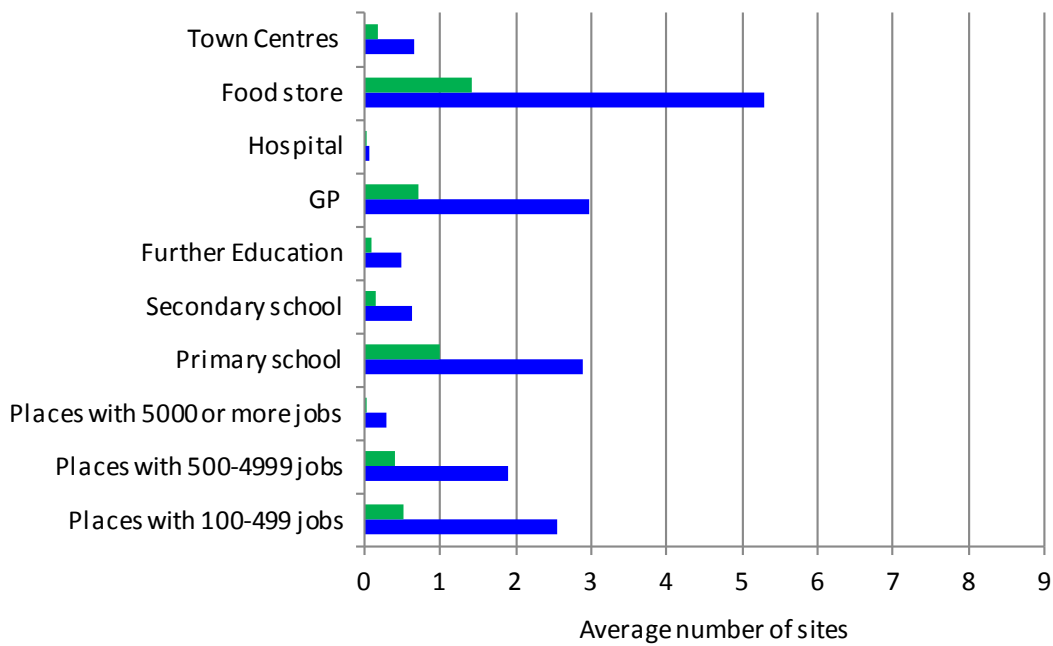
Rural urban classification	Mode	Journey time (within 15, 30, 45 or 60 minutes)	Key services									
			Centre of employment									
			Places with 100-499 jobs	Places with 500-4999 jobs	Places with 5000+ jobs	Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres
Public Transport / Walking	Urban	15 minutes	84.1	74.0	14.3	92.7	46.0	35.7	87.5	6.3	96.1	36.9
		30 minutes	98.7	99.7	65.1	100.0	98.6	93.6	100.0	45.8	100.0	95.2
		45 minutes	99.9	100.0	89.3	100.0	100.0	99.6	100.0	80.7	100.0	99.9
		60 minutes	100.0	100.0	96.7	100.0	100.0	99.9	100.0	93.9	100.0	100.0
	Rural	15 minutes	38.6	31.7	0.6	71.2	15.4	9.0	53.4	0.8	60.9	10.0
		30 minutes	61.0	80.4	14.4	94.3	65.7	51.0	87.8	9.9	88.9	54.5
		45 minutes	76.2	92.5	45.2	97.7	88.3	82.0	94.4	32.8	94.4	84.3
		60 minutes	86.7	95.7	66.8	99.1	93.2	90.8	96.5	58.7	96.3	91.5
Cycle	Urban	15 minutes	99.0	95.1	30.7	99.8	85.4	72.5	98.2	18.9	99.7	65.5
		30 minutes	100.0	100.0	74.5	100.0	99.9	97.8	100.0	67.4	100.0	97.7
		45 minutes	100.0	100.0	86.8	100.0	100.0	99.5	100.0	85.4	100.0	99.6
		60 minutes	100.0	100.0	91.6	100.0	100.0	99.8	100.0	92.1	100.0	100.0
	Rural	15 minutes	60.6	45.2	1.2	86.1	25.4	15.9	62.0	1.3	66.3	12.2
		30 minutes	93.7	88.0	15.4	99.6	70.9	55.0	94.8	11.6	94.5	47.5
		45 minutes	99.3	98.0	36.8	100.0	94.2	83.4	99.6	33.1	99.3	80.6
		60 minutes	99.8	99.5	55.4	100.0	99.2	94.9	99.9	54.8	99.8	94.8
Car	Urban	15 minutes	99.9	99.9	52.9	100.0	99.2	93.0	100.0	36.2	100.0	88.6
		30 minutes	100.0	100.0	93.7	100.0	100.0	99.9	100.0	93.9	100.0	100.0
		45 minutes	100.0	100.0	98.1	100.0	100.0	100.0	100.0	99.3	100.0	100.0
		60 minutes	100.0	100.0	99.5	100.0	100.0	100.0	100.0	99.7	100.0	100.0
	Rural	15 minutes	92.9	87.9	10.3	99.5	67.8	49.4	95.7	7.6	96.0	41.5
		30 minutes	99.9	99.9	70.7	100.0	99.9	98.9	100.0	71.1	100.0	98.8
		45 minutes	100.0	100.0	93.1	100.0	100.0	100.0	100.0	96.7	100.0	99.9
		60 minutes	100.0	100.0	99.2	100.0	100.0	100.0	100.0	99.3	100.0	100.0

Average number of key services available

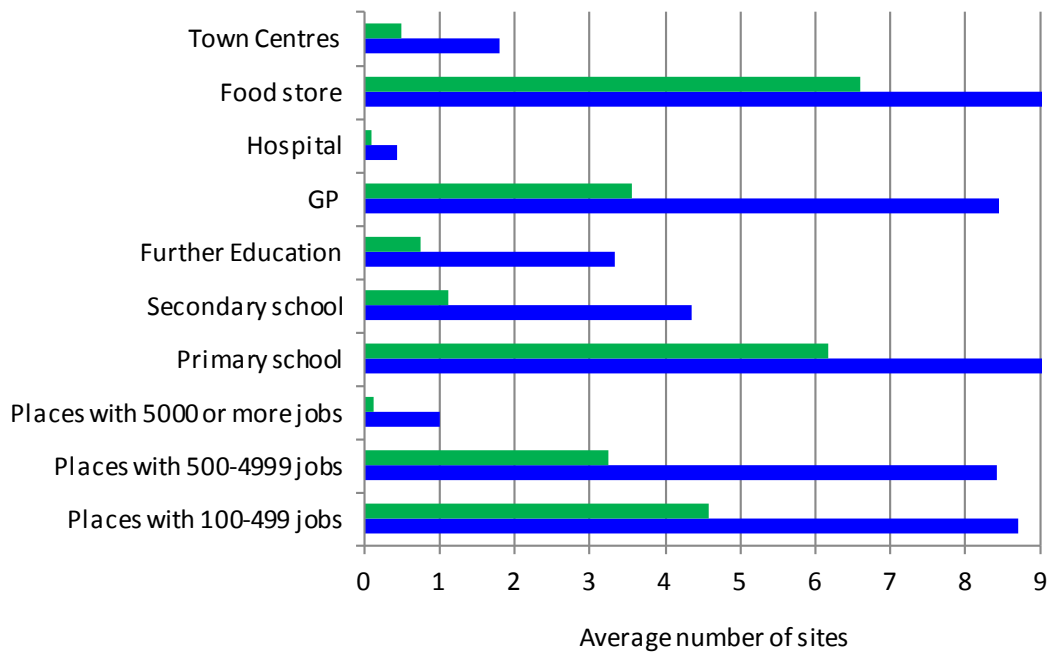
- **For travel by public transport or walking:** The average number of key service locations accessible to people living in *rural* areas was highest for primary schools and food stores, with around 9 available within a 60 minute journey time. The services with the least average number of service locations available were hospitals and centres of employment with 5,000 or more jobs, with none available for either service within a 15 minute journey time, and one hospital and two places with 5,000 or more jobs available within a 60 minute journey time.
- More services were available on average for people living in *urban* areas for all service types and all journey times compared with those for people living in *rural* areas when travelling by public transport or walking, or cycling.
- **For travel by car:** Similar availability of services can be observed for travel by car. For people living in *rural* areas the number of General Practices available within a 15 minute journey time by public transport or walking was less than one, however by car this increased to an average of around four. For people living in *urban* areas, the number of General Practices available within a 15 minute journey time by public transport or walking was three and this increased to around nine General Practices when travelling by car.

Average number of sites available within selected journey times, by mode of travel, rural urban classification 2011, England, 2016

by public transport or walking for journey times within 15 minutes



by car for journey times within 15 minutes



Average number of sites available within selected journeytimes, by mode of travel, rural urban classification 2011, England, 2016

Number

Rural urban classification	Mode	Journey time (within 15, 30, 45 or 60 minutes)	Key services									
			Centre of employment									
			Places with 100-499 jobs	Places with 500-4999 jobs	Places with 5000+ jobs	Primary school	Secondary school	Further Education	GP	Hospital	Food store	Town Centres
Public Transport / Walking	Urban	15 minutes	2.6	1.9	0.3	2.9	0.6	0.5	3.0	0.1	5.3	0.7
		30 minutes	7.0	8.3	2.0	9.5	4.9	4.0	9.0	0.6	9.9	3.7
		45 minutes	9.0	9.8	4.9	10.0	8.4	7.4	9.9	1.8	10.0	6.7
		60 minutes	9.6	10.0	7.4	10.0	9.6	9.2	10.0	3.5	10.0	8.8
	Rural	15 minutes	0.5	0.4	0.0	1.0	0.2	0.1	0.7	0.0	1.4	0.2
		30 minutes	1.2	3.0	0.2	5.2	1.2	0.8	4.0	0.1	6.4	0.8
		45 minutes	2.4	6.8	0.9	8.4	3.6	2.8	7.4	0.4	8.7	2.2
		60 minutes	4.0	8.5	2.3	9.2	6.2	5.2	8.7	0.9	9.2	4.0
Cycle	Urban	15 minutes	7.3	5.1	0.6	7.0	2.2	1.7	5.5	0.2	8.6	1.0
		30 minutes	9.7	9.3	2.4	9.8	7.2	6.1	9.1	1.2	9.9	4.1
		45 minutes	9.9	9.8	4.3	10.0	8.8	8.0	9.7	2.5	10.0	6.0
		60 minutes	10.0	10.0	5.8	10.0	9.4	8.9	9.9	3.6	10.0	7.4
	Rural	15 minutes	1.1	0.7	0.0	1.4	0.3	0.2	0.8	0.0	1.8	0.1
		30 minutes	5.1	3.9	0.2	6.3	1.5	1.1	3.8	0.1	6.4	0.6
		45 minutes	8.2	7.4	0.8	9.3	4.1	3.1	7.1	0.4	9.0	1.7
		60 minutes	9.5	9.1	1.6	9.9	6.4	5.2	9.0	0.8	9.8	3.2
Car	Urban	15 minutes	8.7	8.4	1.0	9.7	4.4	3.3	8.5	0.4	9.9	1.8
		30 minutes	9.1	10.0	5.4	10.0	9.7	9.2	10.0	2.8	10.0	7.9
		45 minutes	9.1	10.0	8.7	10.0	10.0	9.9	10.0	6.6	10.0	9.8
		60 minutes	9.1	10.0	9.5	10.0	10.0	10.0	10.0	8.8	10.0	10.0
	Rural	15 minutes	4.6	3.2	0.1	6.2	1.1	0.7	3.6	0.1	6.6	0.5
		30 minutes	8.9	9.7	2.4	10.0	8.3	7.0	9.8	1.2	9.9	4.9
		45 minutes	9.1	10.0	6.3	10.0	9.9	9.6	10.0	4.0	10.0	9.0
		60 minutes	9.1	10.0	8.3	10.0	10.0	9.9	10.0	7.1	10.0	9.8

Notes: Technical information on Journey Time Statistics can be found at <https://www.gov.uk/government/publications/journey-time-statistics-guidance>Source: DfT Journey Time Statistics: www.gov.uk/government/collections/journey-time-statistics#data-tables (files JTS0102, JTS0202, JTS0302)

Overall measure of accessibility of services

This measure of accessibility of services is determined by looking at average minimum travel times to key services, when travelling by either public transport and walking, or by car.

To get an assessment of service accessibility the average minimum travel time to the following nine types of service have been used:

- medium and large centres of employment (locations where over 500 people are employed across the businesses and services there, such that a range of jobs are likely to be available)
- primary school
- secondary school
- further education
- doctors' surgery
- hospital
- food store
- town centre
- post office

For each area an overall accessibility index has been calculated by indexing and weighting the minimum travel times to key services. Travel times were indexed in terms of relative travel times and weighted in an attempt to take account of the frequency of use of each service. This means that infrequently used but important services (e.g. hospital) if distant do not disproportionately affect the overall index for an area (see notes for more details).

Accessibility to services (derived from minimum travel times) has been presented on maps based on this overall index for travelling by public transport and walking, and for travelling by car. Rural areas are shown in green and urban areas are shown in blue, the darker the area, the poorer the accessibility of services.

- When using public transport and walking rural areas generally have poorer accessibility to services based on minimum travel times than urban areas.
- Unsurprisingly, travelling by car generally reduces travel times to key services, but overall differences in relative travel times are similar to those experienced when using public transport and walking, and rural areas still tend to have poorer accessibility (in terms of minimum travel times), compared with urban areas.

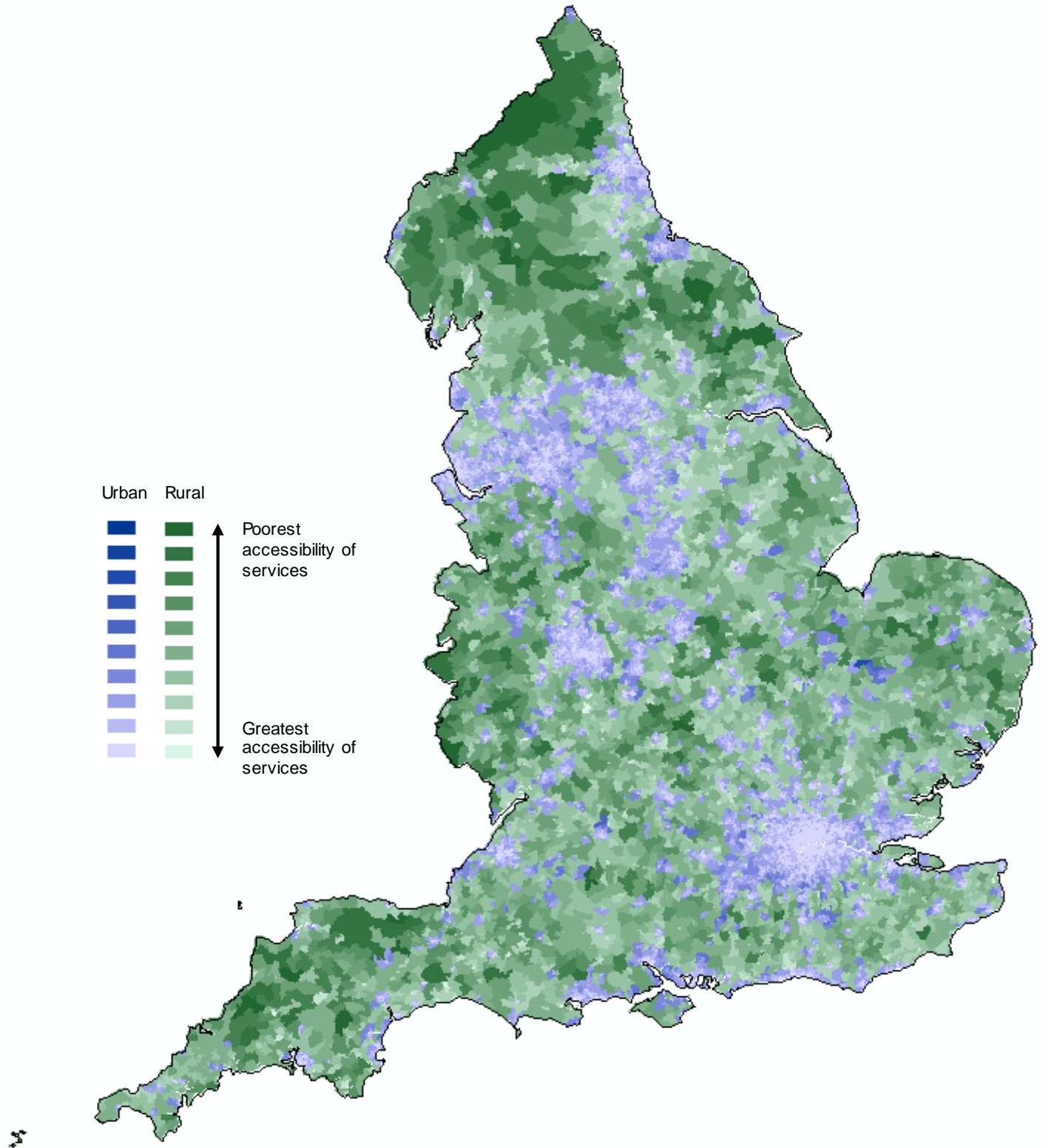
Public Transport and Walking

- When using public transport and walking rural areas generally have poorer accessibility to services based on minimum travel times than urban areas.

- Rural areas tend to have poorer accessibility to services based on minimum travel times than urban areas when using public transport or walking.
- 50 per cent of the rural population are living in areas that have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times, compared with 2 per cent of the urban population).
- 0.2 per cent of the rural population are living in areas that have the greatest accessibility to services (highest 10 per cent decile) based on minimum travel times, compared with 13 per cent of the urban population.
- As might be expected, sparsely populated areas tend to have poorer accessibility of services based on minimum travel times when using public transport or walking:
 - 11 per cent of the population living in urban city and town areas in a sparse setting have the poorest accessibility to services (lowest 10 per cent decile) services based on minimum travel times, compared with 3 per cent of the population living in urban city and town areas not in a sparse setting.
 - 29 per cent of the population living in rural town and fringe areas in a sparse setting have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 23 per cent of the population living in rural town and fringe areas not in a sparse setting.
 - 95 per cent of the population living in rural village and dispersed areas in a sparse setting have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 80 per cent of the population living in rural village and dispersed areas not in a sparse setting.

Accessibility of services based on minimum travel times using public transport and walking

Accessibility of services based on minimum travel times using public transport and walking, by rural-urban classification (Lower Super Output Areas¹), in England (2016)



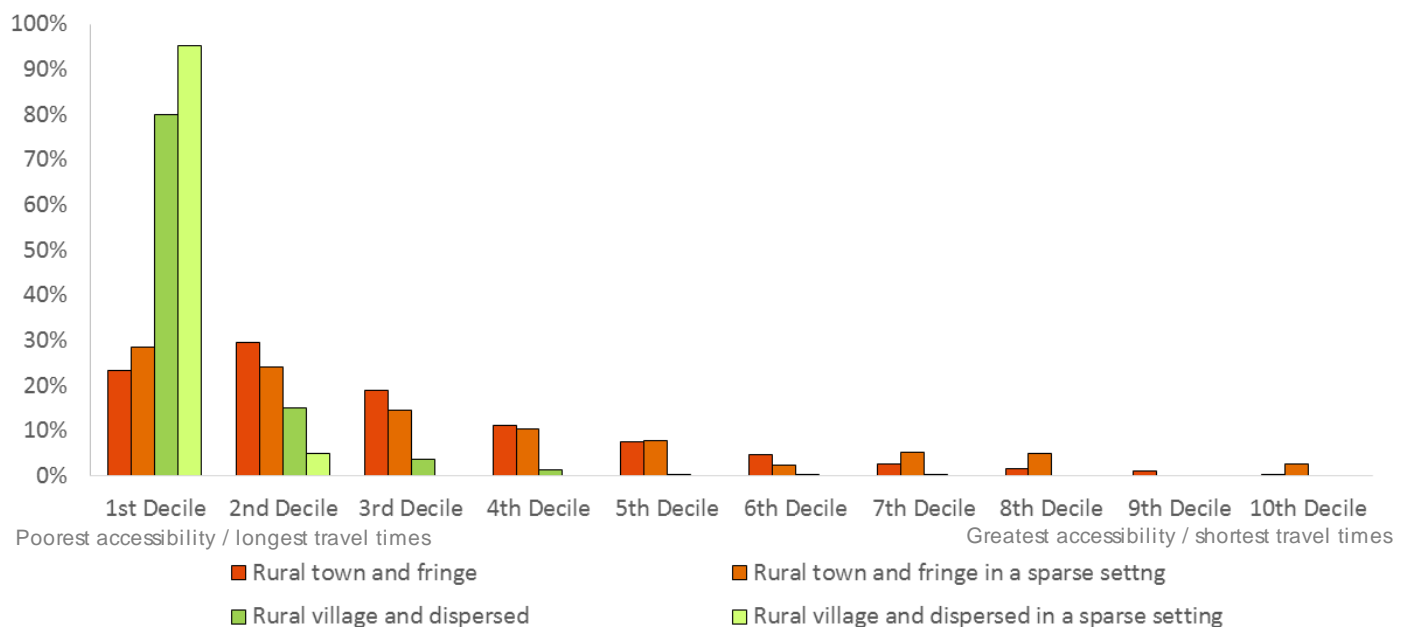
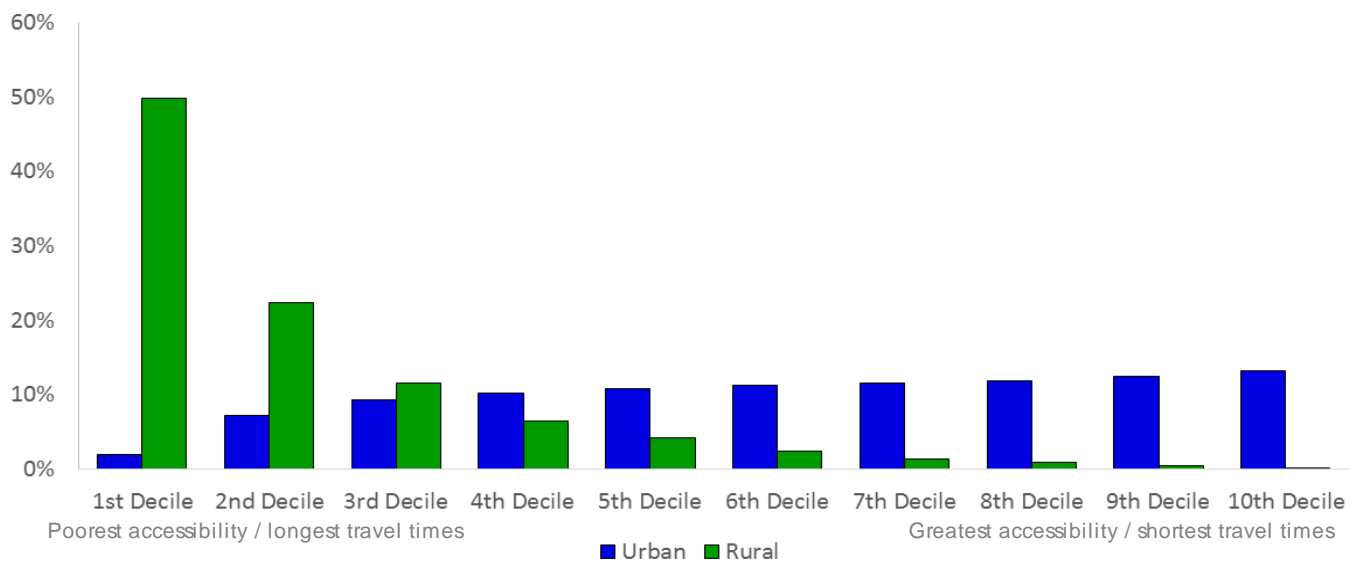
Source: Department for Transport (DfT)² and Defra analysis

Proportion of the population within each decile for accessibility of services based on minimum travel times by public transport and walking, by rural-urban classification, England, 2016

Decile	Poorest accessibility of services					Greatest accessibility of services				
	1	2	3	4	5	6	7	8	9	10
Urban major conurbation	<1%	2%	5%	7%	10%	11%	13%	14%	17%	22%
Urban minor conurbation	<1%	7%	10%	13%	13%	15%	14%	10%	9%	9%
Urban city and town	3%	12%	13%	13%	12%	11%	11%	10%	9%	7%
Urban city and town in a sparse setting	11%	16%	13%	7%	4%	8%	3%	7%	3%	27%
Rural town and fringe	23%	29%	19%	11%	8%	5%	2%	2%	1%	<1%
Rural town and fringe in a sparse setting	29%	24%	15%	10%	8%	2%	5%	5%	<1%	2%
Rural village and dispersed	80%	15%	4%	1%	<1%	<1%	<1%	<1%	<1%	<1%
Rural village and dispersed in a sparse setting	95%	5%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Urban	2%	7%	9%	10%	11%	11%	12%	12%	12%	13%
Rural	50%	22%	12%	6%	4%	2%	1%	1%	1%	<1%

Source: Department for Transport (DfT)² and Defra analysis, ONS mid-year population estimates 2016³

Proportion of population within each decile of accessibility of services based on minimum travel times by public transport and walking, by rural-urban classification and detailed rural classification, England, 2016



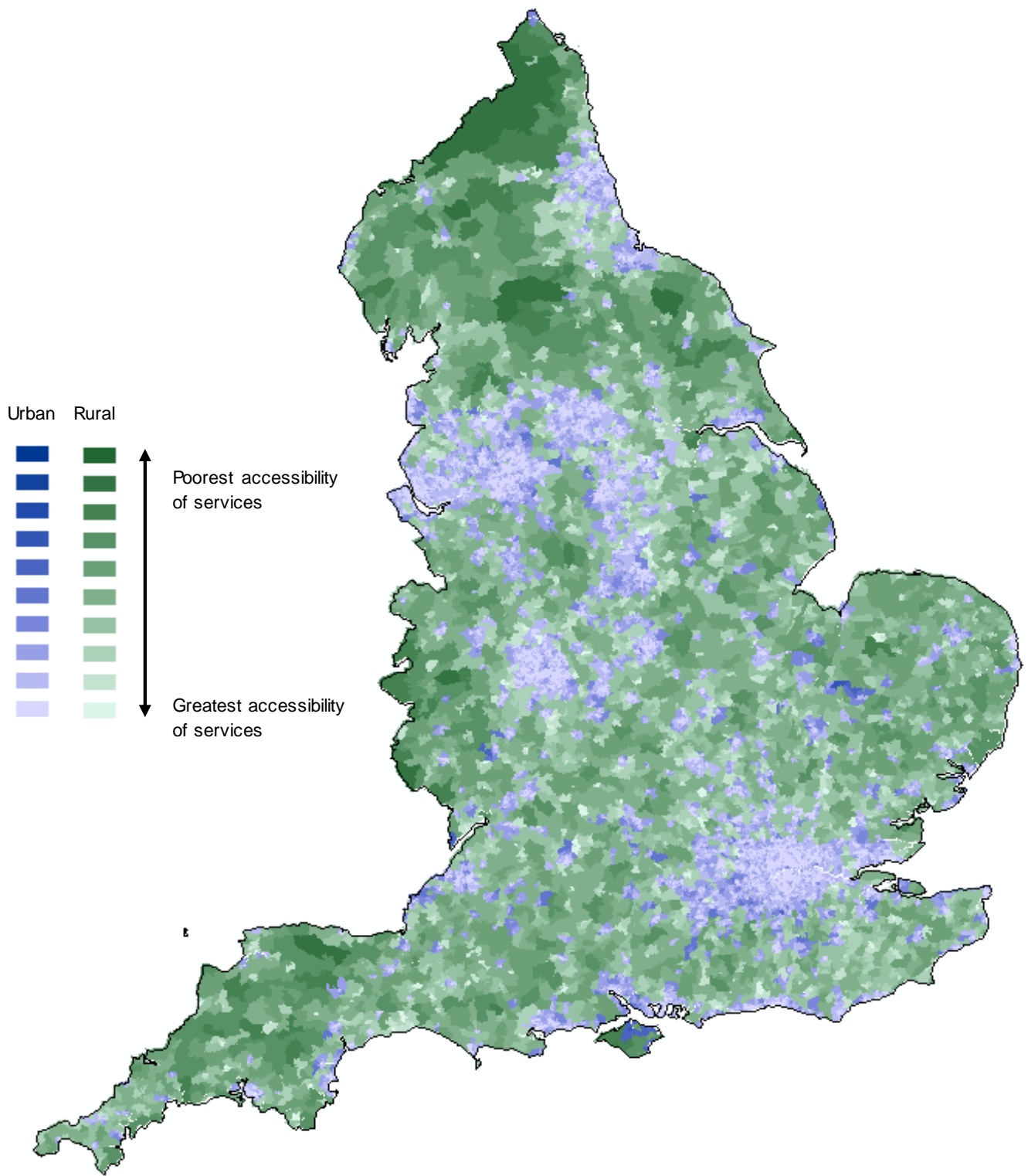
Car

- Unsurprisingly travelling by car generally reduces travel times to key services compared with public transport and walking, but overall relative differences in travel times are similar to those experienced when using public transport and walking, and rural areas still tend to have poorer accessibility (in terms of minimum travel times), compared with urban areas.

- Rural areas tend to have poorer accessibility to services based on minimum travel times than urban ones based on minimum travel times when using a car:
 - 50 per cent of the rural population are living in areas that have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 2 per cent of the urban population.
 - 1 per cent of the rural population are living in areas that have the greatest accessibility to services (highest 10 per cent decile) based on minimum travel times compared with 13 per cent of the urban population.
- As might be expected, sparsely populated areas tend to have poorer accessibility of services based on minimum travel times when using a car:
 - 20 per cent of the population living in *urban city and town areas in a sparse setting* have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 3 per cent of the population living in *urban city and town areas not in a sparse setting*.
 - 29 per cent of the population living in *rural town and fringe areas in a sparse setting* have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 24 per cent of the population living in *rural town and fringe areas not in a sparse setting*.
 - 94 per cent of the population living in *rural village and dispersed areas in a sparse setting* have the poorest accessibility to services (lowest 10 per cent decile) based on minimum travel times compared with 79 per cent of the population living in *rural village and dispersed areas not in a sparse setting*.

Accessibility of services based on minimum travel times using a car

Accessibility of services based on minimum travel times using a car, by rural-urban classification (Lower Super Output Areas¹), in England (2016)



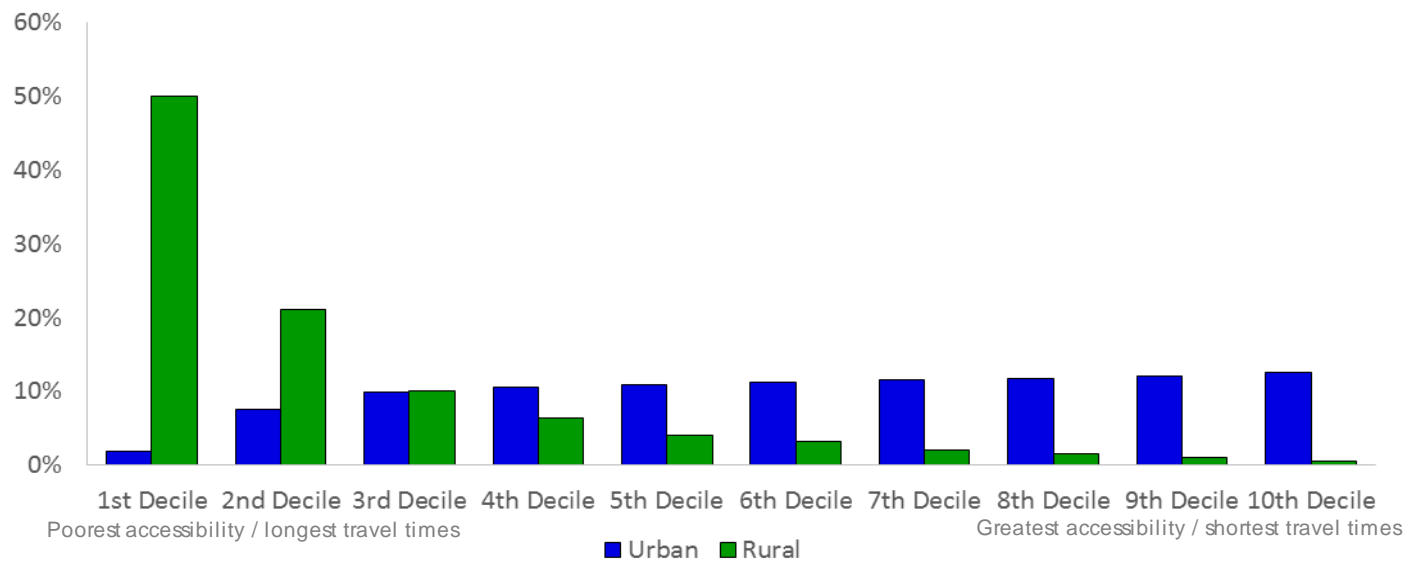
Source: Department for Transport (DfT)² and Defra analysis

Proportion of the population within each decile of accessibility of services based on minimum travel times by car, by rural-urban classification, England, 2016

Decile	Poorest accessibility of services					Greatest accessibility of services				
	1	2	3	4	5	6	7	8	9	10
Urban major conurbation	<1%	4%	6%	8%	9%	11%	13%	14%	16%	18%
Urban minor conurbation	1%	6%	10%	12%	15%	12%	12%	13%	10%	10%
Urban city and town	3%	11%	13%	12%	12%	11%	11%	10%	9%	8%
Urban city and town in a sparse setting	20%	24%	2%	2%	7%	6%	2%	9%	6%	24%
Rural town and fringe	24%	27%	16%	11%	7%	6%	4%	3%	2%	1%
Rural town and fringe in a sparse setting	29%	13%	10%	14%	8%	7%	4%	8%	5%	3%
Rural village and dispersed	79%	16%	3%	1%	<1%	<1%	<1%	<1%	<1%	<1%
Rural village and dispersed in a sparse setting	94%	5%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Urban	2%	8%	10%	11%	11%	11%	12%	12%	12%	13%
Rural	50%	21%	10%	6%	4%	3%	2%	2%	1%	1%

Source: Department for Transport (DfT),² and Defra analysis, ONS mid-year population estimates 2016³

Proportion of population within each decile of accessibility of services based on minimum travel times by car, by rural-urban classification and detailed rural classification, England, 2016



Notes:

The table below shows the weightings used for the nine services and the reasons these were chosen. Assumptions have had to be made that will not hold true for every individual. These weightings are simply an attempt at ensuring that services that are typically visited very infrequently although an important service (such as a hospital) do not have undue influence over the final measure if the travel times are much greater than for other services.

Service	Weighting	Reason
Medium and Large Employment Centre	0.22	Under the assumption of 240 working days per year, one journey per day
Primary School	0.18	Under the assumption of 190 school days per year, one journey per day
Secondary School	0.18	Under the assumption of 190 school days per year, one journey per day
Further Education	0.18	Under the assumption of 190 school days per year, one journey per day
Doctors' Surgery	0.01	Under the assumption of 6 visits per year ⁴
Hospital	0.002	Under the assumption of 2.4 visits per year ⁵
Food Store	0.10	Under the assumption of a weekly visit
Post Office	0.10	Under the assumption of a weekly visit
Town Centre	0.05	Under the assumption of bi-weekly visits

In most cases the weightings are broadly of the same magnitude and hence their use does not result in significant adjustments. Where possible the weightings have been determined using statistical evidence but are otherwise based on best judgements, for example an average person will travel more frequently to their place of work or school than they would to some other services.

The weighted minimum travel times were indexed and then summed to give a single value which was then indexed again. This indexing process was used to ensure that infrequently used services did not disproportionately influence overall accessibility if travel times are large.

As an index, an actual travel time has not been determined, the index is a relative measure.

Footnotes:

1. A Lower Super Output Area (LSOA) is a geographic area built up from groups of census output areas. LSOAs were developed (along with Middle Super Output Areas) to help improve the reporting of small area statistics, allowing for greater precision than reporting at Local Authority level. Each Local Authority will be built up of many LSOAs, therefore just because one LSOA scores poorly on accessibility of services it does not mean that this is an issue for the whole Local Authority.
2. <https://www.gov.uk/government/statistics/journey-time-statistics-2016>
<https://www.gov.uk/government/publications/journey-time-statistics-guidance>
3. <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimates>
4. <https://www.bma.org.uk/-/media/files/pdfs/news%20views%20analysis/press%20briefings/general-practice.pdf>
5. <http://www.nhsconfed.org/resources/key-statistics-on-the-nhs>

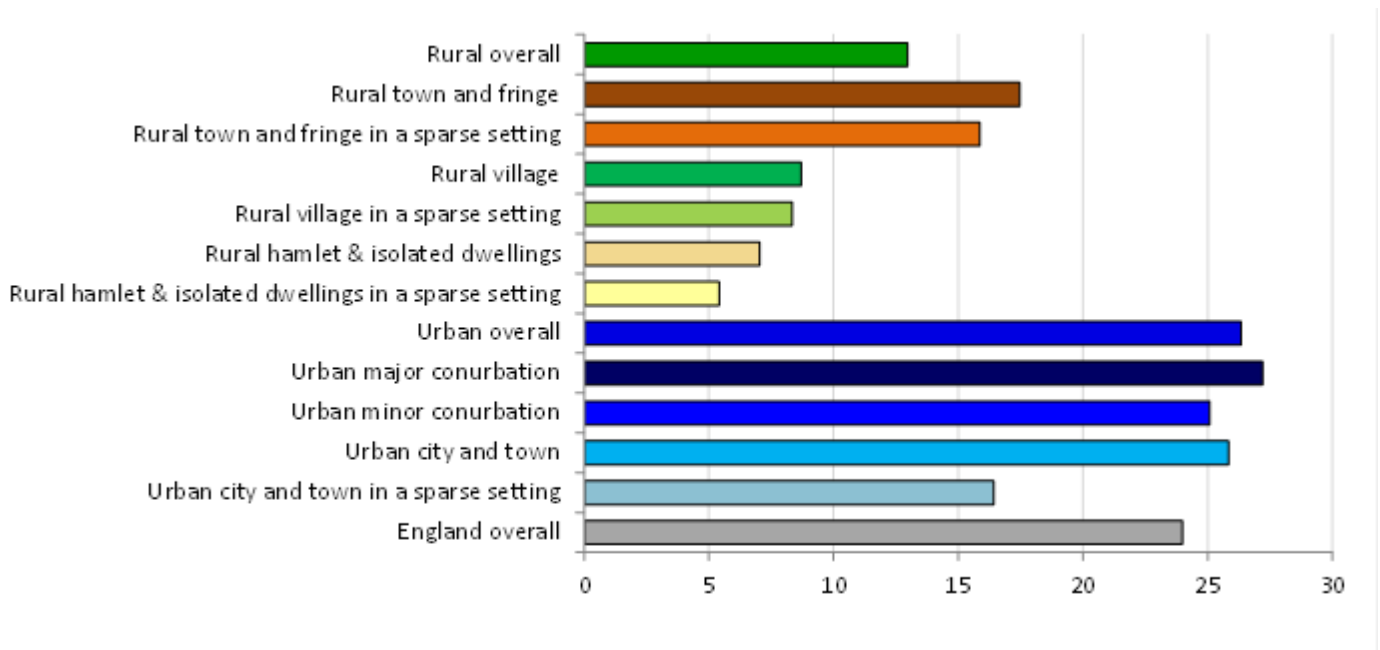
Broadband

Revision note:

The 2014 Broadband speed data have been reissued as a result of a minor revision to the analysis. The results exclude data where there are less than 4 premises for an individual postcode and where no speed was recorded. These records account for 14% of the England postcode data. The average speed results were unaffected in all cases except for rural town and fringe in a sparse setting and rural villages, where the average speeds increased by 1Mbit/s compared with the previously reported figures.

Broadband speed

Average Broadband Speed (Mbit/s) where broadband and speed information are available, by rural urban classification in England, 2014 (revised figures)



- Where broadband and speed information are available, the average broadband speeds in the majority of *rural* area types are lower than speeds in *urban* areas. In 2014 the average broadband speed in *rural hamlets & isolated dwellings in a sparse setting* was 5 Mbit/s compared with 27 Mbit/s in *major urban conurbations*.
- Speeds vary because it is harder for network operators to recoup the fixed costs necessary for upgrading exchanges and cabinets in rural areas, where there are lower population densities, and therefore fewer end subscribers.

Average broadband speed where broadband and speed information are available, by rural urban classification in England, 2014 (revised figures)

	Mbit/s
Rural overall	13
Rural town and fringe	17
Rural town and fringe in a sparse setting	16
Rural village	9
Rural village in a sparse setting	8
Rural hamlet & isolated dwellings	7
Rural hamlet & isolated dwellings in a sparse setting	5
Urban overall	26
Urban major conurbation	27
Urban minor conurbation	25
Urban city and town	26
Urban city and town in a sparse setting	16
England overall	24

- The average broadband speed for England in 2014 was 24 Mbit/s.
- Average rural speeds are more likely to be slower than those in urban areas because:
 - There is less superfast broadband in rural areas. We expect this to change as BDUK's rural broadband programme progresses; and
 - Rural premises are typically further away from cabinets, with long copper line connections, leading to slower performance.
- For a household with the average rural speed of 13 Mbit/s downloading a movie (via On Demand) would take 8 minutes and 54 seconds, while for a household with the average urban speed of 26 Mbit/s it would take 4 minutes and 27 seconds (assuming a movie size of 858MB).
- The availability of broadband in rural areas is increasingly important for how businesses operate and hence for economic development, in addition to access to services and wider social activities.

Ofcom average speed data is provided by the main broadband providers and, due to the completeness of the older datasets, the granular level data is not comparable with data from previous years.

Figures are based on OFCOM postcode level data on average speeds for fixed broadband weighted by the number of premises. Data exclude those postcodes for which there is no average speed data available or where there are fewer than four premises per postcode to protect customer privacy. In England this relates to 14% of all postcodes, the vast majority being where there are fewer than four premises per postcode

The 2014 area classifications are based on the latest RUC11, and as such, are not directly comparable with previous RUC01 based analysis.

Source: OFCOM, www.ofcom.org.uk

Ofcom Infrastructure Report, 2014 ([infrastructure-2014](#)).

Department for Culture, Media and Sport publish monthly Broadband Performance Indicators, which are available online:

www.gov.uk/government/collections/broadband-performance-indicators

They show the number of premises covered per £million of broadband delivery programme expenditure.

The Government's £780m Superfast Broadband Programme has enabled access to standard broadband for all and will ensure 95% of UK premises can access superfast broadband by the end of 2017.

Innovative solutions are being tested through a series of pilot projects to explore how to extend superfast broadband into the final 5% hard to reach areas.

Tourism

Gross Value Added (GVA) from Tourism

Tourism makes an important contribution to the rural economy. In 2016 GVA from tourism in *Predominantly Rural* areas was worth an estimated £11.5 billion, contributing 5 per cent of total GVA in *Predominantly Rural* areas.

Gross Value Added from Tourism, by Local Authority Classification in England, 2016

	GVA from Tourism (£m)	Total GVA (£m)	Tourism GVA as a % of total GVA for classification
London	29,140	408,480	7%
Urban with major conurbation	13,820	250,610	6%
Urban with minor conurbation	1,790	41,960	4%
Urban with city and town	20,710	373,770	6%
Urban with significant rural	9,110	177,790	5%
Largely rural	5,810	139,110	4%
Mainly rural	5,680	106,510	5%
Predominantly Urban (excl. London)	36,320	666,340	5%
Predominantly Rural	11,490	245,620	5%
England	86,060	1,498,220	6%

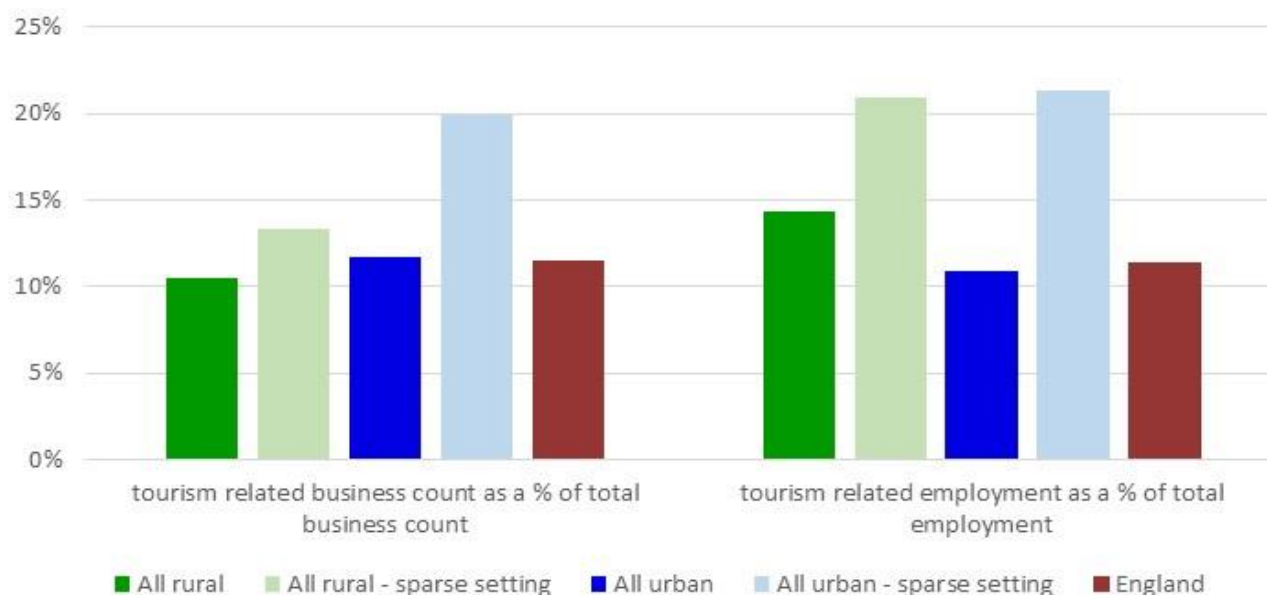
Source: Bespoke data request from Office for National Statistics, Annual Business Survey, specified Standard Industry Codes (SICs) relevant to the tourism industry, by Local Authority.

Tourism: business counts and employment

In 2016/17 there were 62,500 tourist related businesses registered in rural areas, accounting for 11 per cent of all registered businesses in rural areas. In urban areas there were 247,000 tourist related businesses accounting for 12 per cent of all businesses in urban areas.

Total employment in tourism related registered businesses is 0.6 million in rural areas, and 2.4 million in urban areas. When considered as a proportion of total employment the number is higher in rural areas with 14 per cent of total employment occurring in tourism related industries in rural areas, compared with 11 per cent in urban areas. The proportion is greater in settlements in sparse settings where employment from tourism related registered businesses is 21 per cent of total employment for both rural and urban areas.

Tourism related business counts and employment as a proportion of total business counts and employment, by rural-urban classification, England, 2016/17



Numbers of local units of registered businesses and employment numbers for tourism related businesses, by rural-urban classification, 2016/17

	Count of businesses	Total employment (000s)	tourism related business count as a % of total business count	tourism related employment as a % of total employment
Rural	62,465	567	11%	14%
Rural town & fringe	21,445	156	11%	12%
- those in a sparse setting	1,860	17	18%	21%
Rural village & hamlet	36,065	365	10%	15%
- those in a sparse setting	3,095	29	12%	21%
Urban	247,195	2,382	12%	11%
Urban major conurbation	122,095	1,169	12%	12%
Urban minor conurbation	7,915	74	12%	8%
Urban city and town	116,375	1,131	11%	10%
- those in a sparse setting	810	8	20%	21%
England	309,660	2,950	11%	11%

Notes: Tourism related businesses do not have their own separate category of Standard Industrial Classification (SIC), instead the analysis in this section uses those business types that are linked to the tourism industry. These businesses fall within a number of the broad industry classifications; 'Distribution, transport, accommodation and food', 'Professional and administrative services', 'Real estate activities' and 'Recreation, other services and household activities'.

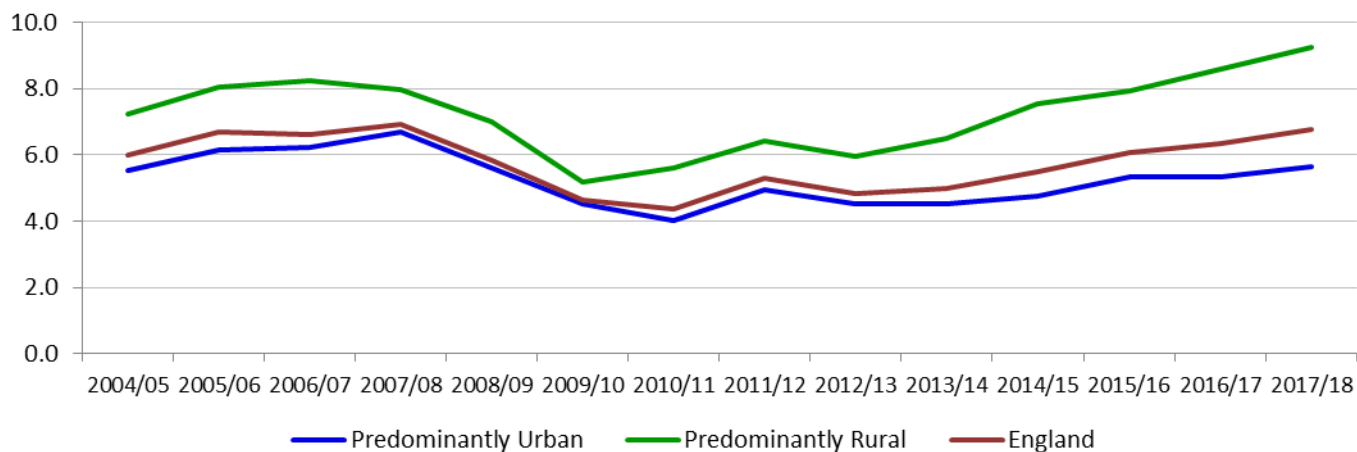
Source: ONS, Inter Departmental Business Register (IDBR), 2016/17

Rural living Housing

- In order to compare levels of house building, comparisons are made based on the number of households in the area. More new dwellings are started and completed per household in predominantly rural areas than in predominantly urban areas.
- Between 2016/17 and 2017/18 the number of dwelling completions per 1,000 households increased in both predominantly rural and predominantly urban areas.
- House prices are less affordable in predominantly rural areas than in predominantly urban areas (excluding London). In 2017, the average lower quartile house price was 8.6 times the average lower quartile earnings in predominantly rural areas. This compares with 7.4 times in predominantly urban areas (excluding London), 15.1 times in London and 9.1 times in England as a whole.
- There are proportionally fewer homeless people and people in temporary accommodation in rural areas than in urban areas.

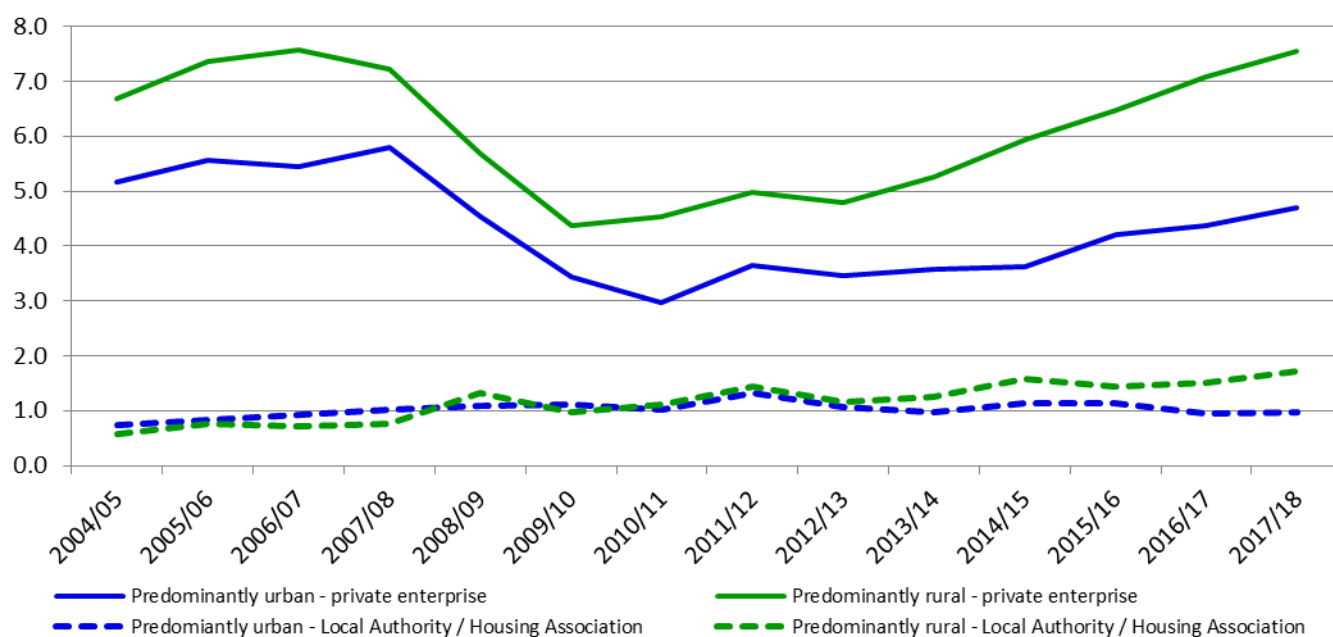
Housing completions

Permanent dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2017/18



- In 2017/18 there were 9.3 dwelling completions per 1,000 households in *predominantly rural areas*, this compares with 5.7 completions per 1,000 households in *predominantly urban areas*.
- The number of dwelling completions were stable until 2007/08, when there was a sharp downturn. This is likely to reflect the economic downturn and later recession. After 2009/10 completions began to recover with numbers *in predominantly rural areas* now surpassing levels observed prior to 2007/08.

Permanent private enterprise and Local Authority / Housing Association dwellings completed per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2017/18



- In 2017/18, 7.5 dwellings were completed by private enterprise per 1,000 households in *predominantly rural areas*, compared with 4.7 per 1,000 households in *predominantly urban areas*.
- The private sector was affected more immediately by the economic downturn of 2008, with a sharp downturn in house building, but figures for 2017/18 in *predominantly rural areas* show a return to the levels prior to the downturn.
- There has been a steady increase in dwelling completions by Local Authorities / Housing Associations in *predominantly rural areas* and in 2017/18 there were 1.7 completions per 1,000 households, compared with 1.0 per 1,000 households in *predominantly urban areas*.

Notes: Figures on housing starts and completions are from records kept for building control purposes. It is sometimes difficult for data providers to identify whether a dwelling is being built for a housing association or for a private developer. This may lead to an understatement of housing association starts and completions recorded in these tables, and a corresponding overstatement of private enterprise figures. This problem is more likely to occur with starts than completions. Further information available from: www.gov.uk/house-building-data-notes-and-definitions-includes-p2-full-guidance-notes-and-returns-form

The figures exclude a significant number of Local Authorities for which data on building starts and completions is not available. The number of missing Local Authorities varies from 54 in 2004/05 to 37 in 2010/11. The total England figures shown in the tables do not include estimates for missing data. From 2011/12 estimates are included for missing values. Source: Department for Communities and Local Government, Live Tables on House Building - Table 253 Housebuilding: permanent dwellings started and completed, by tenure and district, www.gov.uk/government/statistical-data-sets/live-tables-on-house-building

Permanent dwellings started, by tenure and Local Authority Classification, in England, 2009/10 to 2017/18

		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17		2017-18		
		Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	
Private Enterprise	Urban with major conurbation	20,240	2.6	25,250	3.3	24,350	3.1	29,750	3.8	31,880	4.0	32,050	4.0	35,640	4.3	36,240	4.4	
	Urban with minor conurbation	3,150	3.6	2,670	3.0	2,610	2.9	3,560	4.0	3,610	4.0	3,580	3.9	4,490	4.9	3,910	4.2	
	Urban with city and town	18,290	3.1	23,250	4.0	21,620	3.6	27,300	4.6	29,710	4.9	29,060	4.8	32,070	5.2	29,100	4.7	
	Urban with significant rural	9,290	3.2	11,720	4.0	10,260	3.5	14,640	5.0	16,300	5.5	18,310	6.1	21,890	7.2	20,510	6.7	
	Largely rural	10,360	3.9	12,190	4.5	12,900	4.8	16,720	6.1	18,020	6.5	20,070	7.2	21,380	7.6	22,280	7.9	
	Mainly rural	10,920	5.5	10,730	5.3	9,690	4.8	14,750	7.2	14,060	6.8	14,460	6.9	17,520	8.3	17,700	8.4	
	Predominantly urban	41,680	2.9	51,170	3.5	48,580	3.3	60,610	4.1	65,200	4.4	64,690	4.3	72,200	4.7	69,250	4.5	
	Predominantly rural	21,280	4.5	22,920	4.9	22,590	4.8	31,470	6.6	32,080	6.6	34,530	7.1	38,900	7.9	39,980	8.1	
England	72,250	3.3	85,810	3.9	81,430	3.7	106,720	4.7	113,580	5.0	117,530	5.1	132,990	5.7	129,740	5.5		
Local Authority/Housing Association	Urban with major conurbation	10,250	1.3	9,540	1.2	8,240	1.1	11,080	1.4	9,950	1.2	7,910	1.0	6,660	0.8	6,630	0.8	
	Urban with minor conurbation	490	0.6	240	0.3	270	0.3	340	0.4	260	0.3	430	0.5	310	0.3	200	0.2	
	Urban with city and town	4,870	0.8	4,780	0.8	5,880	1.0	6,180	1.0	7,180	1.2	6,330	1.0	6,940	1.1	5,670	0.9	
	Urban with significant rural	2,310	0.8	2,800	1.0	2,120	0.7	2,990	1.0	3,840	1.3	4,390	1.5	4,820	1.6	3,500	1.1	
	Largely rural	3,200	1.2	3,190	1.2	2,860	1.1	4,600	1.7	4,860	1.8	4,140	1.5	5,010	1.8	4,540	1.6	
	Mainly rural	2,750	1.4	2,550	1.3	2,140	1.1	2,770	1.4	2,710	1.3	3,040	1.5	3,610	1.7	3,400	1.6	
	Predominantly urban	15,610	1.1	14,560	1.0	14,390	1.0	17,600	1.2	17,390	1.2	14,670	1.0	13,910	0.9	12,500	0.8	
	Predominantly rural	5,950	1.3	5,740	1.2	5,000	1.1	7,370	1.5	7,570	1.6	7,180	1.5	8,620	1.8	7,940	1.6	
England	23,870	1.1	23,100	1.0	21,510	1.0	27,960	1.2	28,800	1.3	26,240	1.1	27,350	1.2	23,940	1.0		
All	Urban with major conurbation	30,600	4.0	34,790	4.5	32,530	4.2	40,730	5.2	41,750	5.2	39,980	4.9	42,240	5.1	42,860	5.2	
	Urban with minor conurbation	3,610	4.1	2,910	3.3	2,880	3.2	3,900	4.3	3,850	4.2	4,020	4.4	4,790	5.2	4,090	4.4	
	Urban with city and town	23,520	4.0	28,030	4.8	27,540	4.6	33,550	5.6	36,930	6.1	35,390	5.8	38,980	6.3	34,770	5.6	
	Urban with significant rural	11,600	4.0	14,540	5.0	12,360	4.2	17,630	6.0	20,110	6.8	22,660	7.5	26,660	8.8	23,940	7.8	
	Largely rural	13,530	5.1	15,380	5.7	15,780	5.8	21,340	7.8	22,840	8.3	24,150	8.7	26,320	9.4	26,880	9.5	
	Mainly rural	13,600	6.8	13,220	6.6	11,850	5.8	17,500	8.5	16,750	8.1	17,490	8.4	21,080	10.0	21,080	10.0	
	Predominantly urban	57,730	4.0	65,730	4.5	62,950	4.3	78,180	5.3	82,530	5.5	79,390	5.3	86,010	5.6	81,720	5.3	
	Predominantly rural	27,130	5.8	28,600	6.1	27,630	5.8	38,840	8.1	39,590	8.2	41,640	8.6	47,400	9.7	47,960	9.7	
England	96,460	4.4	108,870	4.9	102,940	4.6	134,650	6.0	142,230	6.3	143,690	6.3	160,070	6.9	153,620	6.5		

The full time series from 2004/05 is available as an Open Document format workbook on the [Rural housing statistics web page](#)

¹Households

Permanent dwellings completed, by tenure and Local Authority Classification, in England, 2009/10 to 2017/18

		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17		2017-18		
		Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	Number	per 1,000 HHS ¹	
Private Enterprise	Urban with major conurbation	19,870	2.6	24,380	3.2	25,050	3.2	25,750	3.3	25,350	3.2	31,480	3.9	33,810	4.1	36,050	4.3	
	Urban with minor conurbation	3,530	4.0	3,390	3.8	2,750	3.1	3,240	3.6	3,340	3.7	3,560	3.9	4,050	4.4	4,240	4.6	
	Urban with city and town	19,060	3.3	24,920	4.2	22,680	3.8	23,760	4.0	25,390	4.2	28,500	4.7	28,920	4.7	32,290	5.2	
	Urban with significant rural	9,860	3.4	12,010	4.1	11,140	3.8	11,610	3.9	13,500	4.5	16,380	5.5	18,710	6.2	20,260	6.6	
	Largely rural	11,100	4.2	12,450	4.6	12,480	4.6	14,020	5.1	16,160	5.9	17,850	6.4	19,620	7.0	20,400	7.2	
	Mainly rural	10,080	5.0	11,050	5.5	10,300	5.1	11,080	5.4	12,530	6.1	13,660	6.6	15,200	7.2	16,970	8.0	
	Predominantly urban	42,460	3.0	52,690	3.6	50,480	3.5	52,750	3.6	54,080	3.6	63,540	4.2	66,780	4.4	72,580	4.7	
	Predominantly rural	21,180	4.5	23,500	5.0	22,780	4.8	25,100	5.2	28,690	5.9	31,510	6.5	34,820	7.1	37,370	7.5	
England	73,500	3.4	88,200	4.0	84,400	3.8	89,460	4.0	96,270	4.2	111,430	4.8	120,310	5.2	130,210	5.5		
Local Authority/Housing Association	Urban with major conurbation	8,570	1.1	11,820	1.5	9,590	1.2	8,400	1.1	9,970	1.2	10,140	1.3	7,920	1.0	8,250	1.0	
	Urban with minor conurbation	340	0.4	370	0.4	320	0.4	190	0.2	340	0.4	380	0.4	380	0.4	380	0.4	
	Urban with city and town	5,660	1.0	6,880	1.2	5,590	0.9	5,760	1.0	6,540	1.1	6,800	1.1	6,320	1.0	6,400	1.0	
	Urban with significant rural	2,330	0.8	3,170	1.1	2,530	0.9	2,420	0.8	3,830	1.3	4,130	1.4	4,890	1.6	5,500	1.8	
	Largely rural	2,860	1.1	3,750	1.4	3,160	1.2	3,760	1.4	4,980	1.8	4,320	1.6	4,310	1.5	5,010	1.8	
	Mainly rural	2,330	1.2	3,080	1.5	2,350	1.2	2,220	1.1	2,680	1.3	2,680	1.3	3,100	1.5	3,500	1.7	
	Predominantly urban	14,570	1.0	19,070	1.3	15,500	1.1	14,350	1.0	16,850	1.1	17,320	1.1	14,620	1.0	15,030	1.0	
	Predominantly rural	5,190	1.1	6,830	1.5	5,510	1.2	5,980	1.3	7,660	1.6	7,000	1.4	7,410	1.5	8,510	1.7	
England	22,090	1.0	29,070	1.3	23,540	1.1	22,750	1.0	28,340	1.2	28,450	1.2	26,920	1.2	29,040	1.2		
All	Urban with major conurbation	28,910	3.8	36,170	4.7	34,580	4.4	34,140	4.3	35,260	4.4	41,580	5.1	41,660	5.1	44,230	5.3	
	Urban with minor conurbation	3,850	4.4	3,740	4.2	3,060	3.4	3,430	3.8	3,670	4.0	3,920	4.3	4,420	4.8	4,630	5.0	
	Urban with city and town	24,940	4.3	31,800	5.4	28,220	4.8	29,510	4.9	31,940	5.3	35,260	5.8	35,270	5.7	38,630	6.2	
	Urban with significant rural	12,120	4.2	15,220	5.2	13,660	4.7	13,950	4.7	17,320	5.8	20,500	6.8	23,520	7.8	25,750	8.4	
	Largely rural	13,930	5.2	16,180	6.0	15,680	5.8	17,810	6.5	21,150	7.7	22,170	8.0	23,900	8.5	25,470	9.0	
	Mainly rural	12,350	6.2	14,130	7.0	12,600	6.2	13,260	6.5	15,210	7.4	16,370	7.9	18,300	8.7	20,400	9.6	
	Predominantly urban	57,700	4.0	71,710	4.9	65,860	4.5	67,080	4.5	70,870	4.7	80,760	5.3	81,350	5.3	87,490	5.7	
	Predominantly rural	26,280	5.6	30,310	6.4	28,280	6.0	31,070	6.5	36,360	7.5	38,540	7.9	42,200	8.6	45,870	9.3	
England	96,100	4.4	117,240	5.3	107,800	4.8	112,100	5.0	124,550	5.5	139,800	6.1	147,070	6.3	159,110	6.8		

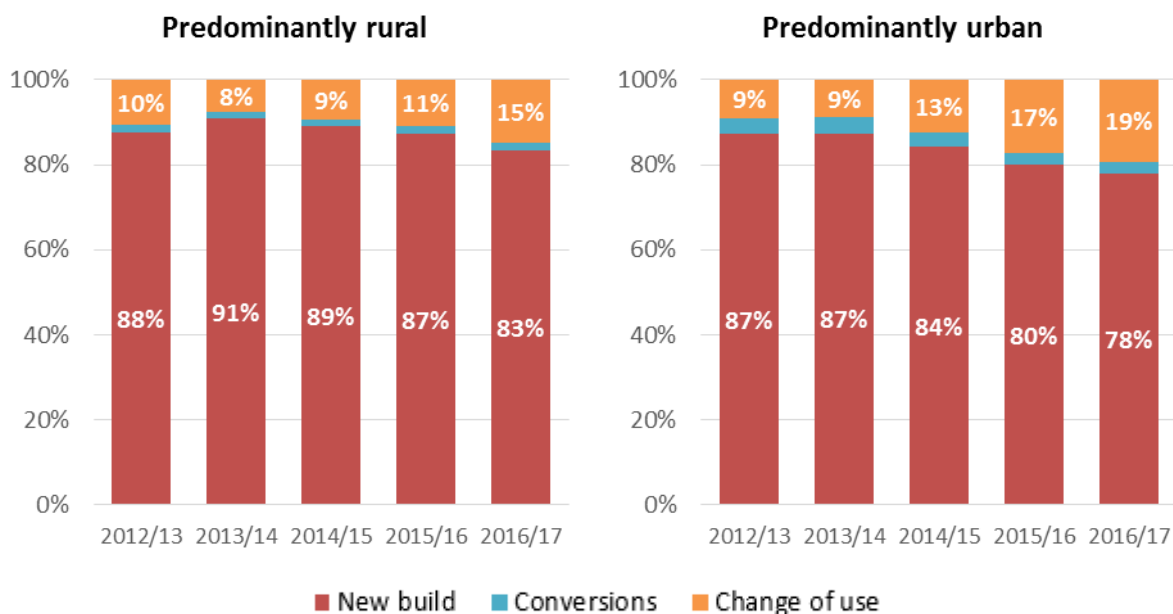
The full time series from 2004/05 is available as an Open Document format workbook on the [Rural housing statistics web page](#)

¹Households

Net additions to housing stock

- In order to compare the number of new dwellings, comparisons are made based on household numbers. In 2016/17 there were 54,080 net new dwellings arising from new build, conversions or change of use in predominantly rural areas, 11.0 per 1,000 households, and 140,220 net new dwellings in predominantly urban areas, 9.2 per 1,000 households.
- New-build dwelling completions accounted for 83 per cent of such net additions to the housing stock in *predominantly rural areas* in 2016/17, compared with 78 per cent in *predominantly urban areas*.
- A further 15 per cent of such net additions came from change of use of buildings in *predominantly rural areas*, compared with 19 per cent of such net additions in *predominantly urban areas*.
- New-build dwelling completions per households in *predominantly rural areas* are higher than in *predominantly urban areas*. In 2016/17 there were 8.8 new-build dwelling completions per 1,000 households in *predominantly rural areas*, compared with 7.1 in *predominantly urban areas*.
- There has been an increase in the net number of dwellings arising from change of use in both *predominantly rural* and *predominantly urban areas* between 2012/13 and 2016/17, with 1.6 per 1,000 households in *predominantly rural areas* and 1.8 per 1,000 households in *predominantly urban areas*.

Proportion of net additions arising from new build, conversions and change of use between 2012/13 and 2016/17 for *predominantly rural* and *predominantly urban* areas.



New build completions

New build dwelling completions, by Local Authority Classification, in England, 2012/13 to 2016/17

RUCLAD 2011	2012/13		2013/14		2014/15		2015/16		2016/17	
	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹
Urban with Major Conurbation	40,750	5.2	42,460	5.4	47,820	6.0	51,090	6.3	59,960	7.3
Urban with Minor Conurbation	3,060	3.4	4,030	4.5	4,740	5.2	4,870	5.3	5,660	6.1
Urban with City and Town	30,570	5.2	33,840	5.7	39,870	6.6	42,370	7.0	43,460	7.1
Urban with Significant Rural	15,010	5.1	16,820	5.7	21,160	7.1	23,650	7.9	26,770	8.8
Largely Rural	16,180	6.0	19,260	7.0	23,610	8.6	24,190	8.7	26,900	9.6
Mainly Rural	13,150	6.5	14,070	6.9	18,060	8.7	17,910	8.6	20,830	9.9
Predominantly Urban	74,380	5.1	80,330	5.4	92,430	6.2	98,330	6.5	109,080	7.1
Predominantly Rural	29,330	6.2	33,330	7.0	41,670	8.6	42,100	8.6	26,770	8.8
England	118,720	5.3	130,480	5.8	155,260	6.8	164,080	7.1	47,720	9.7

Net conversions

Net dwellings from conversions, by Local Authority Classification, in England, 2012/13 to 2016/17

RUCLAD 2011	2012/13		2013/14		2014/15		2015/16		2016/17	
	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹
Urban with Major Conurbation	2,150	0.3	2,350	0.3	2,270	0.3	2,060	0.3	2,650	0.3
Urban with Minor Conurbation	100	0.1	280	0.3	470	0.5	180	0.2	210	0.2
Urban with City and Town	930	0.2	900	0.2	910	0.2	1,200	0.2	1,340	0.2
Urban with Significant Rural	290	0.1	480	0.2	520	0.2	590	0.2	620	0.2
Largely Rural	330	0.1	340	0.1	340	0.1	260	0.1	430	0.2
Mainly Rural	340	0.2	180	0.1	370	0.2	560	0.3	430	0.2
Predominantly Urban	3,180	0.2	3,530	0.2	3,650	0.2	3,440	0.2	4,200	0.3
Predominantly Rural	670	0.1	520	0.1	710	0.1	820	0.2	620	0.2
England	4,140	0.2	4,530	0.2	4,880	0.2	4,850	0.2	860	0.2

Net change of use

Net dwellings from change of use, by Local Authority Classification, in England, 2012/13 to 2016/17

RUCLAD 2011	2012/13		2013/14		2014/15		2015/16		2016/17	
	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹
Urban with Major Conurbation	3,810	0.5	3,850	0.5	6,170	0.8	10,850	1.3	14,230	1.7
Urban with Minor Conurbation	960	1.1	530	0.6	640	0.7	1,350	1.5	1,970	2.1
Urban with City and Town	2,940	0.5	3,630	0.6	6,950	1.2	8,990	1.5	10,750	1.7
Urban with Significant Rural	1,790	0.6	1,910	0.6	2,610	0.9	4,330	1.4	4,750	1.6
Largely Rural	1,830	0.7	1,340	0.5	2,390	0.9	2,560	0.9	2,960	1.1
Mainly Rural	1,680	0.8	1,460	0.7	1,970	1.0	2,680	1.3	2,530	1.2
Predominantly Urban	7,710	0.5	8,010	0.5	13,760	0.9	21,190	1.4	26,950	1.8
Predominantly Rural	3,510	0.7	2,800	0.6	4,360	0.9	5,240	1.1	4,750	1.6
England	13,010	0.6	12,720	0.6	20,730	0.9	30,760	1.3	5,490	1.1

¹ Households

Overall net new dwellings

Overall net new dwellings, by Local Authority Classification, in England, 2012/13 to 2016/17

RUCLAD 2011	2012/13		2013/14		2014/15		2015/16		2016/17	
	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹	Number	per 1,000 HHs ¹
Urban with Major Conurbation	46,710	6.0	48,660	6.2	56,260	7.0	64,000	7.9	76,840	9.4
Urban with Minor Conurbation	4,120	4.6	4,840	5.4	5,850	6.4	6,400	7.0	7,840	8.5
Urban with City and Town	34,440	5.8	38,370	6.4	47,730	7.9	52,560	8.6	55,550	9.0
Urban with Significant Rural	17,090	5.8	19,210	6.5	24,290	8.2	28,570	9.5	32,140	10.6
Largely Rural	18,340	6.8	20,940	7.7	26,340	9.5	27,010	9.7	30,290	10.8
Mainly Rural	15,170	7.5	15,710	7.7	20,400	9.9	21,150	10.2	23,790	11.3
Predominantly Urban	85,270	5.8	91,870	6.2	109,840	7.4	122,960	8.1	140,220	9.2
Predominantly Rural	33,510	7.1	36,650	7.7	46,740	9.7	48,160	9.9	54,080	11.0
England	135,870	6.1	147,730	6.6	180,870	8.0	199,690	8.7	226,440	9.7

¹ Households

Notes: The net supply of housing statistics, also known as 'net additions', track changes in the size of dwelling stock due to:

- new builds (completions)
- conversions (eg a house to a number of flats)
- changes of use (eg a residential house to an office)
- demolitions
- other net gains and losses

Source: Table 123 of the Live tables on dwellings stock series (Department for Communities and Local Government)

<https://www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants>

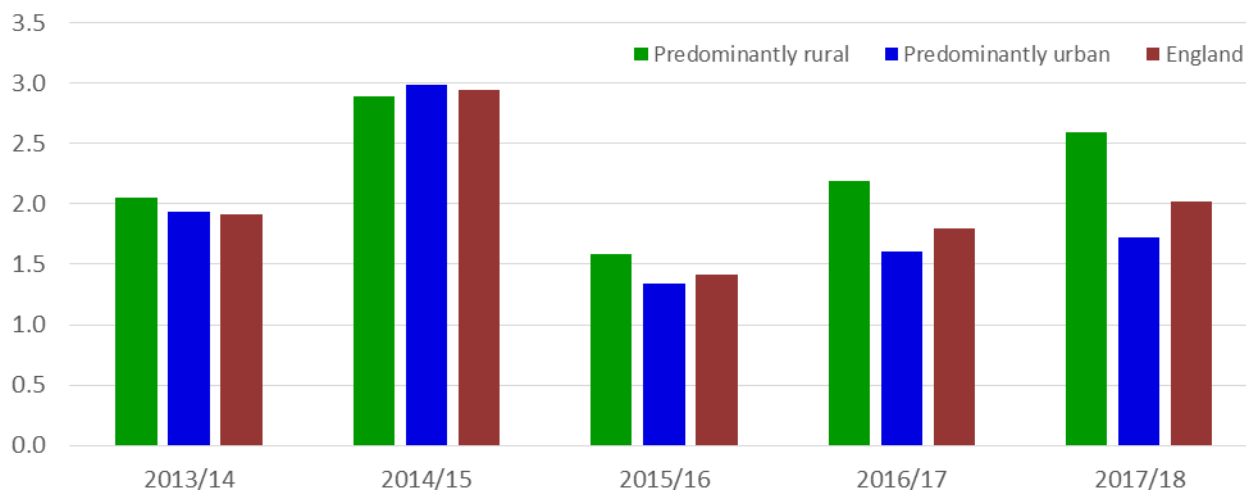
Additions to affordable housing stock

In this section, affordable housing refers to housing units provided to specified eligible households whose needs are not met by the market¹. This definition is in line with the National Planning Policy Framework, published 27 March 2012². Affordable housing can be affordable rented housing, social rented housing, intermediate rented housing and affordable home ownership.

Data used in this section are at Local Authority level. Caution should be used when considering these results as the data do not distinguish where within an authority the affordable housing has been provided such that affordable housing could be within the urban areas of predominantly rural Local Authorities and vice versa. It should be also noted that rural areas are less densely populated than urban areas, and therefore when calculating rates of affordable housing provision per household these rates are likely to be higher in rural areas.

- In 2017/18 there were 2.6 additions to affordable housing stock per 1,000 households in predominantly rural areas, compared with 1.7 additions per 1,000 households in predominantly urban areas.
- The total number of additions to affordable housing stock were 12,870 in predominantly rural areas and 26,580 in predominantly urban areas.

Additions to affordable housing stock per 1,000 households, by Local Authority Classification, in England, 2013/14 to 2017/18



Additions to affordable housing stock, by Local Authority Classification, in England, 2013/14 to 2017/18

RUCLAD 2011	2013/14		2014/15		2015/16		2016/17		2017/18	
	Number	Per 1,000 HHs ¹	Number	Per 1,000 HHs ¹	Number	Per 1,000 HHs ¹	Number	Per 1,000 HHs ¹	Number	Per 1,000 HHs ¹
Urban with Major Conurbation	17,120	2.2	27,600	3.5	10,980	1.4	13,240	1.6	14,790	1.8
Urban with Minor Conurbation	1,140	1.3	1,570	1.7	1,180	1.3	1,070	1.2	1,080	1.2
Urban with City and Town	10,350	1.7	15,470	2.6	8,050	1.3	10,270	1.7	10,710	1.7
Urban with Significant Rural	4,730	1.6	8,260	2.8	4,680	1.6	6,470	2.1	7,910	2.6
Largely Rural	5,390	2.0	7,910	2.9	4,230	1.5	5,700	2.0	6,540	2.3
Mainly Rural	4,410	2.2	6,020	2.9	3,470	1.7	5,060	2.4	6,330	3.0
Predominantly urban	28,610	1.9	44,640	3.0	20,210	1.3	24,580	1.6	26,580	1.7
Predominantly rural	9,800	2.0	13,930	2.9	7,700	1.6	10,750	2.2	12,870	2.6
England	43,140	1.9	66,830	2.9	32,590	1.4	41,800	1.8	47,360	2.0

¹ Households

Notes:

¹ Can include traveller pitches, and bed spaces when describing a shared dwelling such as a hostel.

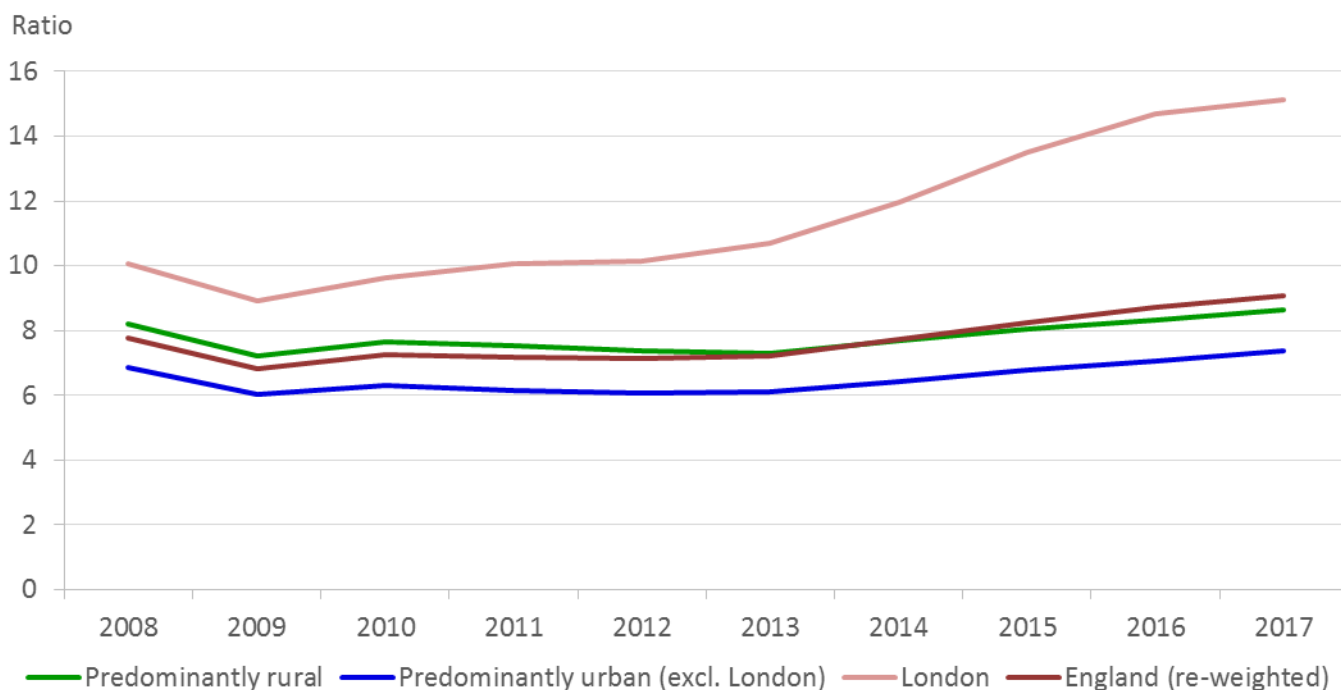
² www.gov.uk/government/publications/national-planning-policy-framework-2

Source: Ministry of Housing, Communities & Local Government, live tables on affordable housing supply, Table 1008C. <https://www.gov.uk/government/statistical-data-sets/live-tables-on-affordable-housing-supply>

Housing and accommodation affordability

Housing affordability

House prices as a multiple of earnings: ratio of lower quartile house prices to lower quartile earnings (residence-based), by Local Authority Classification, in England, 2008 to 2017



The ratio between the lowest quartile (25 per cent) house prices and the lowest quartile earnings gives an indication of whether someone in the lower earnings band could afford to buy a house. In 2017, in *predominantly rural areas* the average lower quartile house price was 8.6 times the average lower quartile earnings, compared with 7.4 times in *predominantly urban areas (excluding London)*. This does not take account of a household with more than one income from earnings – for example when a couple combine their earnings to buy a house.

House prices as a multiple of earnings: ratio of lower quartile house prices to lower quartile residence-based earnings, by Local Authority Classification, in England, 2008 to 2017

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
London	10.1	8.9	9.6	10.1	10.2	10.7	12.0	13.5	14.7	15.1
Urban with major conurbation	6.4	5.6	5.8	5.6	5.5	5.5	5.8	6.0	6.2	6.4
Urban with minor conurbation	5.7	5.0	5.2	4.9	4.8	4.9	5.2	5.3	5.4	5.5
Urban with city and town	7.4	6.5	6.9	6.7	6.7	6.7	7.1	7.6	8.0	8.3
Urban with significant rural	8.0	7.1	7.5	7.5	7.3	7.5	7.8	8.2	8.7	9.0
Largely rural	7.9	6.9	7.3	7.2	7.0	7.0	7.3	7.8	8.0	8.3
Mainly rural	8.7	7.6	8.1	8.0	7.8	7.7	8.2	8.4	8.7	9.1
Predominantly urban (excl. London)	6.9	6.0	6.3	6.2	6.1	6.1	6.4	6.8	7.0	7.4
Predominantly rural	8.2	7.2	7.7	7.5	7.4	7.3	7.7	8.1	8.3	8.6
England (re-weighted)	7.8	6.8	7.3	7.2	7.1	7.2	7.7	8.3	8.7	9.1

- The ratio of lower quartile house prices to earnings is a useful indication of housing affordability.
- Housing in *predominantly rural areas* is, on average, less affordable than in *predominantly urban areas (excluding London)*. In recent years housing in *predominantly rural areas* has become more affordable than the re-weighted England average.
- The fall in the ratio between house prices and earnings between 2008 and 2009 is almost certainly due to the negative impact of the recession on house prices. Earnings did not decrease at the same rate as house prices did, therefore the ratio is seen to drop.

Notes:

The housing affordability ratio is calculated by dividing the average lower quartile house price by the average lower quartile earnings. The 'lower quartile' property price/earnings is determined by ranking all property prices/incomes in ascending order. The lowest 25 per cent of prices/earnings are below the lower quartile; the highest 75 per cent are above the lower quartile.

The ratio is calculated for each Local Authority in England. Residence based earnings data are used so that both the average house price and average earnings data used in the ratio calculation refer to the same Local Authority. The resulting ratio is weighted by Local Authority household count projections published by the ONS to allow comparison of Local Authorities according to their 'Rural Urban' classification. It should be noted that the England figure included in the table and graph is also weighted for the purpose of this analysis and will not match the original England data published by the ONS.

Data are reported from 2008 onwards as earlier years are incomplete due to structural changes to Local Authority arrangements which mean direct comparisons are not possible.

The earnings data are from the Annual Survey of Hours and Earnings which provides a snapshot of earnings at April in each year. Earnings relate to gross full-time individual earnings on a place of residence basis. The house price statistics come from the House Price Statistics for Small Areas, which report the median and lower quartile price paid for residential property and refer to a 12 month period with April in the middle (year ending September).

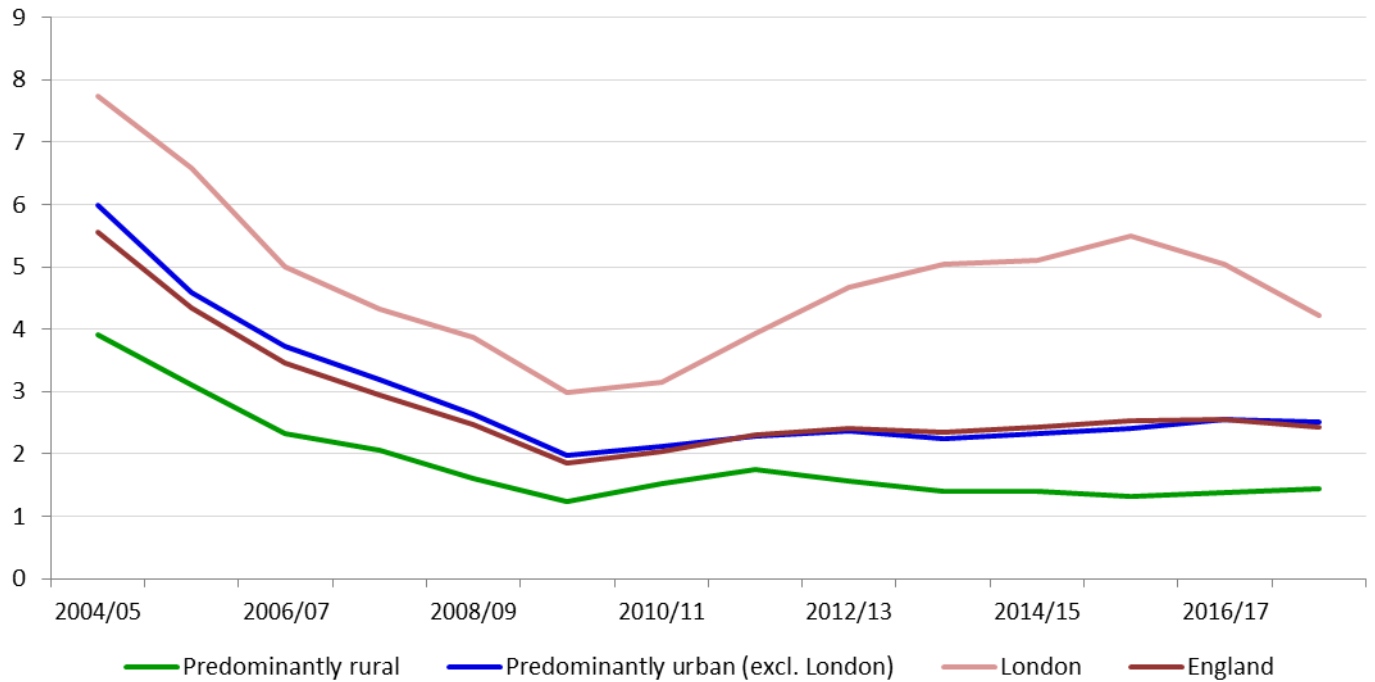
Source: ONS, Ratio of lower quartile house price to lower quartile gross annual (where available) residence-based earnings by local authority district, England and Wales, 1997 to 2017, Table 6c
www.ons.gov.uk/peoplepopulationandcommunity/housing/datasets/ratioofhousepricetoresidencebasedearningslowerquartileandmedian

Rents

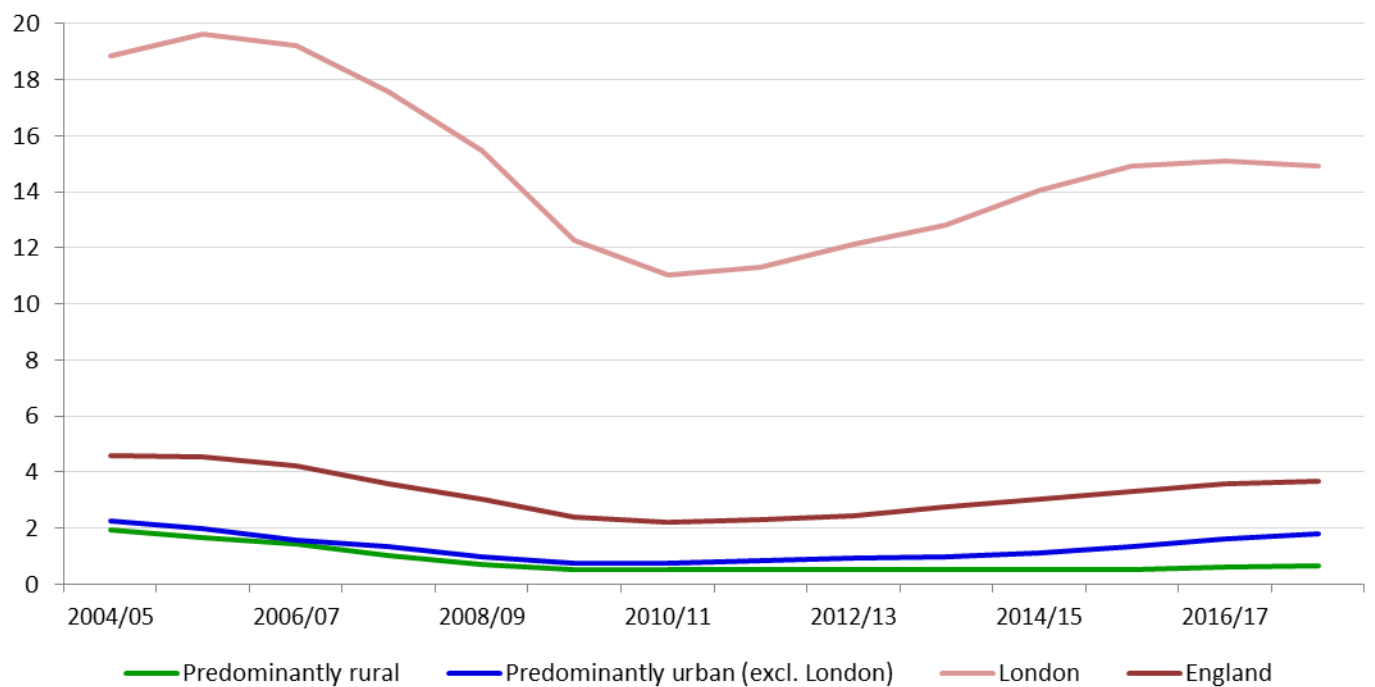
There are currently no figures for comparing rents between rural and urban areas. Previous analysis on rents with private rental providers was providing a very limited and partial perspective and has been removed until such time as it is possible to produce more comprehensive analysis of rents.

Homelessness and temporary accommodation

People accepted as being homeless and in priority need per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2017/18



Households in temporary accommodation per 1,000 households, by Local Authority Classification, in England, 2004/05 to 2017/18



- In 2017/18 the proportion of people who were homeless and in priority need of assistance in securing permanent settled accommodation was 2.5 per 1,000 households in *predominantly urban areas (excluding London)* and 1.4 in *predominantly rural areas*.
- The number of households in temporary accommodation, per 1,000 households, was 1.8 in *predominantly urban areas (excluding London)* and 0.7 in *predominantly rural areas*.
- The number of homeless and in priority need of assistance has remained broadly the same in *predominantly rural areas* since 2013-14, whilst there has been a small increase in *predominantly urban areas (excluding London)* over the same time period.

People accepted as being homeless and in priority need per 1,000 households, by Local Authority Classification, in England, 2010/11 to 2017/18

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
London	3.1	3.9	4.7	5.0	5.1	5.5	5.0	4.2
Urban with major conurbation	2.5	2.6	2.7	2.4	2.4	2.6	2.7	2.7
Urban with minor conurbation	2.3	2.7	2.3	1.8	1.5	1.6	1.7	1.9
Urban with city and town	1.8	2.0	2.1	2.2	2.4	2.4	2.6	2.5
Urban with significant rural	1.2	1.5	1.3	1.2	1.3	1.5	1.5	1.5
Largely Rural	1.5	1.8	1.6	1.5	1.5	1.3	1.4	1.4
Mainly Rural	1.5	1.7	1.5	1.3	1.3	1.3	1.3	1.5
Predominantly urban (excl London)	2.1	2.3	2.4	2.2	2.3	2.4	2.5	2.5
Predominantly rural	1.5	1.7	1.6	1.4	1.4	1.3	1.4	1.4
England	2.0	2.3	2.4	2.3	2.4	2.5	2.6	2.4

Households in temporary accommodation per 1,000 Households, by Local Authority Classification, in England, 2010/11 to 2017/18

	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18
London	11.1	11.3	12.2	12.8	14.0	14.9	15.1	14.9
Urban with major conurbation	0.5	0.6	0.7	0.7	0.8	1.0	1.3	1.5
Urban with minor conurbation	0.4	0.4	0.4	0.3	0.4	0.3	0.5	0.6
Urban with city and town	1.0	1.1	1.2	1.3	1.5	1.8	2.0	2.2
Urban with significant rural	0.6	0.6	0.7	0.7	0.8	0.9	1.0	1.0
Largely Rural	0.4	0.4	0.4	0.4	0.4	0.5	0.6	0.6
Mainly Rural	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.7
Predominantly urban (excl London)	0.7	0.9	0.9	1.0	1.1	1.3	1.6	1.8
Predominantly rural	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.7
England	2.2	2.3	2.4	2.8	3.1	3.3	3.6	3.7

The full time series from 2004/05 are available as an Open Document format workbook on the [Rural housing statistics web page](#)

Further information: www.gov.uk/homelessness-data-notes-and-definitions

The figures exclude a significant number of Local Authorities who did not supply the data. The number of missing Local Authorities varies from 0 in 2009/10, 2010/11 and 2011/12 to 35 in 2014/15. The England totals do not include estimates for missing data.

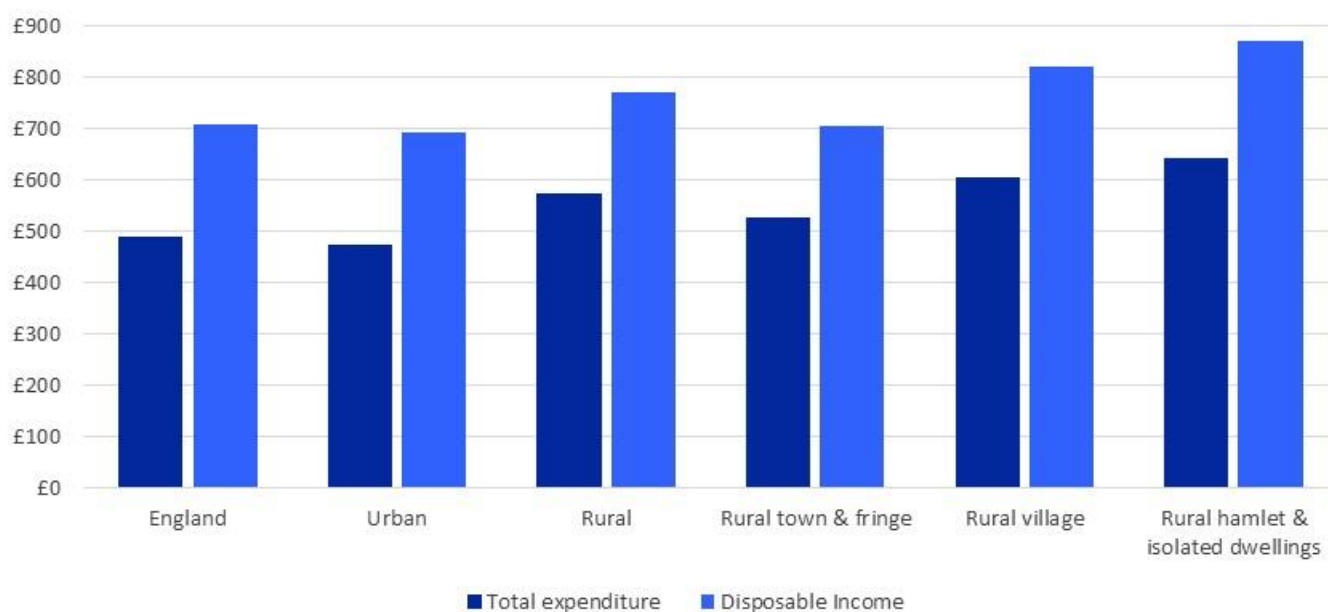
Source: Department for Communities and Local Government, Live tables on homelessness: table 784 Local authorities' action under the homelessness provisions of the Housing Acts: www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness

Household expenditure

- Levels of household expenditure are unsurprisingly closely related to disposable income.
- However there are differences in absolute and proportional spending patterns, appearing to reflect where households live.
- These differences may illustrate where changes in price or spending patterns would have the greatest impacts.
- As at March 2017, households in *rural hamlets & isolated dwellings* had both the highest disposable incomes, and the highest levels of expenditure. Households in *urban* areas had the lowest levels of both expenditure and disposable income.
- The measure of average weekly household expenditure excludes mortgage payments. Please see the notes at the end of the section for further detail on this.

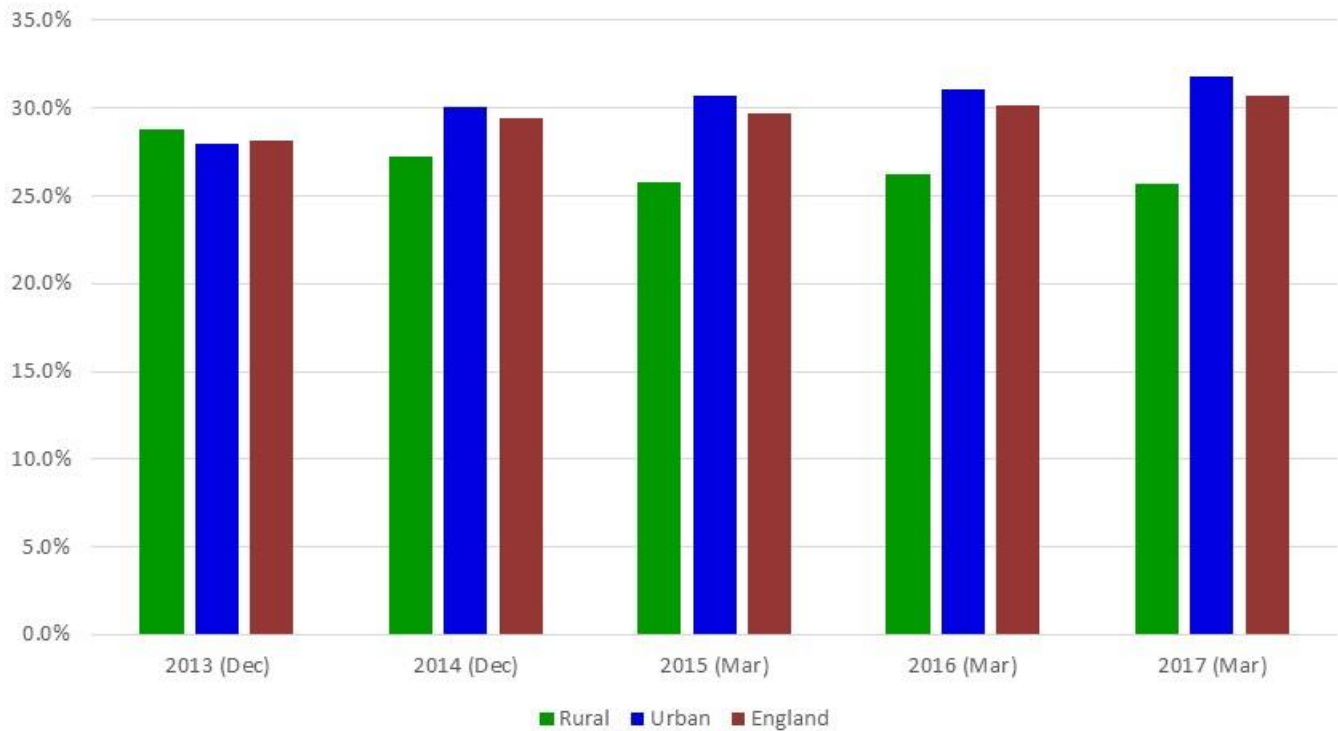
Nominal expenditure and disposable income

Average weekly household expenditure (excluding mortgage payments) and disposable income, rural-urban classification, England, year ending March 2017



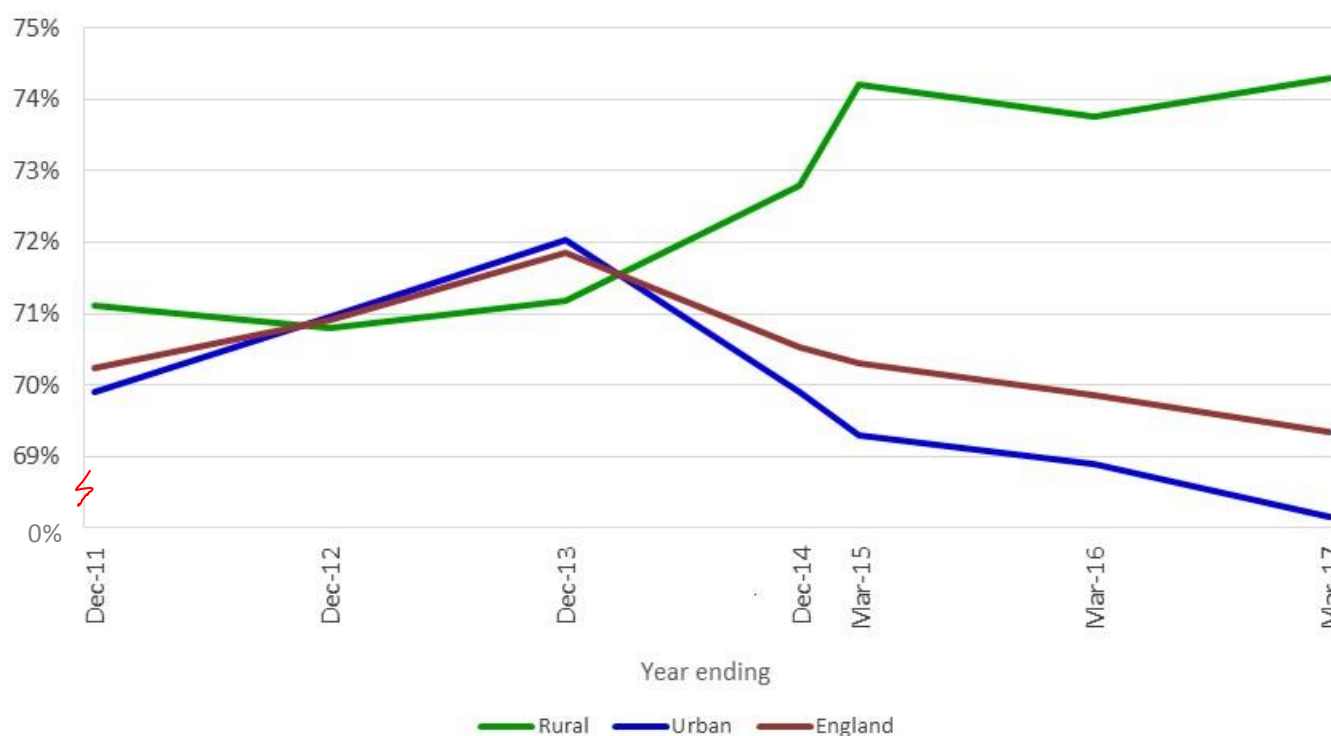
- Households in *rural hamlets and isolated dwellings* have the highest disposable incomes at £870 on average, which is around £177 more than the *urban* average. However, they also have the highest weekly household expenditure at £643 on average, £170 higher than *urban* households (household expenditure excludes mortgage payments).
- In the year ending March 2017, average household expenditure as a proportion of disposable income ranges from the lowest at 68 per cent in *urban* areas to the highest at 75 per cent in *rural town and fringe* areas (household expenditure excludes mortgage payments).

Average weekly disposable income less average weekly expenditure (excluding mortgage payments), as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2013 to March 2017



- In the year ending March 2017, when looking at the proportion of average weekly disposable income left over once average weekly expenditure (excluding mortgage payments) has been deducted this was greater in *urban* areas at 32 per cent compared with 26 per cent in *rural* areas.
- In *rural* areas, between December 2013 and March 2017, the proportion of disposable income left over once average weekly expenditure has been deducted (excludes mortgage payments) has shown a general decline from 29 per cent in December 2013 to 26 per cent in March 2017. In *urban* areas, over the same time period, the trend has shown an increase from 28 per cent in December 2013 to 32 per cent in March 2017.

Average weekly expenditure (excluding mortgage payments) as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2011 to March 2017



Note: The reporting period for weekly expenditure and income changed at the end of 2014 and moved from calendar year (ending December) to financial year (end March). All other variables stayed the same.

- As at December 2011, average weekly expenditure (excludes mortgage payments) as a percentage of average weekly disposable income was highest in *rural villages and rural hamlet and isolated dwellings* at 71 per cent. It was lowest in *urban* areas at 70 per cent.
- Since December 2011 there has been some fluctuation in the relationship between average income and average expenditure in both rural and urban areas. However, since year-ending December 2014 average weekly expenditure (excludes mortgage payments) as a percentage of average weekly disposable income has been consistently higher in *rural* areas than *urban* areas, ranging from 74 per cent for *rural hamlet and isolated dwellings* and *rural villages* to 75 per cent for *rural town and fringe* areas, compared with 68 per cent in *urban* areas.

Average weekly expenditure (excluding mortgage payments) as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2011 to March 2017

	Dec-11	Dec-12	Dec-13	Dec-14	Mar-15	Mar-16	Mar-17
Rural	71.1	70.8	71.2	72.8	74.2	73.8	74.3
Rural town & fringe	70.3	68.7	68.7	73.4	73.7	73.8	74.8
Rural villages	71.0	73.0	68.3	72.3	75.4	74.0	73.8
Rural hamlet & isolated dwellings	71.0	68.4	74.7	72.3	71.7	72.8	73.8
Urban	69.9	71.0	72.0	69.9	69.3	68.9	68.2
England	70.2	70.9	71.9	70.5	70.3	69.9	69.3

Expenditure on commodity or service groups

Average weekly household expenditure (excluding mortgage payments), as a percentage of disposable income, rural-urban classification, England, year ending March 2017

Commodity or Service	England		Urban		Rural		Rural town & fringe		Rural village		Rural hamlet & isolated dwellings	
	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²	(£) ¹	% ²
Housing, water & fuels (excl.mortgages)	75.20	10.6	76.40	11.0	69.40	9.0	66.30	9.4	69.50	8.5	79.20	9.1
Transport costs	80.90	11.4	74.30	10.7	111.80	14.5	96.70	13.7	124.20	15.1	131.80	15.1
Recreation	74.60	10.5	70.40	10.2	93.90	12.2	88.70	12.6	100.40	12.2	95.60	11.0
Food & non-alcoholic beverage	58.20	8.2	57.10	8.2	62.90	8.2	60.90	8.6	64.70	7.9	65.10	7.5
Restaurants and hotels	50.80	7.2	49.70	7.2	56.30	7.3	50.30	7.1	60.20	7.3	66.70	7.7
Miscellaneous goods and services	42.60	6.0	40.60	5.9	51.70	6.7	48.80	6.9	53.20	6.5	57.60	6.6
Furnishings & household equipment	40.40	5.7	38.00	5.5	51.50	6.7	44.00	6.2	59.20	7.2	58.10	6.7
Clothing and footwear	25.20	3.6	25.20	3.6	25.40	3.3	24.20	3.4	26.70	3.3	26.30	3.0
Communication	17.30	2.4	17.30	2.5	17.50	2.3	16.90	2.4	17.30	2.1	19.60	2.3
Alcoholic beverages and tobacco	11.80	1.7	11.40	1.6	13.60	1.8	13.40	1.9	12.80	1.6	16.00	1.8
Education ^a	5.80	0.8	5.70	0.8	6.40	0.8	5.90	0.8	^a 5.00	^a 0.6	^a 11.10	^a 1.3
Health expenditure	7.60	1.1	6.60	1.0	12.50	1.6	11.30	1.6	12.80	1.6	15.40	1.8
Total expenditure, and expenditure as a % of disposable income	490.40	69.3	472.70	68.2	572.90	74.3	527.40	74.8	606.00	73.8	642.50	73.8

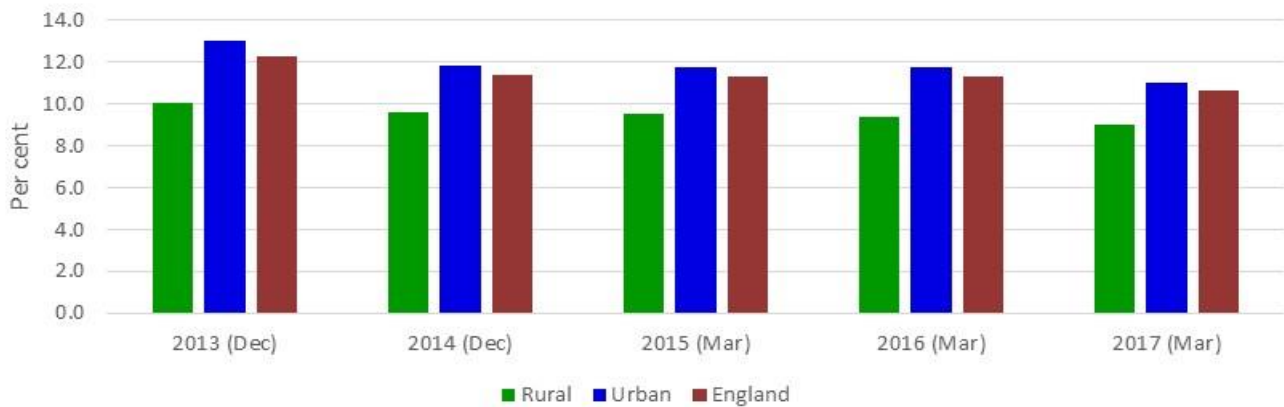
¹ Expenditure as a value (£)

² Expenditure as a percentage of disposable income

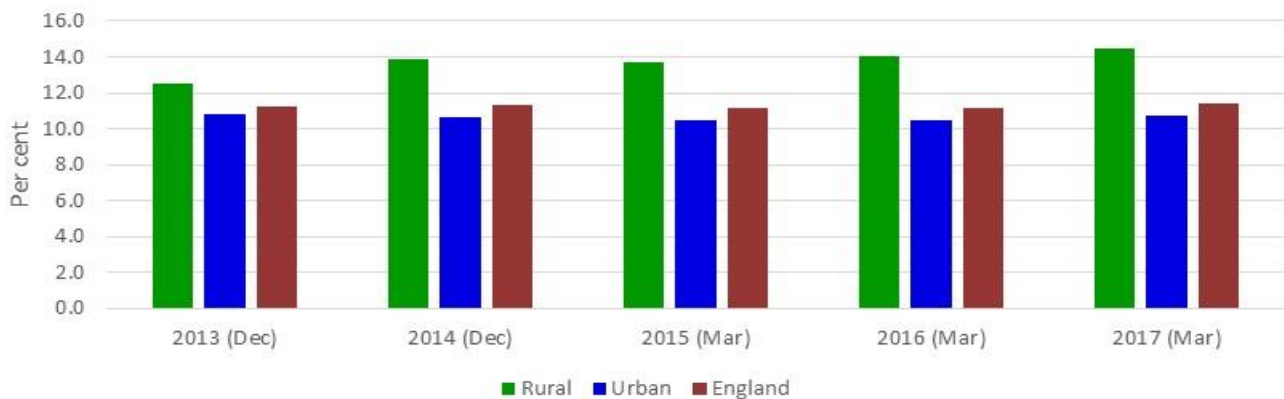
^a The level of spending on education by households in rural hamlet & isolated dwellings and rural villages should be used with caution, as they are based on a sample of less than 20 households.

- Rural households spend a higher proportion of their disposable income on 'transport' and 'recreation' than they do on 'housing, water, electricity, gas and other fuels'. This is in contrast to urban areas where households on average spend the highest proportion of their income on 'housing, water, electricity, gas and other fuels'.
- In the year ending March 2017, average weekly transport costs for those in *rural hamlets and isolated dwellings* were around £132 which accounted for 15.1 per cent of their weekly disposable income, which was £58 higher than for *urban areas*.
- Total expenditure as a percentage of disposable income is highest in *rural town & fringe* areas at 75 per cent. This is due to high levels of spending in areas such as 'transport', 'recreation' and 'furnishings & household equipment' but a lower disposable income than other rural areas.
- The amount spent on commodities and services (such as food and recreation) by households in *rural villages* and *rural hamlet & isolated dwellings* is generally greater than the equivalent spend in other settlement types. However, both these settlement types also have the highest average disposable incomes.

Average weekly housing, water & fuels expenditure (excluding mortgage payments) as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2013 to March 2017



Average weekly expenditure on transport costs as a percentage of average weekly disposable income, rural-urban classification, England, for years ending December 2013 to March 2017



- Average weekly expenditure on housing (excludes mortgage payments) and transport represent the two biggest expenditure items for *urban* and *rural* areas respectively.
- Since the year ending December 2013 average weekly expenditure on housing (excludes mortgage payments), water and fuels (as a percentage of average weekly disposable income) has declined in both urban and rural areas. In comparison, expenditure on transport costs has increased in *rural* areas over the same time period while in *urban* areas it has remained static.

Notes:

1. Average weekly expenditure does not include mortgage payments. Data come from the ONS Living Costs and Food Survey which uses the Classification Of Individual COnsumption by Purpose (COICOP) system to classify expenditure items. COICOP is an internationally agreed system of classification for reporting consumption expenditure within National Accounts and is used by other household budget surveys across the European Union. COICOP classified housing costs do not include what is considered to be non-consumption expenditure, for example: mortgage interest payments, mortgage capital repayments, mortgage protection premiums, council tax and domestic rates.
2. The measure of income used here does not include withdrawal of savings, loans and money received in payment of loans, receipts from maturing insurance policies and proceeds from the sale of assets.
3. Transport costs include the purchase and operation of personal vehicles and fares paid on public vehicles. All journeys are recorded within the transport section. Recreation costs include for example sports equipment, admission charges, audio-visual equipment, the purchase of CDs, computer equipment and games, pets and horticultural equipment.

Source: Office for National Statistics, Living Costs and Food Survey:

www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/incomeandwealth/methodologies/livingcostsandfoodsurvey

Deprivation

Index of multiple deprivation

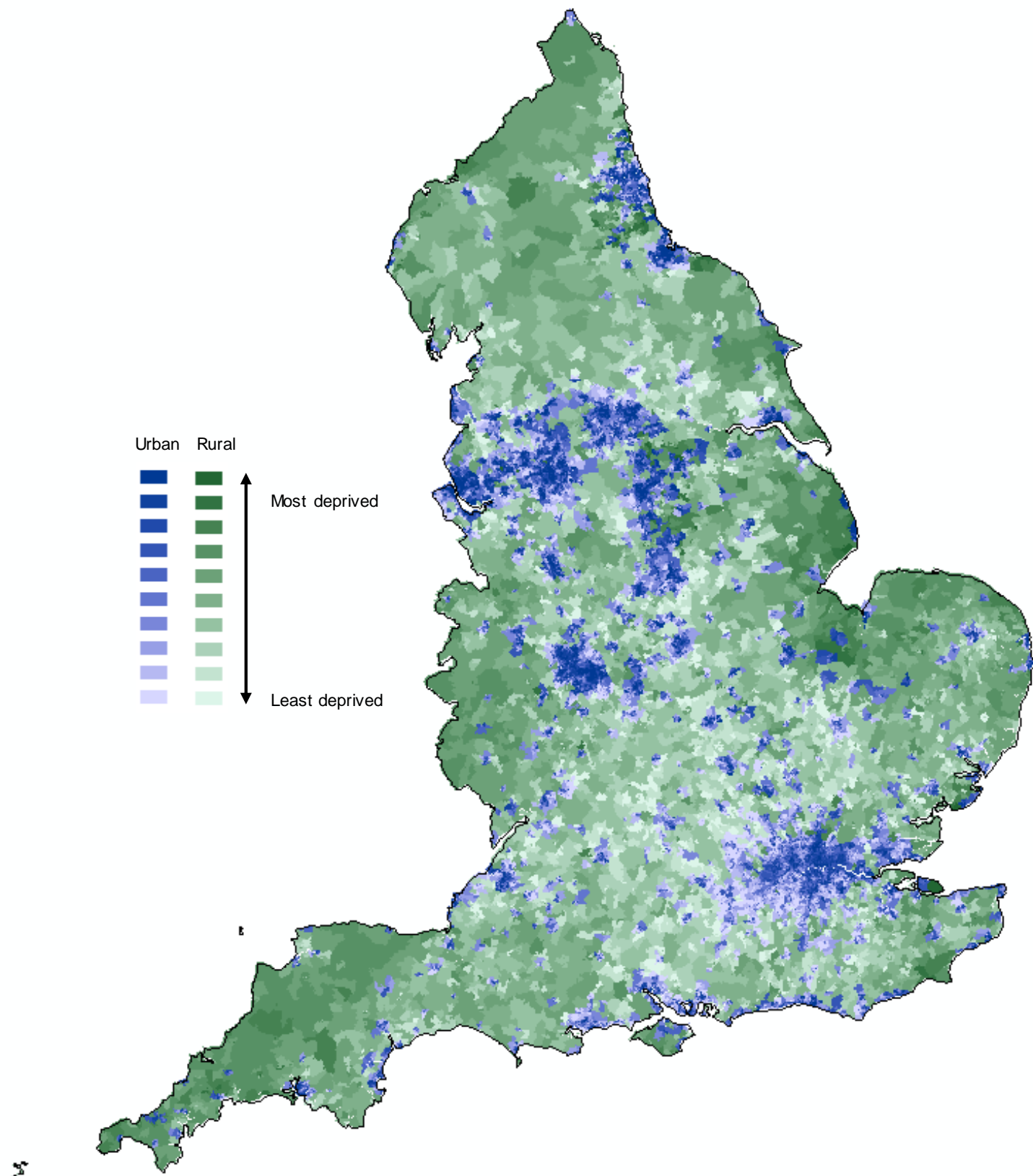
- The Index of Multiple Deprivation¹ is compiled by the Ministry of Housing, Communities and Local Government (MHCLG).
- It is an overall measure of deprivation that is based on seven domains of deprivation:
 - Income deprivation (including income deprivation affecting children and older people)
 - Employment deprivation
 - Education, skills and training deprivation
 - Health deprivation and disability
 - Crime
 - Barriers to housing and services
 - Living environment deprivation
- MHCLG state that “It is important to note that these statistics are a measure of relative deprivation, not affluence, and to recognise that not every person in a highly deprived area will themselves be deprived. Likewise, there will be some deprived people living in the least deprived areas”.
- This could be particularly the case in rural areas where the underlying area used to determine the index will be much more geographically spread out than in urban areas. This means that that small areas of deprivation are less likely to be identifiable amid a relatively affluent area. In urban areas deprivation is more likely to be concentrated in an area and hence more easily reflected in the index.

- Overall rural areas tend to be less deprived than urban ones.
 - 12 per cent of people living in urban areas are in areas that are within the most deprived 10 per cent of the Index of Multiple Deprivation, compared with just 1 per cent of people living in rural areas.
 - The proportion of the urban population in the most deprived 40 per cent of areas is higher than the proportion of the rural population.
- There is variation within rural areas however:
 - Whilst 18 per cent of people living in *rural town and fringe* areas are in the least deprived 10 per cent, just 4 per cent of those living in *rural village and dispersed* areas are and this falls to less than 1 per cent for *rural village and dispersed areas in a sparse setting*.
 - However, at this level, the data available are less likely to identify deprivation amid an area that is relatively less deprived overall.

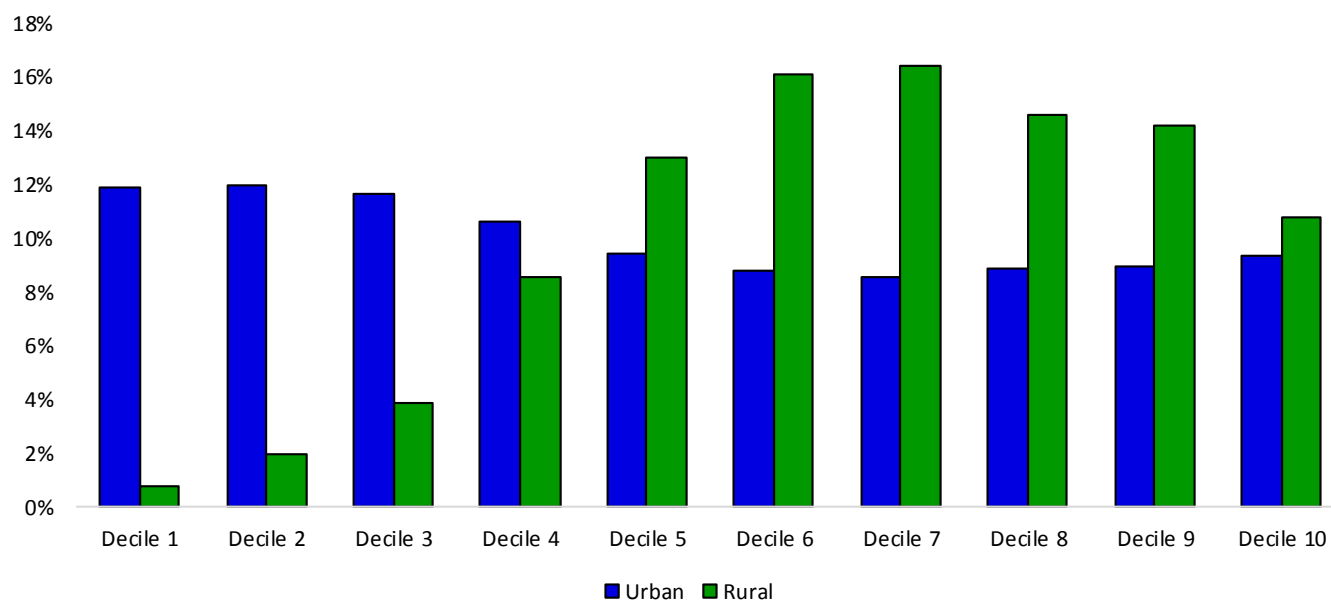
¹ The Index of Multiple Deprivation was last produced in 2015 see www.gov.uk/government/collections/english-indices-of-deprivation.

Deprivation by Lower Super Output Area (LSOA) ²

Index of Multiple Deprivation (IMD) deciles, by Lower Super Output Area² and rural-urban classification, in England (2015)



Proportion of the population within each decile of the Index of Multiple Deprivation, by rural-urban classification, England, 2015



Proportion of the population within each decile of the Index of Multiple Deprivation, by rural-urban classification, England, 2015

Decile	Most Deprived					Least Deprived				
	1	2	3	4	5	6	7	8	9	10
Urban major conurbation	15%	15%	14%	11%	10%	8%	7%	7%	7%	5%
Urban minor conurbation	20%	14%	12%	10%	8%	8%	8%	7%	6%	6%
Urban city and town	9%	9%	10%	10%	9%	9%	10%	10%	11%	13%
Urban city and town in a sparse setting	12%	10%	14%	10%	24%	11%	7%	7%	6%	<1%
Rural town and fringe	1%	3%	4%	8%	10%	12%	12%	14%	18%	18%
Rural town and fringe in a sparse setting	<1%	4%	12%	14%	21%	18%	11%	11%	7%	1%
Rural village and dispersed	<1%	1%	3%	7%	15%	21%	23%	16%	11%	4%
Rural village and dispersed in a sparse setting	<1%	1%	9%	33%	29%	17%	6%	4%	2%	<1%
Urban	12%	12%	12%	11%	9%	9%	9%	9%	9%	9%
Rural	1%	2%	4%	9%	13%	16%	16%	15%	14%	11%

Notes:

¹ Analysis is based on the Index of Multiple Deprivation 2015, which is based on the English indices of deprivation 2015. www.gov.uk/government/collections/english-indices-of-deprivation. The indices are derived for Lower Super Output Areas.

² A Lower Super Output Area (LSOA) is a geographic area built up from groups of census output areas. LSOAs were developed (along with Middle Super Output Areas) to help improve the reporting of small area statistics, allowing for greater precision than reporting at Local Authority level.

Poverty

- Households Below Average Income (HBAI) statistics give an insight into the standard of living of the household population of England. HBAI assumes that all individuals in the household benefit equally from the combined income of the household.
- Individuals are said to be in **relative low income** if they live in a household with an income that is low relative to other households, as determined by whether the income is below 60 per cent of median income (the income earned by the household in the middle of the distribution in a given year). This can be determined before or after housing costs.
- Individuals are said to be in **absolute low income** if they live in a household with an income that is below a level that was the relative low income threshold in 2010/11 adjusted for inflation. This can be determined before or after housing costs.
- The percentage of people living in relative and absolute low income is lower in rural areas than in urban areas, but nevertheless many thousands of individuals living in rural areas are in households below average income.

Percentage of households, working-age people, children and pensioners in relative and absolute low income, before and after housing costs, in 2016/17, by rural and urban areas in England

Type of low income	Group	Rural		Urban	
		Before housing costs	After housing costs	Before housing costs	After housing costs
Relative	Households	16	17	18	24
	Working-age people	12	16	15	23
	Children	14	19	21	34
	Pensioners	16	14	18	16
Absolute	Households	13	15	15	22
	Working-age people	10	14	13	20
	Children	11	16	17	29
	Pensioners	14	11	15	14

Relative low income in 2016/17

- The percentage of **households** in rural areas in relative low income was 16 per cent before housing costs and 17 per cent after housing costs. In comparison, the percentage of households in urban areas in relative low income was 18 per cent before housing costs and 24 per cent after housing costs.
- The percentage of **working-age people** in rural areas in relative low income was 12 per cent before housing costs and 16 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 15 per cent before housing costs and 23 per cent after housing costs.
- The percentage of **children** in rural areas in relative low income was 14 per cent before housing costs, and 19 per cent after housing costs. In comparison, the percentage of children in urban areas in relative low income was 21 per cent before housing costs and 34 per cent after housing costs.
- The percentage of **pensioners** in rural areas in relative low income was 16 per cent before housing costs, and 14 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in relative low income was 18 per cent before housing costs and 16 per cent after housing costs.

Absolute low income in 2016/17

- The percentage of **households** in rural areas in absolute low income was 13 per cent before housing costs and 15 per cent after housing costs. The percentage of households in urban areas in absolute low income was 15 per cent before housing costs and 22 per cent after housing costs.
- The percentage of **working-age people** in rural areas in absolute low income was 10 per cent before housing costs and 14 per cent after housing costs. In comparison, the percentage of working-age people in urban areas in relative low income was 13 per cent before housing costs and 20 per cent after housing costs.
- The percentage of **children** in rural areas in absolute low income was 11 per cent before housing costs and 16 per cent after housing costs. In comparison, the percentage of children in urban areas in absolute low income was 17 per cent before housing costs and 29 per cent after housing costs.
- The percentage of **pensioners** in rural areas in absolute low income was 14 per cent before housing costs and 11 per cent after housing costs. In comparison, the percentage of pensioners in urban areas in absolute low income was 15 per cent before housing costs and 14 per cent after housing costs.

Percentage of households, working-age people, children and pensioners in relative and absolute low income, before and after housing costs, in 2015/16, by rural and urban areas in England

Type of low income	Group	Rural		Urban	
		Before housing costs	After housing costs	Before housing costs	After housing costs
Relative	Households	16	17	17	23
	Working-age people	14	17	15	22
	Children	16	23	20	32
	Pensioners	16	14	17	16
Absolute	Households	14	16	15	21
	Working-age people	12	15	13	20
	Children	14	20	18	29
	Pensioners	14	12	16	14

Dashboard showing the change in the percentage of households, working-age people, children and pensioners, in relative and absolute low income, before and after housing costs, between 2015/16 and 2016/17, by rural and urban areas in England

Type of low income	Group	Rural		Urban	
		Before housing costs	After housing costs	Before housing costs	After housing costs
Relative	Households	—	—	↑	↑
	Working-age people	↓	↓	—	↑
	Children	↓	↓	↑	↑
	Pensioners	—	—	↑	—
Absolute	Households	↓	↓	—	↑
	Working-age people	↓	↓	—	—
	Children	↓	↓	↓	—
	Pensioners	—	↓	↓	—

Key: the percentage in low income increased (↑), decreased (↓) or stayed the same (—).

This dashboard shows the direction of change over the last year and is provided to give an indication only and may not represent a clear improvement or deterioration. Indication of change is based on a ±1.0 percentage point threshold.

Changes between 2015/16 and 2016/17

In rural areas:

- The percentage of people in relative low income, before or after housing costs, has decreased for working-age people and children.
- The percentage of people in relative low income, before or after housing costs, has remained the same for households and pensioners.
- For households, working-age people, children, and pensioners, the percentage in absolute low income after housing costs has fallen.

In urban areas:

- The percentages of households, working-age people and children in relative low income after housing costs has increased.
- The percentages in absolute low income before housing costs has fallen for children and pensioners.

Technical note

This report presents figures on the percentage living in relative and absolute low income for households overall, and separately for working-age adults, children and pensioners. These statistics are one of the measures used to assess changes to living standards by examining low income, income inequality and poverty. Figures are presented as *before* and *after* housing costs.

The Department for Work and Pensions (DWP) reports that **before housing costs**¹ measures allow an assessment of the relative standard of living of those individuals who were actually benefiting from a better quality of housing by paying more for better accommodation, and income growth over time incorporates improvements in living standards where higher costs reflected improvements in the quality of housing.

After housing costs¹ measures allow an assessment of living standards of individuals whose housing costs are high relative to the quality of their accommodation, and income growth over time may also overstate improvements in living standards for low-income groups, as a rise in housing benefit to offset higher rents (for a given quality of accommodation) would be counted as an income rise.

Both before and after housing costs measures can be used to examine relative and absolute low income for **households**.

DWP report that the preferred measure to examine relative and absolute low income for the **working-age population** (those aged between 16 and 64) is before housing costs. This is because after housing costs measures can underestimate the true living standard of families who choose to spend more on housing to attain a higher standard of accommodation.

DWP report that the preferred measure of low income for **children** is based on incomes measured before housing costs, as after housing costs measures can underestimate the true living standard of families who choose to spend more on housing to attain a higher standard of accommodation.

DWP report that the preferred measure of low income for **pensioners** is based on incomes measured after housing costs, as a significant percentage of pensioners own their own home. The figures for both urban and rural areas show that the percentage of pensioners in relative or absolute low income was lower after housing costs, than before housing costs.

These rural statistics are based on **relative low income** and **absolute low income**². DWP also report on measures of 'low income and material deprivation' and 'persistent poverty'.

¹ See Note (a) for explanation of what is included in *before* and *after* housing costs.

² See Note (b) for explanation of *relative* low income and *absolute* low income.

Source: Department for Work and Pensions (DWP), bespoke data request.

Notes:

(a) HBAI statistics – background information

Households Below Average Income (HBAI) uses net disposable weekly household income, after adjusting for the household size and composition, as an assessment for material living standards - the level of consumption of goods and services that people could attain given the net income of the household in which they live. In order to allow comparisons of the living standards of different types of households, income is adjusted to take into account variations in the size and composition of the households in a process known as equivalisation. The unit of analysis is the individual.

Housing costs are made up of: rent (gross of housing benefit); water rates, community water charges and council water charges; mortgage interest payments (net of tax relief); structural insurance premiums (for owner occupiers); and ground rent and service charges.

Further information on HBAI statistics can be found at: <https://www.gov.uk/government/collections/households-below-average-income-hbai-2>

(b) HBAI statistics – definitions of relative and absolute low income

Relative low income sets the threshold as a percentage of the average income, so it moves each year as average income moves. It is used to measure the number and percentage of individuals who have incomes that are a certain percentage below the average.

The percentage of individuals in *relative* low income will increase if the average income:

- stays the same or rises and, relative to this, individuals on lowest incomes see their income fall, or rise to a lesser extent
- falls and individuals with the lowest incomes see their income fall more than the average income

The percentage of individuals in *relative* low income will decrease if the average income:

- stays the same or rises, while those with the lowest incomes see their income rise more than the average income
- falls and, relative to this, individuals with the lowest incomes see their income rise, fall to a lesser extent, or show no change

Absolute low income sets the low income line in a given year, here in 2010/11 then adjusts it each year with inflation as measured by variants of the Retail Prices Index (RPI). This measures the percentage of individuals who are below a certain standard of living in the UK (as measured by income).

The percentage of individuals in *absolute* low income will:

- increase if individuals with the lowest incomes see their income fall or rise less than inflation
- decrease if individuals with the lowest incomes see their incomes rise more than inflation

HBAI uses variants of the RPI to adjust for inflation to look at how incomes are changing over real time in real terms. In accordance with the Statistics and Registration Service Act 2007, the RPI and its derivatives have been assessed against the Code of Practice for Official Statistics and found not to meet the required standard for designation as National Statistics. A full report can be found on the UK Statistics Authority website.

(c) The Child Poverty Act 2010, Social Mobility and Child Poverty Commission

The relative low income target in the Child Poverty Act 2010 (<http://www.legislation.gov.uk/ukpga/2010/9/section/3>) is that less than 10% of children who live in qualifying households live in households that fall within the relevant income group. For the purposes of this analysis, a household falls within the relevant income group – in relation to a financial year – if its equivalised net income for the financial year is less than 60% of median equivalised net household income for the financial year.

(d) Rounding

In the tables, figures are rounded to the nearest 1.0 per cent whereas the dashboard shows change based on a ± 1.0 percentage point threshold. Increases or decreases in figures between years as noted in the tables and dashboard may therefore not match and these changes may not represent a clear improvement or deterioration.

Fuel poverty

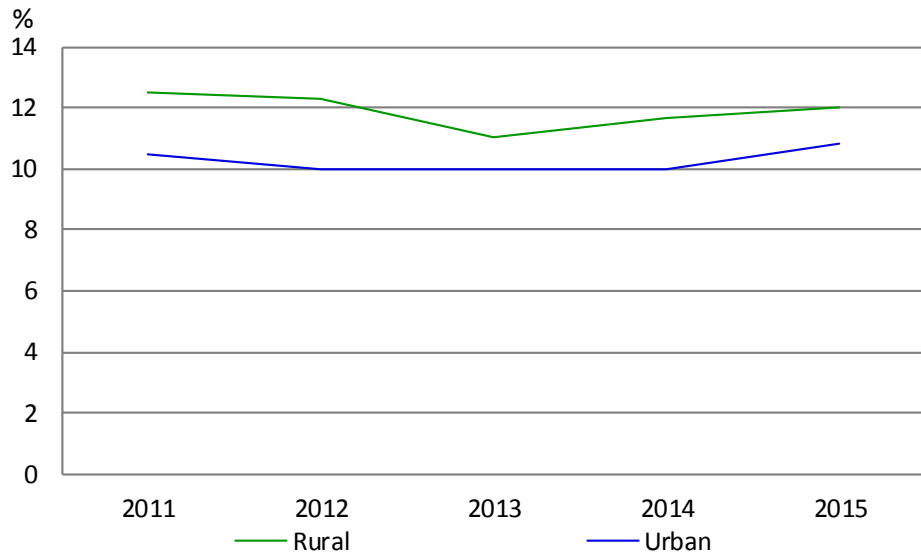
Fuel poverty or being fuel poor is where a household is living on a low income in a home that cannot be kept warm at reasonable cost without bringing their residual income below the poverty threshold.

- There were 2.5 million fuel poor households in England in 2015. Fuel poverty is proportionately more prevalent in rural areas.
- In 2015 11 per cent of households in urban areas (2 million) were fuel poor. In rural villages, hamlets and isolated dwellings 14 per cent of households (260,000) were fuel poor – this has changed little between 2011 and 2015.
- Homes in rural areas are typically less energy efficient and can be more reliant on potentially more expensive heating fuels.

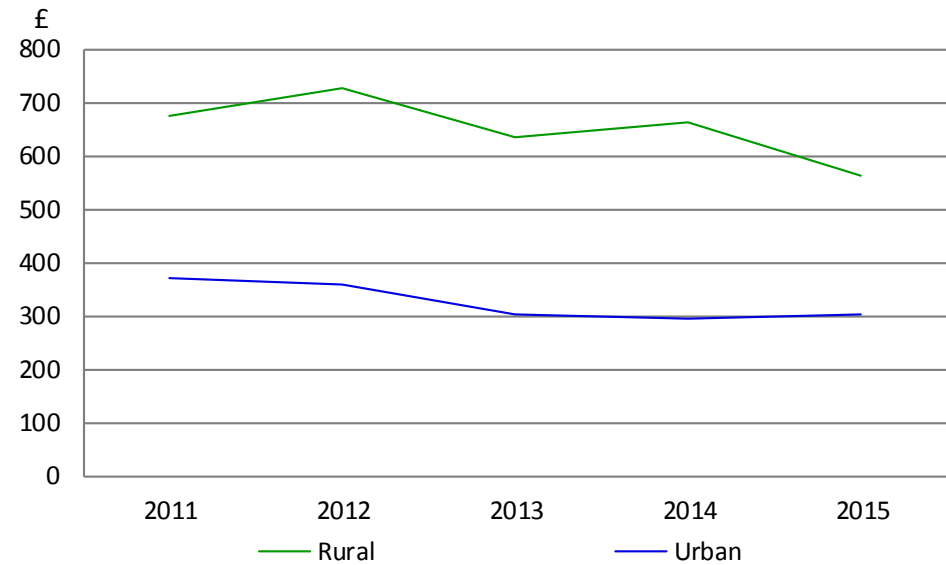
The fuel poverty gap is the additional income which would be needed to bring a household to the point of not being fuel poor.

- Overall the average fuel poverty gap for households that were fuel poor in 2015 was £353. However the average fuel poverty gap for fuel poor households in rural villages, hamlets and isolated dwellings was £726.
- The average fuel poverty gap for both rural and urban households decreased between 2011 and 2015.
- The Fuel Poverty Energy Efficiency Rating (FPEER) is a measure of the energy efficiency of a property. Rural households with the poorest FPEER rating of F or G had an average fuel poverty gap of £1,223 compared with an average fuel poverty gap of £917 for urban households of the same energy rating.

Proportion of fuel poor households, by settlement type



Average fuel poverty gap (£), by settlement type



Fuel poverty by settlement type in England

	2011		2012		2013		2014		2015	
	%	£	%	£	%	£	%	£	%	£
Rural	13	673	12	728	11	637	12	662	12	561
Rural town and fringe	11	406	10	446	8	346	9	378	11	371
Rural villages, hamlets and isolated dwellings	14	889	14	943	14	820	14	838	14	726
Urban	11	371	10	359	10	304	10	294	11	303
England	11	438	10	443	10	374	11	371	11	353

% - Proportion of fuel poor households £ - Average fuel poverty gap

This table is summarising more detailed information available at: www.gov.uk/government/uploads/system/uploads/attachment_data/file/597886/Fuel_poverty_by_rurality.ods

Fuel poverty by settlement and fuel poverty energy efficiency rating (FPEER) band 2015

Rurality	FPEER band	Proportion of households within group (%)		Number of households (000's)		Total number of households (000's)	Proportion of households fuel poor (%)	Aggregate fuel poverty gap (£m)	Average fuel poverty gap (£)
		Not fuel poor	Fuel poor	Not fuel poor	Fuel poor				
Urban	A/B/C	97.3	2.7	6,189	173	6,362	6.9	36	210
	D	86.7	13.3	7,877	1,204	9,081	48.1	248	206
	E	80.6	19.4	2,109	509	2,618	20.3	208	409
	F/G	75.3	24.7	388	127	515	5.1	117	917
	All	89.2	10.8	16,563	2,013	18,576	80.5	609	303
Rural	A/B/C	*	*	*	*	*	*	*	*
	D	89.5	10.5	1,535	180	1,715	7.2	37	206
	E	81.5	18.5	684	156	842	6.2	76	487
	F/G	73.5	26.5	360	130	490	5.2	159	1,223
	All	88.0	12.0	3,592	490	4,081	20	275	561
All households	All	89.0	11.0	20,155	2,502	22,657	100.0	884	353

* numbers suppressed

Technical note:

A household is said to be in fuel poverty if they have required fuel costs that are above average (the national median level), and were they to spend that amount, they would be left with a residual income below the official poverty line. This low income high cost indicator consists of two parts; firstly the number of households that have low incomes and high fuel costs; and secondly the depth of fuel poverty amongst these households. The depth of fuel poverty is measured by the 'fuel poverty gap' which is the difference (in pounds) between the required energy costs for each fuel poor household and the nearest fuel poverty threshold.

There are three key elements in determining whether a household is fuel poor, which are household income, household energy requirements and fuel prices

Fuel Poverty Energy Efficiency Rating (FPEER) is a measure of the energy efficiency of a property based on the Standard Assessment Procedure (SAP) but accounts for policies that directly affect the cost of energy. The FPEER methodology generates a rating between 1 and 100, which is then translated into an energy efficiency Band from G (lowest) to A (highest).

Source: BEIS fuel poverty statistics www.gov.uk/government/collections/fuel-poverty-statistics

Education and skills

Childcare provision

- Early Year Register (EYR) childminders and childcare providers provide childcare up to the age of 5 years (they may also provide childcare to older children).
- In August 2016 there were just over 8,000 EYR childcare settings in rural areas – 4,700 EYR childminders and over 3,300 EYR childcare providers - together offering over 152,000 child care places. Childcare places are not the maximum number of children that could be enrolled at a setting, but the maximum number of children that can be cared for at any one time.
- Between March and August 2016 there had been a 7 per cent fall in the combined number of EYR childminders and childcare providers in rural areas, compared with a 2 per cent fall in urban areas.
- In August 2016 15 per cent of EYR childminders and 18 per cent of EYR childcare providers in rural areas (17 per cent overall) had received an ‘outstanding’ rating in their most recent inspection. A further 77 per cent of both EYR childminders and childcare providers had received a ‘good’ rating.
- Overall between March and August 2016 the percentage of EYR childminders and childcare providers in rural areas that had received a ‘good’ or ‘outstanding’ rating in their most recent inspection increased from 88 per cent to 93 per cent. For urban areas there had been an increase from 86 per cent to 91 per cent.

Childminders, childcare providers and childcare places

Percentage of Early Year Registered childcare settings and childcare places, with most recent inspection outcome by rural urban classification, August 2016, England



Number and percentage of Early Year Registered childcare settings and most recent inspection outcome by rural urban classification, March and August 2016, England

	Number of childcare settings						Percentage of childcare settings					
	Childminders		Childcare providers		Total settings		Childminders		Childcare providers		Total settings	
	March	August	March	August	March	August	March	August	March	August	March	August
Rural												
All Early Year Registered	4,910	4,708	3,782	3,342	8,692	8,050						
Inspection outcome known	3,983	3,810	3,290	2,857	7,273	6,667	100	100	100	100	100	100
<i>Outstanding</i>	584	580	600	525	1,184	1,105	15	15	18	18	16	17
<i>Good</i>	2,834	2,919	2,404	2,205	5,238	5,124	71	77	73	77	72	77
<i>Requires improvement</i>	538	283	243	107	781	390	14	7	7	4	11	6
<i>Inadequate</i>	27	28	43	20	70	48	1	1	1	1	1	1
Inspection outcome not available	927	898	492	485	1,419	1,383						
Urban												
All Early Year Registered	39,323	37,852	21,083	21,339	60,406	59,191						
Inspection outcome known	31,433	30,572	17,740	18,041	49,173	48,613	100	100	100	100	100	100
<i>Outstanding</i>	4,049	3,916	2,996	3,096	7,045	7,012	13	13	17	17	14	14
<i>Good</i>	22,005	23,087	13,013	13,967	35,018	37,054	70	76	73	77	71	76
<i>Requires improvement</i>	5,074	3,252	1,496	795	6,570	4,047	16	11	8	4	13	8
<i>Inadequate</i>	305	317	235	183	540	500	1	1	1	1	1	1
Inspection outcome not available	7,890	7,280	3,343	3,298	11,233	10,578						
England												
All Early Year Registered	44,234	42,563	24,882	24,691	69,116	67,254						
Inspection outcome known	35,416	34,382	21,045	20,908	56,461	55,290	100	100	100	100	100	100
<i>Outstanding</i>	4,633	4,496	3,600	3,625	8,233	8,121	13	13	17	17	15	15
<i>Good</i>	24,839	26,006	15,426	16,177	40,265	42,183	70	76	73	77	71	76
<i>Requires improvement</i>	5,612	3,535	1,741	903	7,353	4,438	16	10	8	4	13	8
<i>Inadequate</i>	332	345	278	203	610	548	1	1	1	1	1	1
Inspection outcome not available	8,818	8,181	3,837	3,783	12,655	11,964						

Number and percentage of Early Year Registered childcare places and most recent inspection outcome by rural urban classification, March and August 2016, England

	Number of childcare places						Percentage of childcare places					
	Childminder places		Childcare provider places		Total child places		Childminder places		Childcare provider places		Total child places	
	March	August	March	August	March	August	March	August	March	August	March	August
Rural												
All Early Year Registered	29,408	28,801	127,022	123,753	156,430	152,555						
Inspection outcome known	24,412	23,914	110,809	107,615	135,221	131,529	100	100	100	100	100	100
<i>Outstanding</i>	4,025	4,113	23,130	22,208	27,155	26,321	16	17	21	21	20	20
<i>Good</i>	17,003	17,855	79,306	81,426	96,310	99,281	70	75	72	76	71	75
<i>Requires improvement</i>	3,209	1,778	7,074	3,206	10,283	4,984	13	7	6	3	8	4
<i>Inadequate</i>	175	168	1,298	775	1,473	943	1	1	1	1	1	1
Inspection outcome not available	4,996	4,887	16,213	16,139	21,209	21,026						
Urban												
All Early Year Registered	231,003	228,645	897,844	900,164	1,128,847	1,128,809						
Inspection outcome known	189,297	189,467	770,222	778,040	959,518	967,507	100	100	100	100	100	100
<i>Outstanding</i>	26,307	26,438	147,673	151,627	173,980	178,065	14	14	19	19	18	18
<i>Good</i>	131,345	141,512	554,305	588,003	685,650	729,515	69	75	72	76	71	75
<i>Requires improvement</i>	29,862	19,569	58,686	31,046	88,548	50,616	16	10	8	4	9	5
<i>Inadequate</i>	1,783	1,947	9,557	7,364	11,340	9,311	1	1	1	1	1	1
Inspection outcome not available	41,707	39,178	127,622	122,124	169,329	161,302						
England												
All Early Year Registered	260,417	257,464	1,025,382	1,024,140	1,285,800	1,281,604						
Inspection outcome known	213,709	213,381	881,431	885,877	1,095,140	1,099,258	100	100	100	100	100	100
<i>Outstanding</i>	30,332	30,551	170,910	173,956	201,242	204,507	14	14	19	20	18	19
<i>Good</i>	148,348	159,367	633,835	669,491	782,183	828,858	69	75	72	76	71	75
<i>Requires improvement</i>	33,071	21,347	65,830	34,292	98,901	55,640	15	10	7	4	9	5
<i>Inadequate</i>	1,958	2,115	10,856	8,139	12,814	10,254	1	1	1	1	1	1
Inspection outcome not available	46,708	44,083	143,951	138,262	190,659	182,346						

Notes: A rural urban classification has been applied using the postcode district of each setting as the full postcode has been redacted in published data for a large number of childminders and childcare providers. A rural urban classification for postcode districts has been devised especially to analyse these data. The postcode district is the first part of a postcode. There are 2,320 postcode districts in England covering 2.1 million postcodes. Analysis at postcode district level is likely to under-estimate the number of settings in rural areas and over estimate the number in urban areas compared with the outcome had it been possible to use a classification based on the full postcode.

The totals for England may not correspond with the sum of rural and urban settings as the totals for England include a small number of settings for which it was not possible to match postcode districts to determine a rural urban classification. Totals for England correspond with published Ofsted totals. Excluded from the rural or urban totals as a result are for March 1 childminder (6 childcare places) and 17 childcare providers (517 childcare places) and for August 3 childminders (18 childcare places) and 10 childcare providers (222 childcare places).

In August 2016 there were an additional 2,123 childminders and 1,481 childcare providers in rural areas not on the EYR but on other childcare registers (not shown).

Includes Ofsted estimates where the number of childcare places is not reported. The number of childcare places reported by some childminders may be a default standard of 6 places.

For more information see www.gov.uk/government/publications/childcare-providers-and-inspections-as-at-31-august-2016/childcare-providers-and-inspections-key-findings-as-at-31-august-2016

Source: Ofsted Freedom of Information early years dataset and Defra analysis

www.gov.uk/government/statistical-data-sets/foi-early-years-dataset-as-at-31-march-2016

www.gov.uk/government/publications/foi-early-years-dataset-as-at-31-august-2016

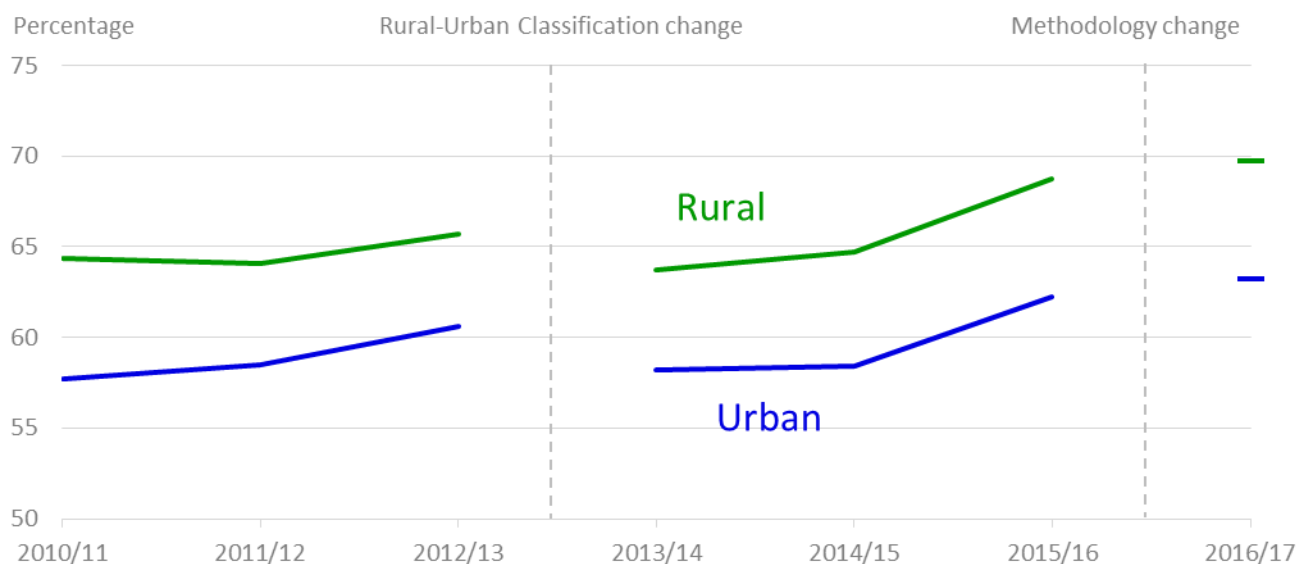
Secondary education

- In the 2016/17 academic year, 69.7 per cent of pupils living in rural areas left school with English and Maths GCSEs at A* to C grade or equivalent. This was higher than for urban areas (63.2 per cent) and England overall (64.3 per cent).
- In 2016/17 the proportion of pupils attending schools in rural areas who left school with English and Maths GCSEs at grades A* to C or equivalent was higher than in urban areas.
- For a given level of deprivation, the attainment levels of pupils living in rural areas were lower than for pupils living in urban areas with a similar level of deprivation.
- There is a wide variation in the English and Maths GCSE attainment results for Local Authority District (LAD) areas.

Pupils leaving school with English and Maths at A* to C grades at GCSE level, based on residency of pupils

Achievement of English and Maths GCSEs at grades A* to C or equivalent in England, based on pupil residence

The 2001 Rural-Urban Classification for Local Authorities has been applied to all data up to 2012/13, from 2013/14 the 2011 Rural-Urban Classification has been applied which prevents comparison with previous years (see notes). Methodology change: Introduction of a new 9-point scale for GCSE classification, where a 4 or above is equivalent to the old A* to C measure (see notes).



Percentage of pupils leaving school with English and Maths GCSEs at grades A* to C or equivalent, based on residency of pupils in England

	2010//11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
Rural areas	64.4	64.1	65.7	63.7	64.7	68.8	69.7
Rural hamlet & isolated dwellings	68.2	67.6	69.0	67.1	68.2	72.6	72.8
Rural village	66.5	65.8	67.3	65.8	67.3	70.7	72.4
Rural town & fringe	61.7	61.8	63.6	61.5	62.2	66.5	67.2
Urban areas	57.7	58.5	60.6	58.2	58.4	62.3	63.2
City and town				57.3	58.1	61.8	62.7
Minor conurbation				54.3	54.9	59.8	59.6
Major conurbation				59.7	59.2	63.1	64.1
England	59.0	59.6	61.6	59.1	59.5	63.4	64.3

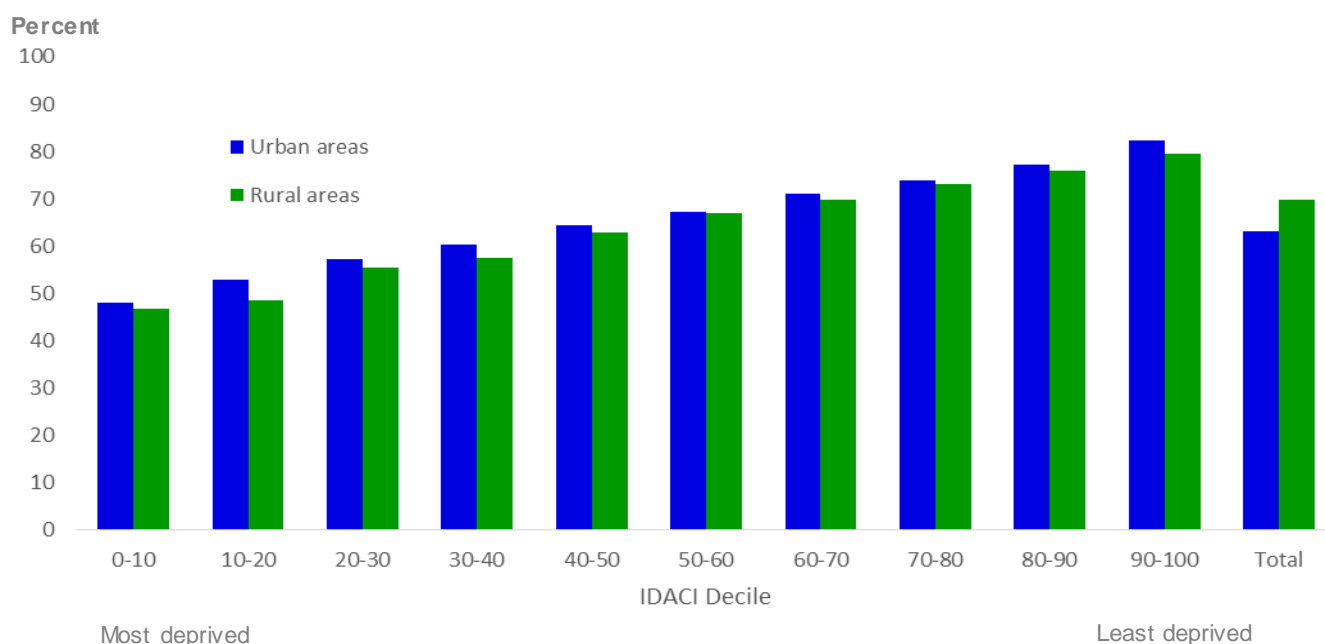
The first vertical line indicates the introduction of the 2011 Rural-Urban Classification from 2013/14 that prevents comparison with previous years (see notes). The second vertical line indicates the introduction of the new 9-point scale for GCSE classification where a 4 or above is equivalent to the old A* to C measure (see notes).

Pupils leaving school with English and Maths A* to C grades or equivalent at GCSE level, based on Income Deprivation Affecting Children Indices (IDACI) decile and residency of pupils

Achievement of English and Maths GCSEs at a 9 to 4 pass (equivalent to A to C) in England, based on IDACI decile and residency of pupil (2016/17)*

IDACI Decile	Most deprived					Least deprived				
	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
England	48.0	52.7	57.1	59.9	64.1	67.2	70.7	73.7	76.9	81.6
Urban areas	48.0	52.8	57.2	60.2	64.4	67.3	71.0	74.0	77.3	82.3
Rural areas	46.8	48.5	55.5	57.5	62.9	67.0	69.8	73.0	76	79.5
Number of eligible pupils in:										
Urban areas	61,157	57,303	52,731	46,541	42,848	37,724	35,210	32,909	33,439	35,001
Rural areas	1,111	1,746	3,434	5,690	7,952	11,616	13,708	15,444	15,263	11,967

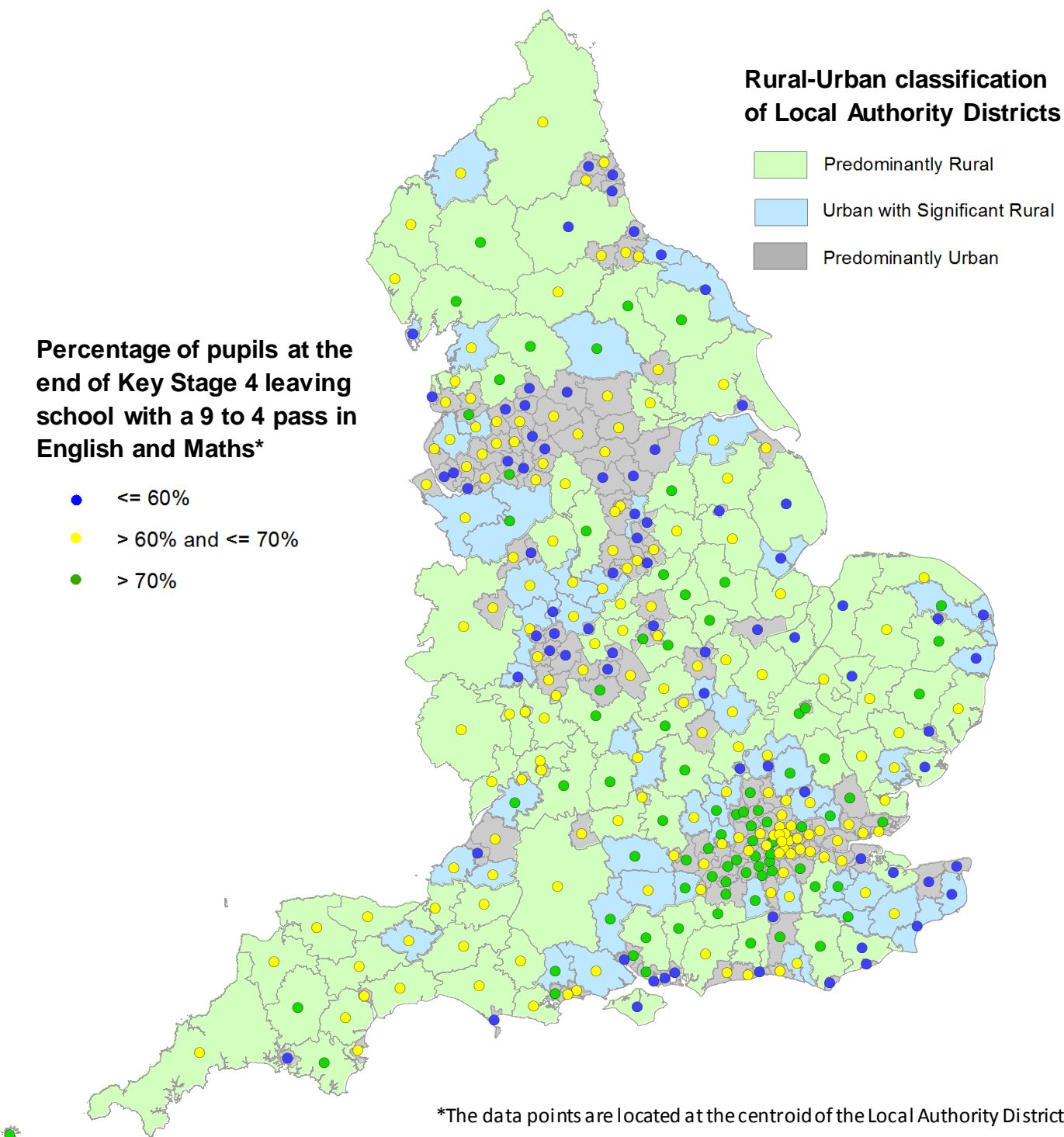
Achievement of English and Maths GCSEs at a 9 to 4 pass in England, based on Income Deprivation Affecting Children Indices (IDACI) decile and residency of pupil (2016/17)



- The introduction of a new secondary school accountability system in 2016 has changed how GCSE performance is measured. A 9 to 1 point measure has been introduced to replace the A* to G system, where a 9 to 4 score is equivalent to the previous A* to C measure. Data for 2016/17 presents the new 9 to 4 measure, whereas data prior to 2016/17 presents the A* to C measure.
- The proportion of pupils achieving English and Maths A* to C grades or equivalent in their GCSEs at the end of Key Stage 4 (end of secondary-level education), based on residency of pupil:
 - increased between 2011/10 and 2016/17 for both rural and urban areas
 - was 6.5 percentage points higher in rural than urban areas in 2016/17
 - was lower for all rural areas for each level of deprivation (IDACI decile group) compared with urban areas
- When the data are considered at an aggregated rural level then the rural English and Maths attainment results are on average better than the urban ones.
- However, results by the level of deprivation in the area where the pupil lives (using the Income Deprivation Affecting Children Index (IDACI) adds context to the results by taking into account the circumstances of children outside the influence of the school. When comparing results using deprivation level (IDACI decile bands), rural areas had lower achievement levels in English and Maths for all levels of deprivation compared with urban areas.
- The differing outcome at the aggregated rural level (rural areas seeing higher levels of attainment) and individual deprivation levels is explained by the different proportions of deprivation within rural and urban areas overall. In rural areas, 23 per cent of pupils were in areas with the highest levels of deprivation (decile bands 0 to 50) compared with 60 per cent of pupils in urban areas. Those pupils in these more deprived areas generally had lower achievement levels compared with those in less deprived areas (decile bands 50 to 100) where there are proportionately more pupils in rural areas. This factor results in a higher attainment average overall for rural pupils and the converse for urban pupils.
- It is also useful to consider geographical differences by comparing the results at Local Authority District level and region.

Pupils leaving school with English and Maths at 9 to 4 pass at GCSE level, by Local Authority District based on residency of pupils

Local Authority English and Maths 9 to 4 pass attainment levels based on location of pupil, by settlement type, in England (2016/17)



Achievement of English and Maths GCSEs at a 9 to 4 pass (equivalent to A* to C) in England, in local authority district areas with the highest and lowest attainment levels and residency of pupil (2016/17)

Ranking	LAD Code	LAD Name	LAD Rural Urban Classification (3 way class)	Number of eligible pupils	% achieving English and Maths A*-C grades
1	E06000053	Isles of Scilly UA	Predominantly Rural	19	84.2
2	E07000176	Rushcliffe	Predominantly Rural	1,052	83.3
3	E07000240	St Albans	Predominantly Urban	1,499	82.3
4	E09000027	Richmond upon Thames	Predominantly Urban	1,228	81.0
5	E07000005	Chiltern	Urban with Significant Rural	1,021	80.9
6	E06000041	Wokingham UA	Predominantly Urban	1,667	79.8
7	E06000017	Rutland UA	Predominantly Rural	271	79.7
8	E07000068	Brentwood	Urban with Significant Rural	735	79.3
9	E07000214	Surrey Heath	Predominantly Urban	827	78.5
10	E07000207	Elmbridge	Predominantly Urban	870	77.8
11	E07000044	South Hams	Predominantly Rural	828	77.4
12	E07000242	East Hertfordshire	Urban with Significant Rural	1,486	77.4
13	E07000012	South Cambridgeshire	Predominantly Rural	1,519	77.3
14	E07000094	Winchester	Predominantly Rural	1,063	77.3
15	E09000021	Kingston upon Thames	Predominantly Urban	1,391	77.1
312	E07000192	Cannock Chase	Urban with Significant Rural	939	53.9
313	E07000106	Canterbury	Predominantly Urban	1,339	53.5
314	E08000030	Walsall	Predominantly Urban	3,099	53.4
315	E07000145	Great Yarmouth	Urban with Significant Rural	992	53.0
316	E07000088	Gosport	Predominantly Urban	823	52.5
317	E07000199	Tamworth	Predominantly Urban	830	52.4
318	E07000138	Lincoln	Predominantly Urban	793	52.3
319	E06000010	Kingston upon Hull, City of UA	Predominantly Urban	2,404	52.2
320	E07000076	Tendring	Predominantly Rural	1,355	52.0
321	E07000010	Fenland	Predominantly Rural	988	51.3
322	E06000018	Nottingham UA	Predominantly Urban	2,758	51.1
323	E07000053	Weymouth and Portland	Predominantly Urban	648	50.3
324	E06000009	Blackpool UA	Predominantly Urban	1,320	50.1
325	E07000136	Boston	Urban with Significant Rural	690	49.0
326	E07000114	Thanet	Predominantly Urban	1,418	47.8

Local Authority Districts ranked from 1 to 326, showing the 15 with the highest (white) and lowest (green) attainment levels.

Achievement of English and Maths GCSEs at a 9 to 4 pass (equivalent to A to C) in England, based on region and residency of pupil (2016/17)*

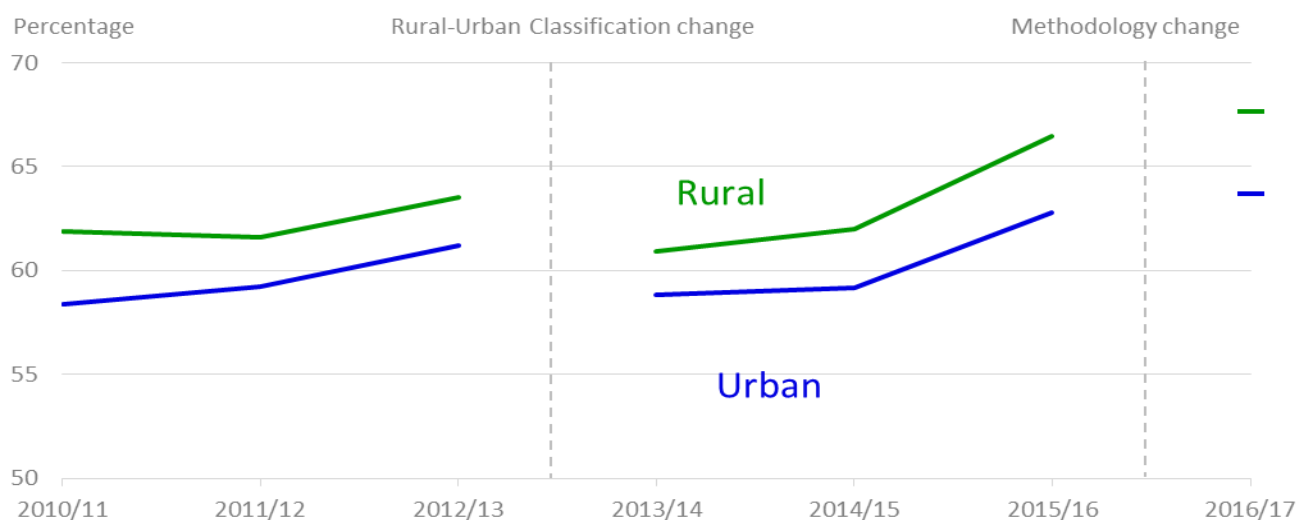
Region	Number of eligible pupils	% achieving English and Maths 9-4 pass
London	75,834	68.6
South East	83,351	66.4
East	59,650	65.4
South West	50,023	64.1
East Midlands	45,749	63.1
North West	71,687	62.8
Yorkshire and the Humber	52,817	62.1
West Midlands	58,624	61.2
North East	25,059	60.2

- There is a wide variation in the English and Maths GCSE A* to C grades or equivalent attainment results at Local Authority District (LAD) area level. The proportion of pupils achieving these results in their English and Maths GCSEs at the end of Key Stage 4 (excluding Isles of Scilly UA, with very low pupil numbers) was highest in Rushcliffe at 83.3 per cent (a predominantly rural local authority district) and lowest in Thanet at 47.8 per cent (a predominantly urban local authority district).
- The lowest ranked region was North East with 60.2 per cent of pupils achieving a 9 to 4 pass in English and Maths, with London as the highest ranked region (68.5 per cent of pupils).
- Coastal Local Authority District areas also show a pattern of lower attainment levels. The following predominantly rural LAD areas all had English and Maths GCSE attainment levels below or equal to 60% (annotated as blue dots on the map): Swale, Tendring, King's Lynn and West Norfolk, and Isle of Wight.

Pupils leaving school with English and Maths A* to C grades or equivalent at GCSE level, based on school location

Achievement of English and Maths GCSEs at grades A* to C or equivalent in England, based on school location

The 2001 Rural-Urban Classification for Local Authorities has been applied to all data up to 2012/13, from 2013/14 the 2011 Rural-Urban Classification has been applied which prevents comparison with previous years (see notes). Methodology change: Introduction of a new 9-point scale for GCSE classification, where a 4 or above is equivalent to the old A* to C measure (see notes).



Percentage of pupils leaving school with English and Maths GCSEs at grades A* to C or equivalent, based on location of schools in England

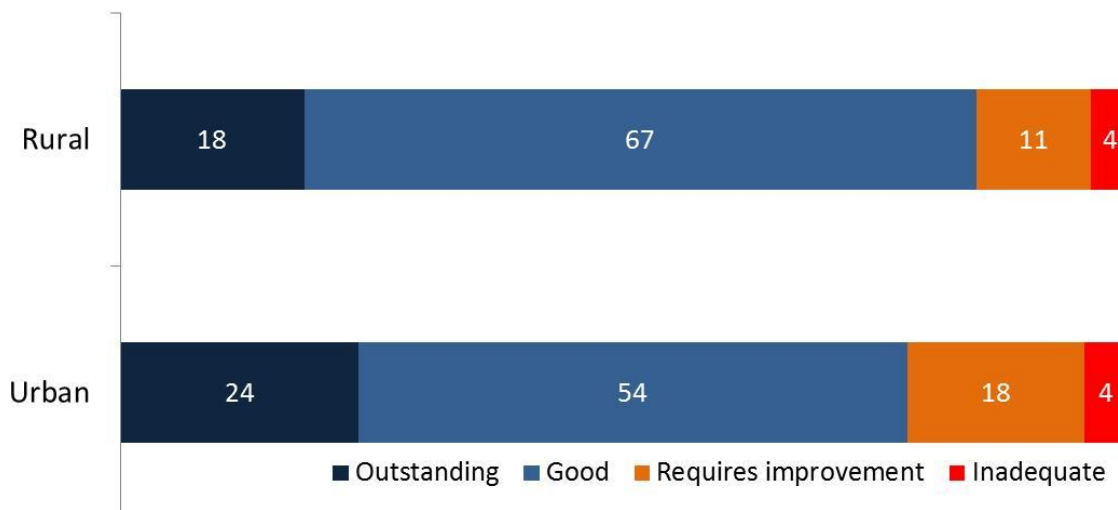
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
Rural areas	61.9	61.6	63.5	60.9	62.0	66.5	67.6
Rural hamlet & isolated dwellings	60.9	60.5	61.4	60.3	61.8	65.5	66.8
Rural village	62.8	61.6	63.9	61.6	62.8	67.9	67.1
Rural town & fringe	61.8	61.8	63.9	60.9	61.9	66.4	67.8
Urban areas	58.4	59.2	61.2	58.8	59.2	62.8	63.7
City and town				58.5	59.4	62.9	63.7
Minor conurbation				54.6	55.0	59.7	60.0
Major conurbation				59.8	59.3	63.0	64.0
England	58.9	59.5	61.5	59.1	59.5	63.3	64.2

The first vertical line indicates the introduction of the 2011 Rural-Urban Classification from 2013/14 that prevents comparison with previous years (see notes). The second vertical line indicates the introduction of the new 9-point scale for GCSE classification where a 4 or above is equivalent to the old A* to C measure (see notes).

- The proportion of pupils achieving English and Maths A* to C grades or equivalent in their GCSEs at the end of Key Stage 4 (end of secondary level education) based on school location:
 - was 3.9 percentage points higher in rural than urban areas in 2016/17.
- The percentage of pupils achieving English and Maths GCSEs at grades A* to C or equivalent was higher for pupils who went to school in rural areas than for those who went to school in urban areas each year between 2010/11 and 2016/17.
- There will be differences between residency and location of school as pupils living rural areas may travel to schools in urban areas and vice versa.

School inspection outcomes, based on school location

Percentage of secondary schools with most recent school inspection outcome, as at 31 October 2016, based on rural urban classification of school location, England



Percentage of secondary schools with most recent school inspection outcome, as at 31 October 2016, based on rural urban classification of school location, England

	Percentage of schools				Number of schools		
	Outstanding	Good	Requires improvement	Inadequate	Total inspected	Inspected	Not yet inspected
Rural areas	18	67	11	4	100	456	34
Rural hamlet & isolated dwellings	16	74	9	0	100	43	5
Rural village	15	74	11	0	100	65	6
Rural town & fringe	19	64	12	5	100	348	23
Urban areas	24	54	18	4	100	2,644	252
City and town	21	57	19	4	100	1,475	127
Minor conurbation	18	46	31	6	100	90	18
Major conurbation	28	52	15	5	100	1,079	107
England	23	56	17	4	100	3,100	286

- At as 31 October 2016, 18 per cent of secondary schools in rural areas had received 'Outstanding' as the most recent inspection outcome, compared with 24 per cent of secondary schools in urban areas.
- A further 67 per cent of secondary schools in rural areas had received a 'Good' inspection outcome.
- Overall 85 per cent of secondary schools in rural areas had received 'Outstanding' or 'Good' inspection outcomes, compared with 78 per cent of secondary schools in urban areas.

Notes

Data includes pupils at the end of Key Stage 4 in each academic year and those taking International GCSEs. Pupils with a missing or incorrect residential postcode have been excluded so percentages for school-location and pupil-location are not the same. A small number of pupils resident in Scotland or Wales who attended a school in England are included in the school-location analysis, but not the pupil-location analysis.

The Income Deprivation Affecting Children Index (IDAC) is a subset of the Income of Multiple Deprivation, with the Index showing the proportion of children in each Lower-layer Super Output Area that live in families that are income deprived. IDAC bands are based on 2010 IDACI scores. Information on the latest IDACI can be found at www.gov.uk/government/statistics/english-indices-of-deprivation-2015.

Methodological changes mean that from 2013/14 onwards data aren't comparable with previous years. This is due to incorporation of the recommendations of Professor Wolf's independent review of vocational education and new early entry rules. For a summary of these changes, see [Quality and methodology information: SFR41/2014](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/366555/SFR41_2014_QualityandMethodology.pdf), (www.gov.uk/government/uploads/system/uploads/attachment_data/file/366555/SFR41_2014_QualityandMethodology.pdf)

The Department for Education hosts the independent Wolf Report (www.gov.uk/government/publications/review-of-vocational-education-the-wolf-report) and the final progress report (www.gov.uk/government/publications/wolf-recommendations-progress-report).

Source: Department for Education *Pupil residency and school location tables: SFR 01/2016*, part of *Revised GCSE and equivalent results in England: 2014 to 2015* (www.gov.uk/government/statistics/revised-gcse-and-equivalent-results-in-england-2014-to-2015) and table *SFR01/2016: GCSE and equivalent results in England 2014/15 (Revised)* (www.gov.uk/government/uploads/system/uploads/attachment_data/file/493479/SFR01_2016_Pupil_Residency_and_School_Location_Tables.xls).

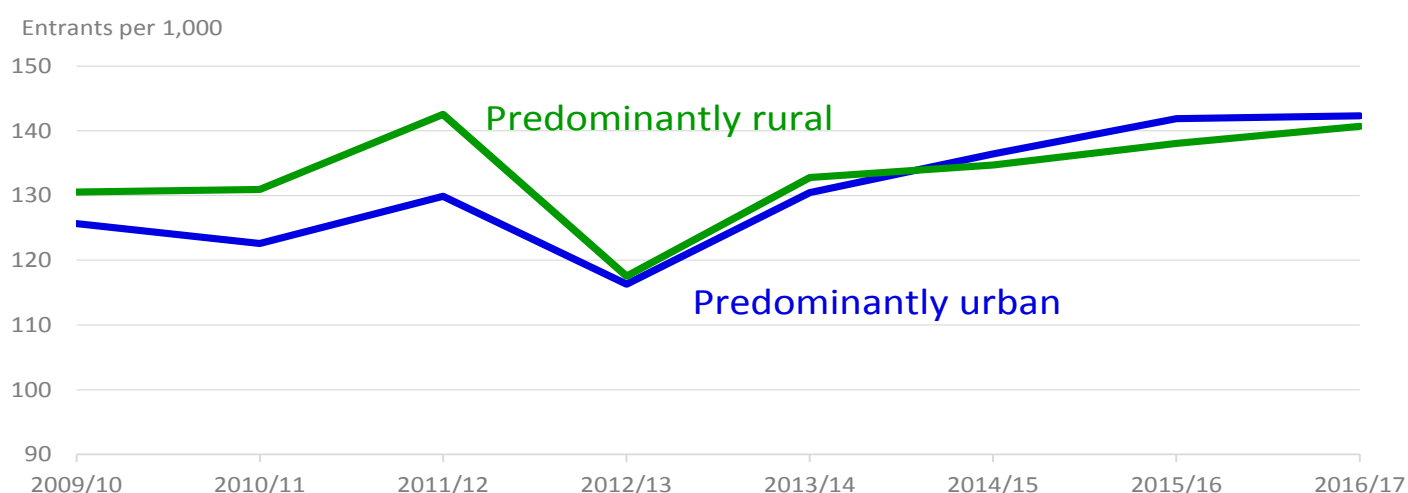
Ofsted Schools Management Information: www.gov.uk/government/statistical-data-sets/monthly-management-information-ofsted-school-inspections-outcomes and Defra analysis. For one secondary school, which had not been inspected, it was not possible to match its location and apply a rural urban classification. It has not been included in the table.

Higher education

- The rate of full-time entry to higher education institutions by 18 to 20 year olds in 2016/17 was slightly lower in *Predominantly rural* areas than in *Predominantly urban* areas (141 compared with 142 entrants per 1,000 18 to 20 year olds respectively).
- For part-time entry the ratio was higher in *Predominantly rural* areas (4 per 1,000) than in *Predominantly urban* areas (3 per 1,000).
- Rates of entry to part-time higher education have been falling since around 2009/10.
- The rates for entrants to higher education institutions are based on where the students are living prior to commencing higher education and does not take account of the location of the higher education institutions.

Full-time entrants to higher education

Full-time entrants to higher education per 1,000 people aged 18 to 20 in England



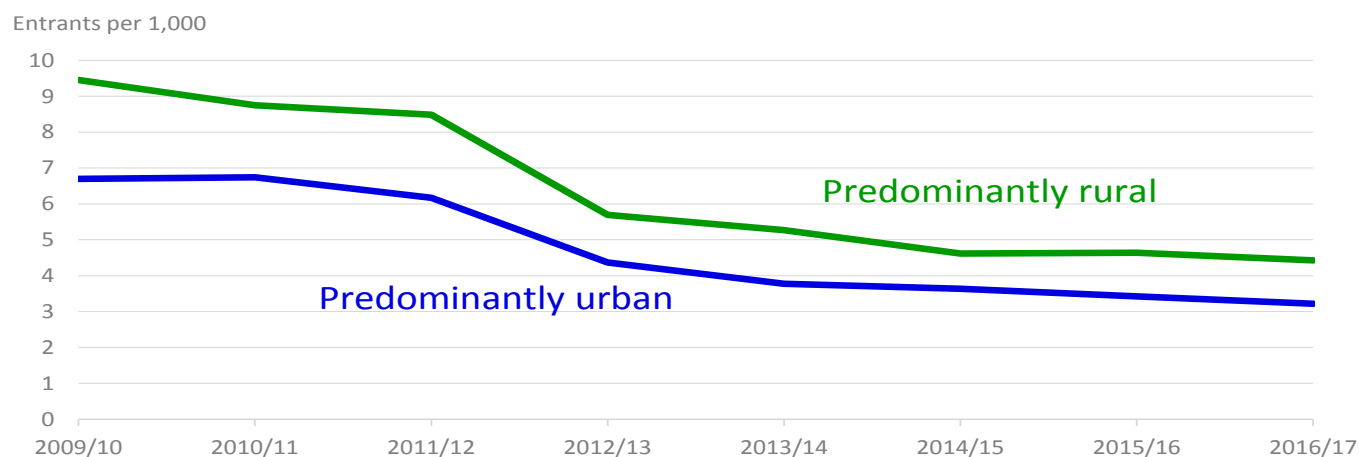
- There has been an increase in the rate of enrolment for full-time courses at higher education institutions in England since 2012/13. This followed a decrease in the previous year that coincided with changes to tuition fee arrangements.
- The rate of entry to higher education by 18 to 20 year olds has tended to be higher for those living in *Predominantly rural* areas than *Predominantly urban* areas, but the rate for *Predominantly urban* areas rose above *Predominantly rural* areas in 2014/15.

Full-time entrants to higher education per 1,000 population of 18 to 20 year olds in England

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
Predominantly rural	131	131	143	118	133	135	138	141
Urban with significant rural	143	142	152	129	142	145	149	151
Predominantly urban	126	123	130	116	130	136	142	142
England	130	128	137	119	133	138	143	144

Part-time entrants to higher education

Part-time entrants to higher education per 1,000 people aged 18 to 20 in England



- The rate of 18 to 20 year olds enrolling for part-time courses at higher education institutions in England has been decreasing since 2009/10 in *Predominantly rural* areas and 2010/11 in *Predominantly urban* areas.
- In 2016/17 the entry rates for those living in *Predominantly rural* areas prior to commencing higher education were 4 entrants per 1,000 population of 18 to 20 year olds compared with 3 entrants per 1,000 population for those living in *Predominantly urban* areas.
- *Predominantly rural* areas have had a consistently higher rate of part time enrolment to higher education for 18 to 20 year olds than *Predominantly urban* areas.

Part-time entrants to higher education per 1,000 population of 18 to 20 year olds in England

	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
Predominantly rural	9	9	8	6	5	5	5	4
Urban with significant rural	8	8	7	5	5	5	5	5
Predominantly urban	7	7	6	4	4	4	3	3
England	7	7	7	5	4	4	4	4

Notes

Rates are presented as the number of people per 1,000 aged 18 to 20, using mid-year population estimates as the baseline.

Data on entrants to higher education were provided at the scale of Local Education Authorities (LEAs), which were matched to the 2011 Rural-Urban Classification for counties.

Source: Department for Education.

Skills

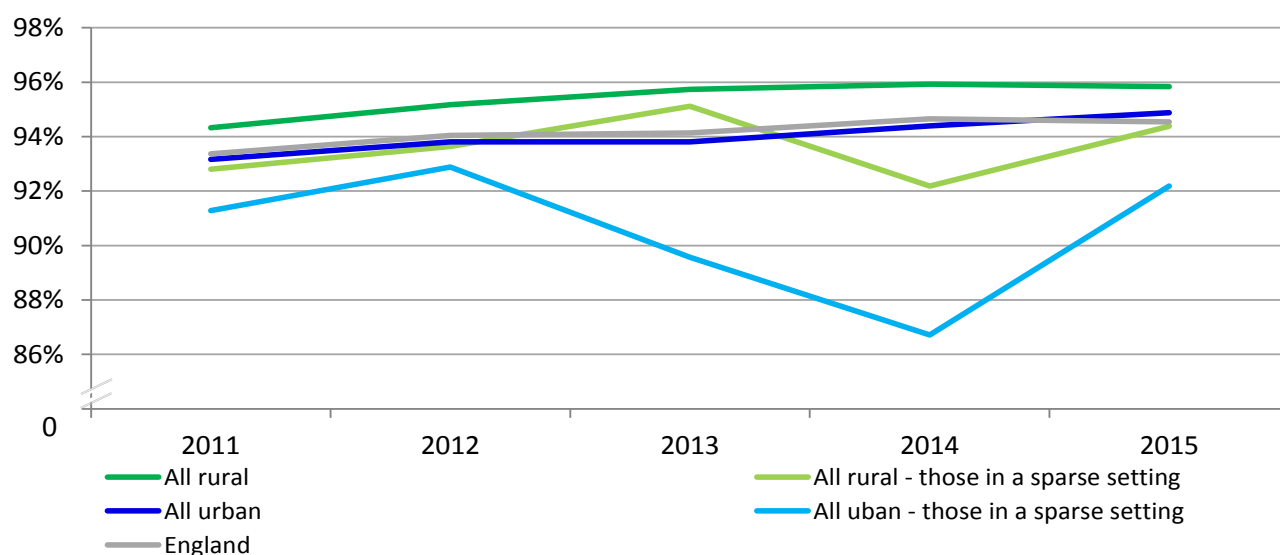
The skills detailed in this section are National Vocational Qualification (NVQ) Level 2 and above – which is equivalent to 5 General Certificates of Secondary Education (GCSE) at Grade A-C, NVQ4 and above –which measures qualifications at Higher National Certificate (HNC), Higher National Diploma (HND) or degree level and people with at least one qualification- including GCSEs at Grade D or E.

Residence based skills

The first section looks at skills based on where individuals live, but this will not accurately reflect the true differences in the knowledge base between different settlement types. Many people who live in rural areas will travel to urban areas for work and so the skills that these people have will not be used in rural areas.

- When comparing rural and urban areas the proportion of working age population with at least one qualification has been consistently highest for the total rural category for the last five years. In 2015, 95.8 per cent of working age people living in *all rural areas* had at least one qualification compared to 94.9 per cent in *all urban areas*.
- The proportion of working age population with NVQ2 or above was consistently higher for people living in the *all rural* category than for those living in the *all urban* category. This is the same for those with NVQ4 and above however the proportions were more tightly grouped.

Proportion of working age population with at least one qualification (residence based), by settlement type in England, 2011 to 2015



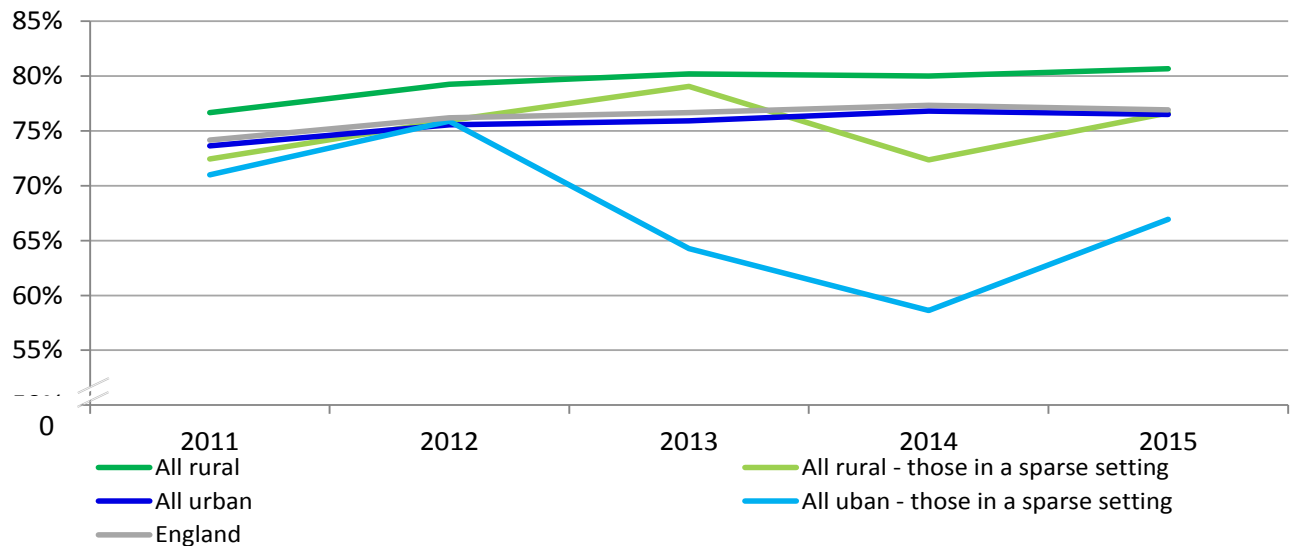
- The proportion of working age population that have at least one qualification was higher in *rural areas* than in *urban areas*, 95.8 per cent and 94.9 per cent respectively.
- For the total rural classification the proportion was higher than the average England proportion of 94.5 per cent, however this differs when you look at the total for rural areas in a sparse setting which shows more fluctuation and falls below the England average in all years except 2013.
- The proportion of working age population with at least one qualification has risen in all areas since 2011.

Proportion of working age population with at least one qualification (residence based), by settlement type in England, 2011 to 2015

	2011	2012	2013	2014	2015
All rural	94.3	95.2	95.7	95.9	95.8
those in a sparse setting	92.8	93.6	95.1	92.2	94.4
All urban	93.2	93.8	93.8	94.4	94.9
those in a sparse setting	91.3	92.9	89.6	86.7	92.2
All rural town & fringe	94.5	95.3	95.6	96.1	95.8
those in a sparse setting	92.1	92.6	94.0	91.9	93.3
All rural village	94.2	95.3	96.1	96.1	96.2
those in a sparse setting	95.3	95.8	95.5	91.9	95.3
All rural hamlet	94.5	95.0	95.8	96.1	95.4
those in a sparse setting	91.1	92.6	96.0	92.7	95.1
England	93.4	94.0	94.1	94.7	94.5

Source: ONS, Annual Population Survey/Labour Force Survey.

Proportion of working age population with NVQ2 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015



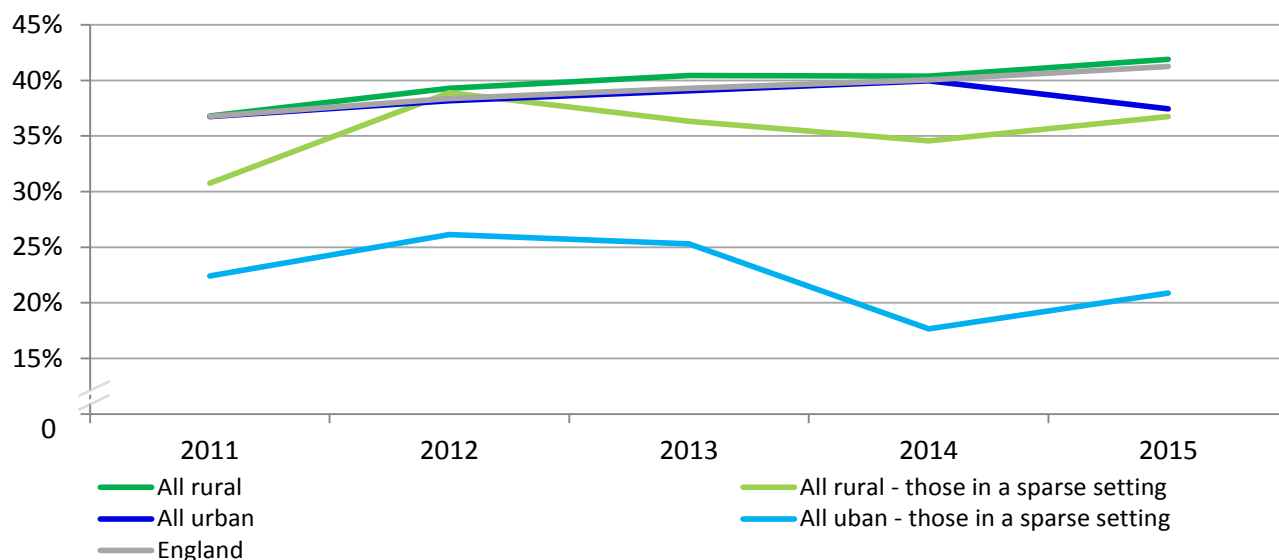
- The proportion of working age population with qualifications at NVQ Level 2 (or equivalent) and above has been consistently highest for people living in *rural areas* between 2011 and 2015. Those living in sparse settlement types show a much greater level of fluctuation over the time period.
- In 2015, the proportion of working age people with qualifications at NVQ Level 2 or above was 80.7 per cent for people living in *rural areas* and 76.5 per cent for people living in *urban areas*.

Proportion of working age population with NVQ2 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015

	2011	2012	2013	2014	2015
All rural	76.7	79.3	80.2	80.0	80.7
those in a sparse setting	72.5	75.9	79.1	72.4	76.6
All urban	73.6	75.5	75.9	76.8	76.5
those in a sparse setting	71.0	75.9	64.3	58.6	66.9
All rural town & fringe	75.8	78.6	79.4	79.3	79.8
those in a sparse setting	71.7	72.6	80.4	71.1	72.8
All rural village	77.4	80.0	80.5	81.3	81.4
those in a sparse setting	79.2	78.5	78.3	71.4	78.8
All rural hamlet	79.2	80.9	82.2	81.8	82.0
those in a sparse setting	66.5	77.1	78.2	74.6	80.1
England	74.2	76.2	76.7	77.3	76.9

Source: ONS, Annual Population Survey/Labour Force Survey.

Proportion of working age population with NVQ4 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015



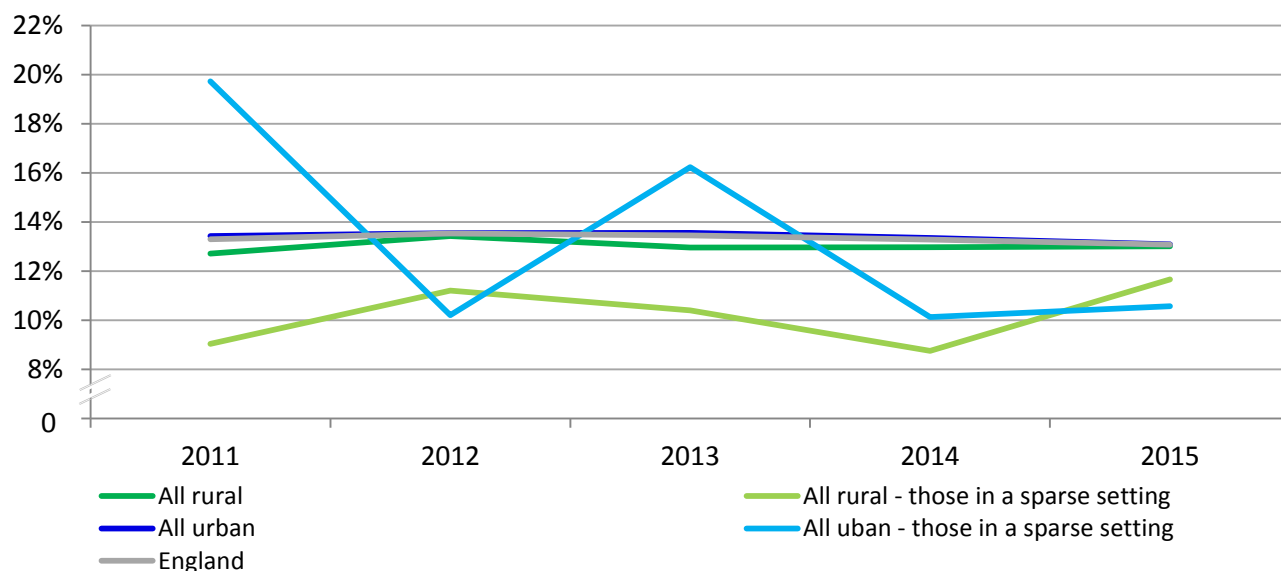
- The proportion of working age population with qualifications at NVQ Level 4 (or equivalent) and above is broadly similar in all areas until 2015 when urban areas shows a decline in comparison to rural areas and the England average.
- In 2015, 41.9 per cent of working age people living in *rural areas* had NVQ4 equivalent or above.

Proportion of working age population with NVQ level 4 (or equivalent) and above (residence based), by settlement type in England, 2011 to 2015

	2011	2012	2013	2014	2015
All rural	36.8	39.3	40.4	40.4	41.9
those in a sparse setting	30.7	38.9	36.3	34.6	36.7
All urban	36.8	38.2	39.1	40.0	37.4
those in a sparse setting	22.4	26.2	25.3	17.6	20.9
All rural town & fringe	33.6	35.9	37.8	38.4	39.0
those in a sparse setting	31.1	37.3	34.5	33.7	32.3
All rural village	40.3	42.5	42.1	42.8	44.2
those in a sparse setting	33.1	38.8	36.0	30.7	36.0
All rural hamlet	41.8	43.7	46.4	43.3	46.2
those in a sparse setting	28.0	40.8	38.9	39.0	43.2
England	36.8	38.4	39.3	40.0	41.3

Source: ONS, Annual Population Survey/Labour Force Survey

Proportion of employees and self-employed of working age receiving on the job training in last 4 weeks (residence based), by local authority classification in England, 2011 to 2015



- On the job training is when employees receive training at their workplace and is typically used for vocational work.
- The proportion of people receiving job-related training is broadly the same for people living in *rural areas* and those living in *urban areas*.

Proportion of employees and self-employed that received on the job training in last 4 week, (residence based), by local authority classification in England, 2011 to 2015

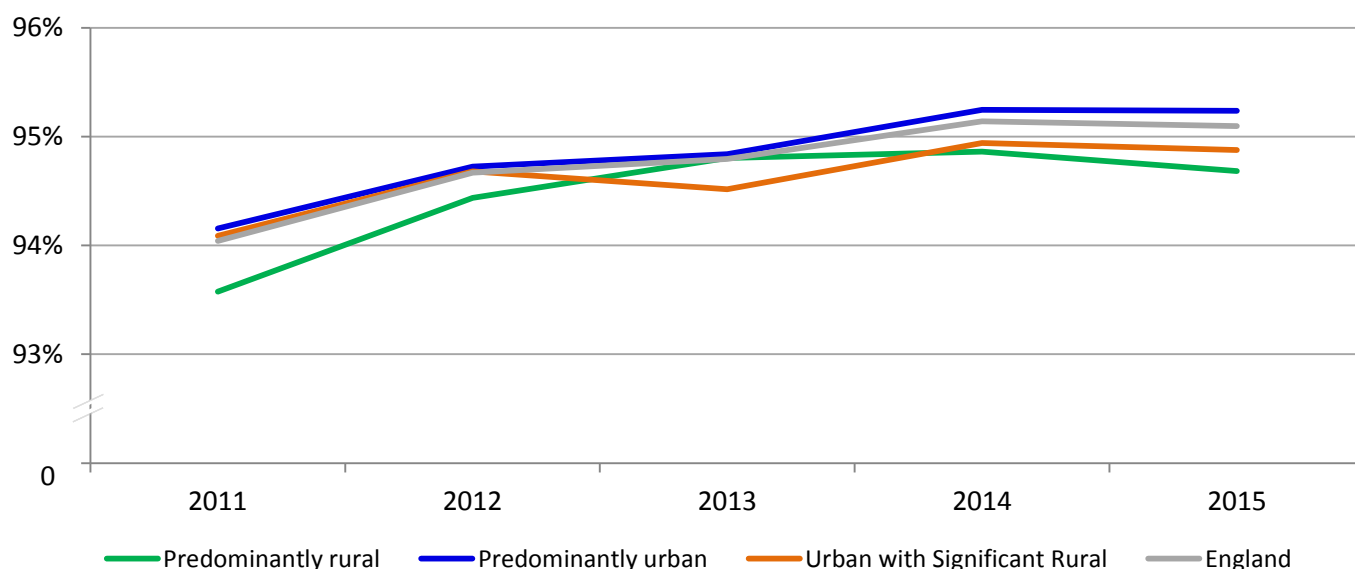
	<i>percentage</i>				
	2011	2012	2013	2014	2015
All rural	12.7	13.4	13.0	13.0	13.0
those in a sparse setting	9.0	11.2	10.4	8.8	11.7
All urban	13.4	13.5	13.6	13.3	13.1
those in a sparse setting	19.7	10.2	16.2	10.1	10.6
All rural town & fringe	13.7	14.3	13.1	13.6	13.1
those in a sparse setting	10.6	10.4	12.2	10.8	13.4
All rural village	12.5	12.7	13.1	13.6	13.5
those in a sparse setting	9.5	9.7	9.9	6.5	11.9
All rural hamlet	11.3	12.8	13.1	11.3	12.3
those in a sparse setting	6.9	13.8	8.8	8.6	9.1
England	13.3	13.5	13.5	13.3	13.1

Note: The population comprises those who responded yes and no to the question 'have you received on the job training in the last 4 weeks' and also those who responded that the question was not applicable.
Source: ONS, Annual Population Survey

Workplace based skills

- When these skill levels are looked at from a workplace based perspective, a higher proportion of people working in *predominantly urban areas* have qualifications at NVQ4 or above than those working in *predominantly rural areas*. One reason for this is that businesses that can utilise these skills are based in urban areas where they can benefit from better infrastructure and a larger potential workforce.
- The proportion of working age population with at least one qualification was generally lower for those working in *predominantly rural areas* than those working in *predominantly urban areas*, 94.7 per cent and 95.2 per cent respectively.
- In 2015, the proportion of working age population with NVQ Level 2 or above working in *predominantly rural areas* was 76.1 per cent which was lower than *predominantly urban areas* at 79.0 per cent.
- In 2015, the proportion of working age population with NVQ Level 4 or above working in *predominantly rural areas* was 35.4 per cent, which was lower than the 44.7 per cent of people working in *predominantly urban areas*
- In 2015, the proportion of employees, self-employed people and trainees who had received on the job training in the previous 4 weeks working in *predominantly rural areas* was 12.9 per cent compared to 13.3 per cent in *predominantly urban areas*.

Proportion of working age population with at least one qualification (workplace based), by Local Authority Classification in England, 2011 to 2015



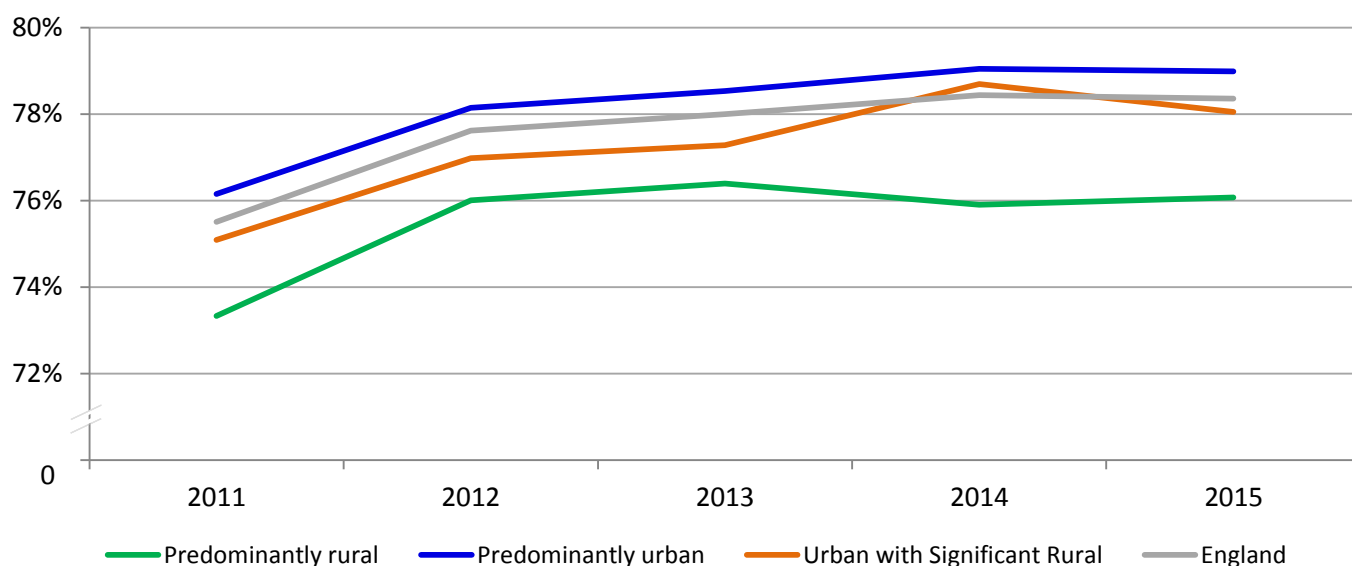
- The proportion of people with at least one qualification has increased in all areas since 2011
- The proportion of people with at least one qualification is generally higher in *predominantly urban areas* except for 2013 when both *predominantly urban* and *predominantly rural* had the same proportion.

Proportion of working age population with at least one qualification (workplace based), by Local Authority Classification in England, 2011 to 2015

	2011	2012	2013	2014	2015
					<i>percentage</i>
Mainly Rural	93.3	94.3	95.2	94.9	94.8
Largely Rural	93.8	94.5	94.5	94.8	94.6
Urban with Significant Rural	94.1	94.7	94.5	94.9	94.9
Urban with City and Town	94.1	94.8	95.0	95.6	95.7
Urban with Minor Conurbation	94.5	95.1	94.7	94.3	94.8
Urban with Major Conurbation	94.2	94.6	94.8	95.1	95.0
Predominantly rural	93.6	94.4	94.8	94.9	94.7
Predominantly urban	94.2	94.7	94.8	95.2	95.2
England	94.0	94.7	94.8	95.1	95.1

Source: ONS, Annual Population Survey/Labour Force Survey

Proportion of working age population with NVQ2 (or equivalent) and above (workplace based), by local authority classification in England, 2011 to 2015



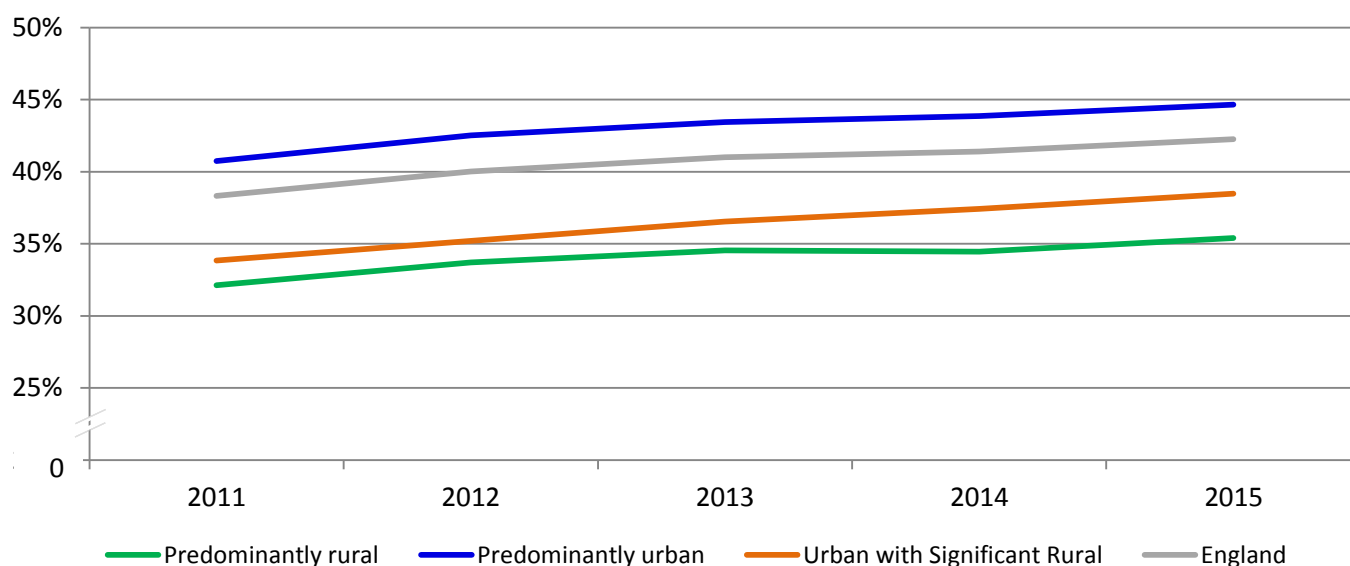
- A higher proportion of people working in *predominantly urban areas* have NVQ Level 2 or above, than people working in *predominantly rural areas*.
- In 2015 in *predominantly rural areas* the proportion was 76.1 per cent, compared with 79.0 per cent in *predominantly urban areas*.

Proportion of working age population with NVQ level 2 (or equivalent) and above (workplace based), by Local Authority Classification in England, 2011 to 2015

	<i>percentage</i>				
	2011	2012	2013	2014	2015
Mainly Rural	72.7	75.7	77.5	76.1	75.9
Largely Rural	73.9	76.2	75.5	75.8	76.2
Urban with Significant Rural	75.1	77.0	77.3	78.7	78.0
Urban with City and Town	75.7	77.5	78.2	78.5	78.6
Urban with Minor Conurbation	74.8	76.3	76.9	77.1	76.2
Urban with Major Conurbation	76.7	78.8	79.0	79.7	79.5
Predominantly rural	73.3	76.0	76.4	75.9	76.1
Predominantly urban	76.2	78.1	78.5	79.0	79.0
England	75.5	77.6	78.0	78.4	78.4

Source: ONS, Annual Population Survey/Labour Force Survey.

Proportion of working age population with NVQ4 (or equivalent) and above (workplace based), by Local Authority Classification in England, 2011 to 2015



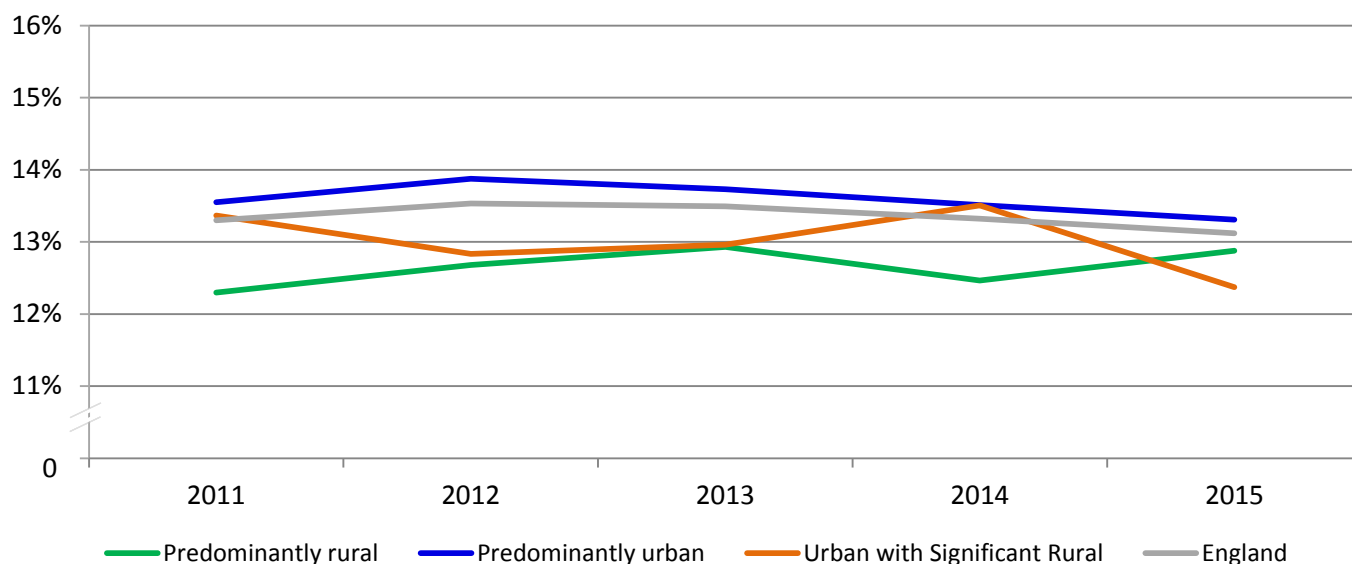
- The proportion of working age population with NVQ Level 4 or equivalent is much higher for people working in *predominantly urban areas*, than those working in rural areas.
- In *predominantly urban areas* the proportion with NVQ Level 4 or equivalent was 44.7 per cent compared with 35.4 per cent in *predominantly rural areas*.

Proportion of working age population with at least NVQ level 4 (or equivalent) (workplace based), by Local Authority Classification in England, 2011 to 2015

	<i>percentage</i>				
	2011	2012	2013	2014	2015
Mainly Rural	32.1	34.5	35.6	35.0	35.1
Largely Rural	32.2	33.0	33.7	34.1	35.6
Urban with Significant Rural	33.8	35.2	36.5	37.4	38.5
Urban with City and Town	36.7	38.6	39.0	39.8	40.2
Urban with Minor Conurbation	33.8	36.2	36.4	35.6	36.6
Urban with Major Conurbation	44.6	46.1	47.5	47.7	48.7
Predominantly rural	32.1	33.7	34.5	34.5	35.4
Predominantly urban	40.7	42.5	43.4	43.9	44.7
England	38.3	40.0	41.0	41.4	42.3

Source: ONS, Annual Population Survey/Labour Force Survey.

Proportion of employees and self-employed of working age receiving on the job training in last 4 weeks (workplace based), by local authority classification in England, 2011 to 2015



- A higher percentage of people working in urban areas received on the job training than people working in rural areas
- In *predominantly urban areas* the percentage receiving on the job training was 13.3 per cent compared with 12.9 per cent in *predominantly rural areas*.

Proportion of employees, self-employed and trainees receiving on the job training in last 4 weeks (workplace based), by Local Authority Classification in England, 2011 to 2015

	2011	2012	2013	2014	2015
					<i>percentage</i>
Mainly Rural	11.9	12.6	13.3	12.4	12.0
Largely Rural	12.6	12.7	12.7	12.5	13.6
Urban with Significant Rural	13.4	12.8	13.0	13.5	12.4
Urban with City and Town	14.3	15.0	14.3	14.0	14.0
Urban with Minor Conurbation	15.1	15.0	15.5	13.7	16.1
Urban with Major Conurbation	12.8	12.9	13.1	13.1	12.5
Predominantly rural	12.3	12.7	12.9	12.5	12.9
Predominantly urban	13.5	13.9	13.7	13.5	13.3
England	13.3	13.5	13.5	13.3	13.1

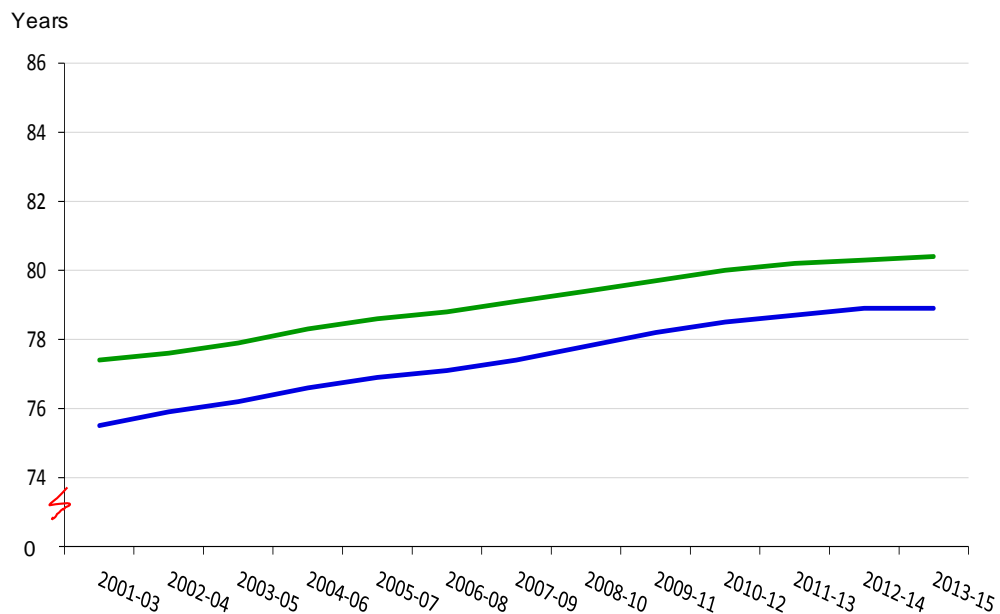
Source: ONS, Annual Population Survey/Labour Force Survey.

Health and Wellbeing

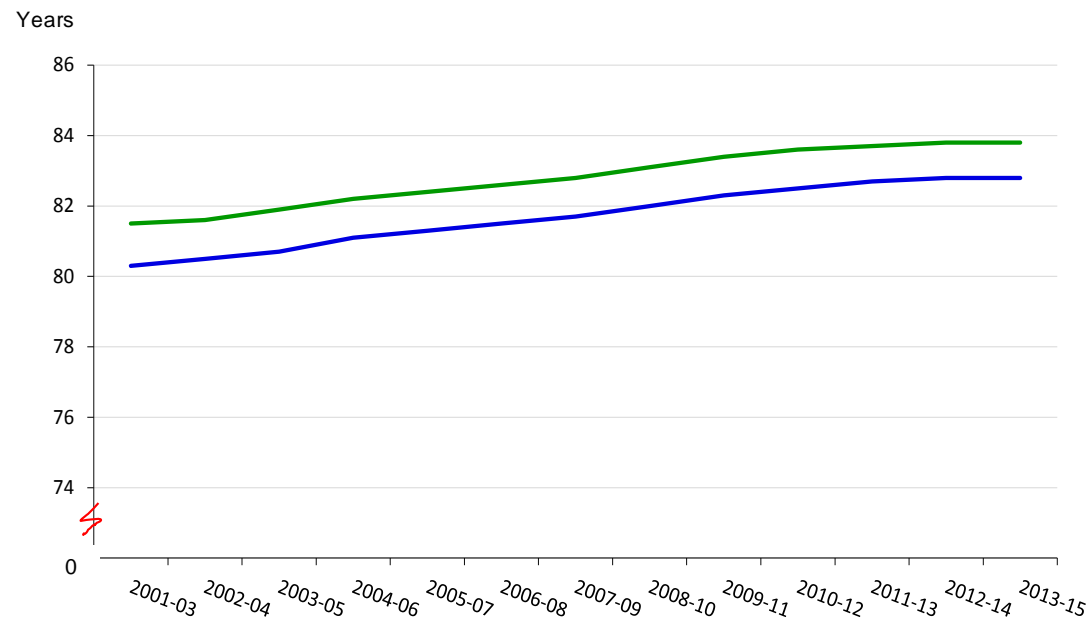
- **Average life expectancy was highest in *Mainly Rural areas*:** On average, people born in *Mainly Rural* areas in 2013-15 are on average expected to live two years longer than people born in *Urban with Minor Conurbation* areas.
- The average life expectancy in 2013-15 was 79.4 years for men and 83.1 years for women in England.
- **Potential years of life lost (PYLL) from all causes of death was lower in predominantly rural areas than predominantly urban areas.** For the period 2012-2014, the highest rate of PYLL was in *Urban with Major Conurbation* areas at 475 years of life lost per 10,000 population. The lowest rate of PYLL was in *Mainly Rural* areas, at 372 years of life lost per 10,000 population.
- **Infant mortality is lower in *rural areas* than in *urban areas*:** In 2015, the infant mortality rate in *rural areas* was 3.1 deaths per 1,000 live births, compared with 4.0 deaths per 1,000 live births in *urban areas*.

Life expectancy

Male life expectancy at birth, by Local Authority Classification, in England



Female life expectancy at birth, by Local Authority Classification, in England



- Life expectancy has increased in *Predominantly Urban* and *Predominantly Rural* areas since 2001-03 to 2012-14, with levels remaining largely the same in 2013-15 as they were in 2012-14.
- In 2013-15 the average England life expectancy for men was 79.4 years and 83.1 years for women. This means that a newborn boy born in England can on average, expect to live to 79.4 years of age, if mortality rates stay the same throughout his lifetime. Likewise, for a newborn girl, they can on average expect to live to 83.1 years of age.
- Life expectancy was higher for people born in *Predominantly Rural* areas compared with *Predominantly Urban* areas. Highest life expectancy was in *Mainly Rural* areas, with male life expectancy at 80.6 years and female life expectancy at 84.0 years.
- Life expectancy was lowest for both males and females in *Urban with Minor Conurbations*.

Male life expectancy at birth in years, by Local Authority Classification, in England

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14	2013-15
Mainly Rural	77.6	77.9	78.2	78.5	78.8	79.0	79.3	79.7	80.0	80.2	80.3	80.5	80.6
Largely Rural	77.1	77.4	77.7	78.1	78.5	78.7	79.0	79.2	79.6	79.8	80.0	80.2	80.2
Urban with City and Town	76.0	76.3	76.6	77.0	77.2	77.5	77.7	78.0	78.4	78.7	78.9	79.0	79.0
Urban with Major Conurbation	75.2	75.6	75.9	76.3	76.7	76.9	77.3	77.6	78.1	78.4	78.7	78.9	78.9
Urban with Minor Conurbation	75.3	75.5	75.9	76.3	76.5	76.8	77.1	77.5	77.9	78.2	78.4	78.4	78.3
Urban with Significant Rural	77.1	77.4	77.7	78.1	78.4	78.7	78.9	79.2	79.6	79.9	80.0	80.1	80.2
Predominantly Rural	77.4	77.6	77.9	78.3	78.6	78.8	79.1	79.4	79.7	80.0	80.2	80.3	80.4
Predominantly Urban	75.5	75.9	76.2	76.6	76.9	77.1	77.4	77.8	78.2	78.5	78.7	78.9	78.9
England	76.1	76.4	76.8	77.1	77.4	77.7	78.0	78.3	78.7	79.0	79.2	79.3	79.4

Female life expectancy at birth in years, by Local Authority Classification, in England

	2001-03	2002-04	2003-05	2004-06	2005-07	2006-08	2007-09	2008-10	2009-11	2010-12	2011-13	2012-14	2013-15
Mainly Rural	81.7	81.8	82.1	82.5	82.7	82.8	83.0	83.3	83.7	83.8	83.9	84.0	84.0
Largely Rural	81.4	81.5	81.7	82.0	82.2	82.4	82.6	82.9	83.2	83.4	83.5	83.6	83.6
Urban with City and Town	80.6	80.7	80.9	81.3	81.5	81.6	81.9	82.1	82.4	82.6	82.7	82.8	82.8
Urban with Major Conurbation	80.2	80.4	80.6	81.0	81.2	81.4	81.7	81.9	82.3	82.5	82.7	82.8	82.8
Urban with Minor Conurbation	79.9	80.0	80.3	80.7	80.9	81.0	81.1	81.5	81.9	82.1	82.2	82.1	82.1
Urban with Significant Rural	81.4	81.5	81.8	82.1	82.3	82.5	82.7	82.9	83.2	83.4	83.6	83.7	83.6
Predominantly Rural	81.5	81.6	81.9	82.2	82.4	82.6	82.8	83.1	83.4	83.6	83.7	83.8	83.8
Predominantly Urban	80.3	80.5	80.7	81.1	81.3	81.5	81.7	82.0	82.3	82.5	82.7	82.8	82.8
England	80.7	80.9	81.1	81.5	81.7	81.8	82.1	82.3	82.7	82.8	83.0	83.1	83.1

Notes: Weighted average is calculated using NOMIS mid year population estimates by Local Authority and using RUCLAD 2011.

Office for National Statistics (ONS) Life expectancy tables:

www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/lifeexpectancyatbirthandage65bylocalareasuk

Potential years of life lost (PYLL)

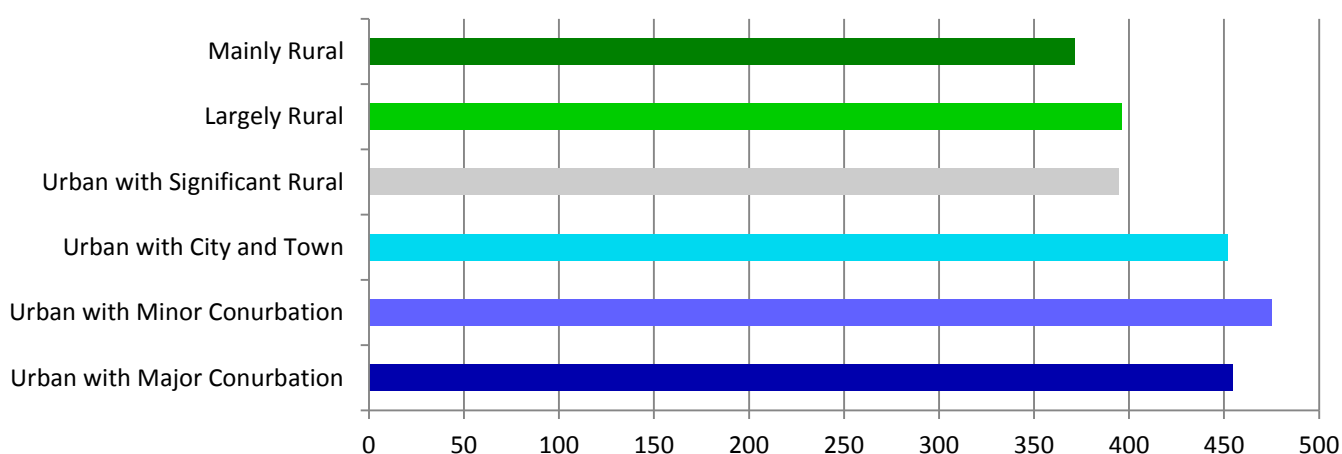
Potential Years of Life Lost (PYLL) is the difference between the actual age of death due to a particular condition or disease and the expected age of death if that person had not suffered from that disease. This indicator measures the PYLL for all causes of death.

- The highest rate of PYLL was in *Urban with Minor Conurbation* areas at 475 years of life lost per 10,000 population.
- The lowest rate of PYLL was in *Mainly Rural* areas, at 372 years of life lost per 10,000 population.

Years of life lost per 10,000 population for all causes, by Local Authority classification, England, 2012-14

	All Causes
Mainly Rural	372
Largely Rural	396
Urban with Significant Rural	394
Urban with City and Town	452
Urban with Minor Conurbation	475
Urban with Major Conurbation	454
Predominantly urban	455
Predominantly rural	386
England	432

Years of life lost due to mortality from all causes, England, 2012-14



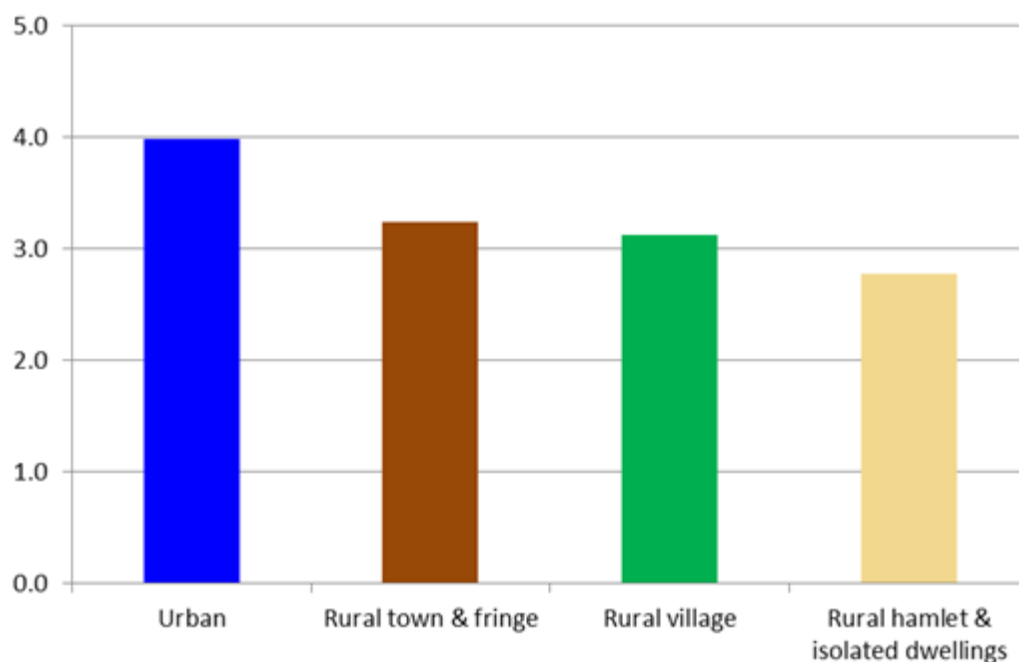
Notes: PYLL measures the average number of years a person would have lived had they not died prematurely (age 1 to 74), per 10,000 population. Data are based on the original underlying cause of death measured by directly age-standardised rates. Data for 2012-2014 are pooled and weighted by the 2013 NOMIS population estimates of local authorities.

Source: NOMIS and Health and Social Care Information Centre (HSCIC): <https://indicators.ic.nhs.uk/webview/>

Infant mortality rate

Infant mortality rate, by settlement type in England, 2015

Deaths per 1,000 live births



Infant deaths (aged under 1 year) per 1,000 live births, by settlement type in England, 2015

	2015
Urban	4.0
Rural	3.1
Rural town & fringe	3.2
Rural village	3.1
Rural hamlet & isolated dwellings	2.8
England	3.9

- The Infant Mortality Rate (IMR) is the number of infant (under one year old) deaths per 1,000 live births.
- In 2015, the IMR was lower in *rural areas* at 3.1 deaths per 1,000 live births than the England average of 3.9 per 1,000 live births. The IMR for *urban areas* was 4.0 deaths per 1,000 live births.
- The IMR for *rural areas* has decreased by 0.7 deaths per 1,000 live births between 2003 and 2015. Over the same period, the IMR for *urban areas* has decreased by 1.6 deaths per 1,000 live births.

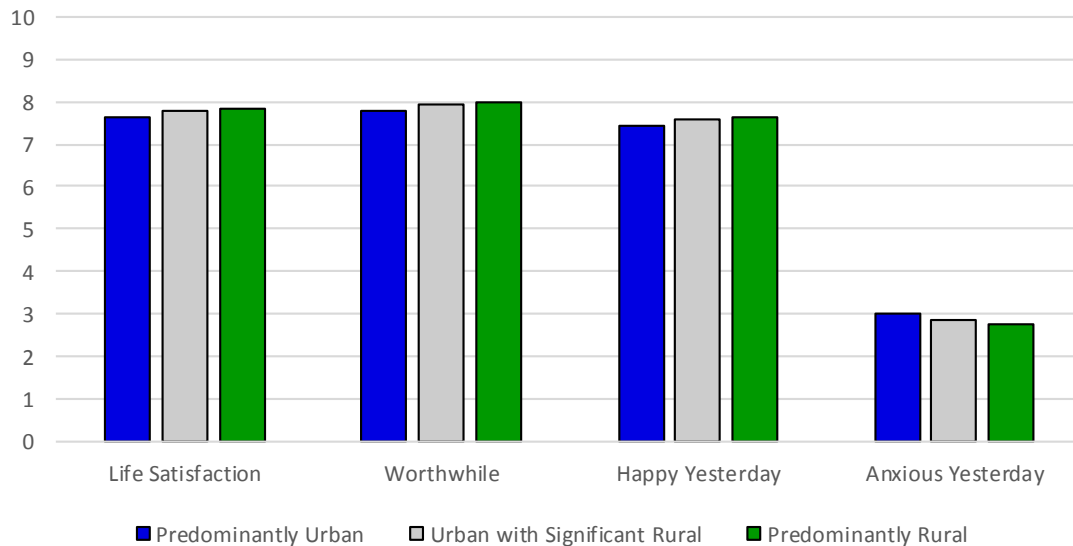
Notes: Infants are defined as less than one year old. There are many factors that can influence the IMR, including birth weight, mothers' age, and socio-economic status.

Source: ONS, Mortality@ons.gsi.gov.uk

Wellbeing

- In 2016/17 on average people living in *predominantly rural* areas rated their wellbeing as slightly higher than those in *predominantly urban* areas. Individuals were asked questions on life satisfaction, how happy and how anxious they were yesterday and how worthwhile the things they do are. The difference in ratings is small but consistent across these four measures of wellbeing. (In respect of being anxious, a lower score indicates a more positive response.)

Average ratings (out of ten) on four measures of wellbeing, by rural and urban areas in England, 2016/17



Average ratings (out of ten) on four measures of wellbeing, by local authority rural-urban classification in England, 2016/17

	Overall how satisfied are you with your life nowadays?	Overall, to what extent do you feel the things you do in your life are worthwhile?	Overall, how happy did you feel yesterday?	Overall, how anxious did you feel yesterday?
Urban with Major Conurbation	7.56	7.78	7.42	3.04
Urban with Minor Conurbation	7.63	7.83	7.38	2.99
Urban with City and Town	7.67	7.84	7.51	2.90
Urban with Significant Rural	7.77	7.95	7.56	2.84
Largely Rural	7.79	7.96	7.64	2.78
Mainly Rural	7.86	7.99	7.67	2.68
Predominantly Urban	7.61	7.81	7.45	2.98
Predominantly Rural	7.82	7.98	7.65	2.73
England	7.67	7.86	7.51	2.91

- When asked ‘Overall, how satisfied are you with your life nowadays?’ on a scale from 0 to 10, where 0 is ‘not at all satisfied’ and 10 is ‘completely satisfied’ those living in *predominantly rural* areas gave an average rating of 7.82 compared with an average rating of 7.61 given by those living in *predominantly urban* areas.
- When asked ‘Overall, to what extent do you feel the things you do in your life are worthwhile?’ on a scale from 0 to 10, where 0 is ‘not at all worthwhile’ and 10 is ‘completely worthwhile’ those living in *predominantly rural* areas gave an average rating of 7.98 compared with an average rating of 7.81 given by those living in *predominantly urban* areas.
- When asked ‘Overall, how happy did you feel yesterday?’ on a scale from 0 to 10, where 0 is ‘not at all happy’ and 10 is ‘completely happy’ those living in *predominantly rural* areas gave an average rating of 7.65 compared with an average rating of 7.45 given by those living in *predominantly urban* areas.
- When asked ‘Overall, how anxious did you feel yesterday?’ on a scale from 0 to 10, where 0 is ‘not at all anxious’ and 10 is ‘completely anxious’ those living in *predominantly rural* areas gave an average rating of 2.73 compared with an average rating of 2.98 given by those living in *predominantly urban* areas.
- The differences shown, though slight, are consistent with earlier ONS analysis for 2011/12¹ and 2012/13² which showed that on average those living in rural areas gave slightly higher ratings for their wellbeing than those living in urban areas, even after other factors were taken into account, though the differences were very small.

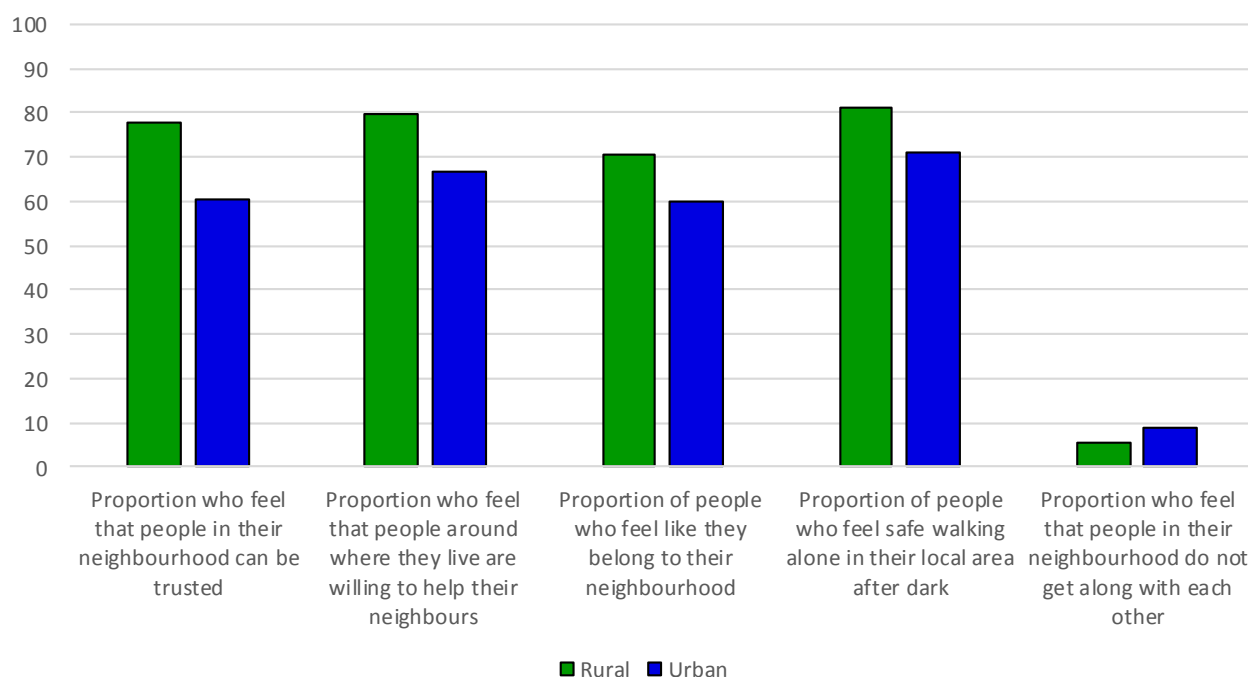
Notes:

These data were originally collected as part of the Annual Population Survey (APS). The data presented here are reflective of the position for July 2016-June 2017.

Source: ONS www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimatesofpersonalwellbeing

- In 2011/12 a higher proportion of people living in rural areas reported a sense of belonging and safety in their local neighbourhood compared with those living in urban areas across several measures of 'neighbourliness', such as trust in those in their neighbourhood, helpfulness of those in the neighbourhood, a sense of belonging to the neighbourhood and feeling safe walking alone after dark. When asked whether they felt that people in the neighbourhood did not get along with one another, those living in urban areas were more likely to feel this way than those living in rural ones.

Percentage of people who agreed with each statement, by rural and urban areas in England, 2011/12



Percentage of people who agreed with each statement, by rural-urban classification in England, 2011/12

	Proportion who feel that people in their neighbourhood can be trusted	Proportion who feel that people around where they live are willing to help their neighbours	Proportion of people who feel like they belong to their neighbourhood	Proportion of people who feel safe walking alone in their local area after dark	Proportion who feel that people in their neighbourhood do not get along with each other
Rural	78%	80%	70%	81%	5%
Urban	60%	67%	60%	71%	9%
England	64%	69%	62%	73%	8%

- When asked whether they felt that people in their neighbourhood could be trusted 78% of people living in rural areas agreed or strongly agreed with this statement, compared with 60% living in urban areas.
- When asked whether they felt that the people around where they lived were willing to help their neighbours 80% of people living in rural areas agreed or strongly agreed with this statement, compared with 67% living in urban areas.

- When asked whether they felt like they belonged to their neighbourhood 70% of people living in rural areas agreed or strongly agreed with this statement, compared with 60% living in urban areas.
- When asked whether they felt safe walking alone in their local area after dark 81% of people living in rural areas felt safe or fairly safe, compared with 71% living in urban areas.
- When asked whether they felt that the people in their neighbourhood did not get along with each other 5% of people living in rural areas agreed or strongly agreed with this statement, compared with 9% in urban areas.

Notes:

These data were originally collected as part of the Longitudinal Household Survey (UKHLS) which is an annual survey that captures information about 40,000 households

1) [//webarhive.nationalarchives.gov.uk/20160105231902f_/http://www.ons.gov.uk/ons/rel/wellbeing/measuring-national-well-being/what-matters-most-to-personal-well-being-in-the-uk-/art-what-matters-most-to-personal-well-being-in-the-uk-.html](http://www.ons.gov.uk/ons/rel/wellbeing/measuring-national-well-being/what-matters-most-to-personal-well-being-in-the-uk-/art-what-matters-most-to-personal-well-being-in-the-uk-.html)

2) [//webarhive.nationalarchives.gov.uk/20160106035539/http://www.ons.gov.uk/ons/rel/regional-trends/regional-economic-analysis/exploring-personal-well-being-and-place-in-the-uk/art-exploring-personal-well-being-and-place.html](http://www.ons.gov.uk/ons/rel/regional-trends/regional-economic-analysis/exploring-personal-well-being-and-place-in-the-uk/art-exploring-personal-well-being-and-place.html)

Source: ONS

www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/5measuresofsocialcapitalbyregionandurbanandrural

Crime

- Average crime rates are lower in rural areas than urban areas.
- In 2016/17, the rate of violence against the person was 14.1 per 1,000 population in *predominantly rural areas* compared with 22.2 per 1,000 population in *predominantly urban areas*.
- The rate of sexual offences in *predominantly rural areas* was 1.7 per 1,000 population in 2016/17, compared with 2.2 per 1,000 population in *predominantly urban areas*.
- The rate of recorded crime was also lower in rural areas than urban areas for crimes such as robbery, domestic burglary and vehicle offences (theft of, theft from or vehicle interference). For example, there were 3.9 vehicle offences per 1,000 population in *predominantly rural areas* and 8.5 per 1,000 population in *predominantly urban areas* in 2016/17.

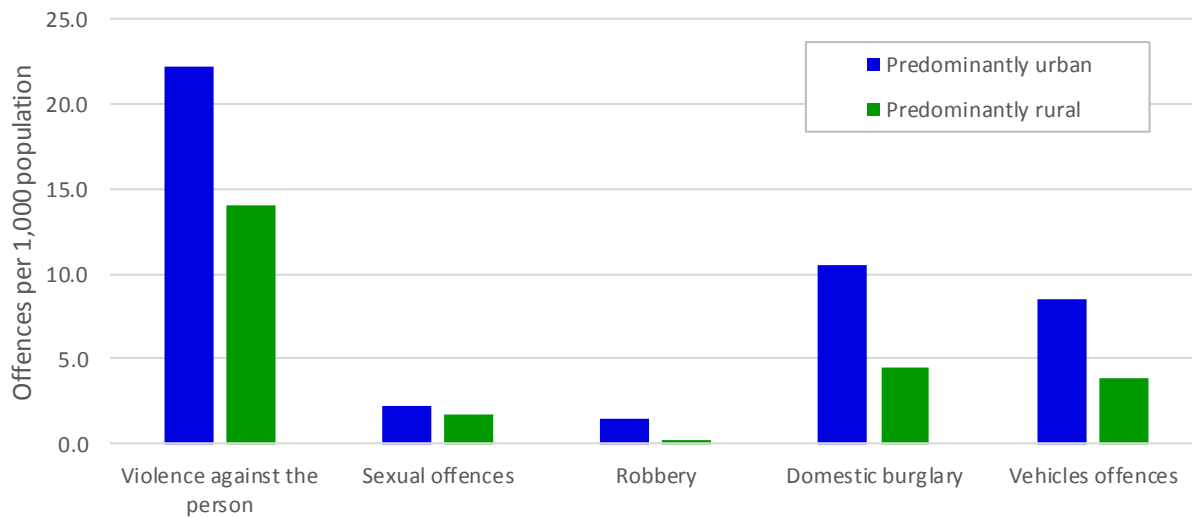
The way crimes are recorded by the police and the likelihood of victims reporting crimes may change over time. Figures on recorded crime may not be a reliable measure of year on year trends.

This analysis compares the rural and urban crime numbers as rates per head of population for only the latest year available. However, the relative differences between crime rates in rural and urban areas have been broadly consistent in previous years.

Further information can be found in the ONS publication 'Crime in England and Wales: year ending June 2017':

www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/june2017#latest-violent-crime-figures-continue-to-present-a-complex-picture

Police recorded crime rates per 1,000 population, by offence type and Local Authority Classification, in England, 2016/17



- In 2016/17, the lowest and highest crime rates by offence type were as follows:
- **Violence against the person:** the rate of violence against a person was lowest in *mainly rural areas*, where there were 11.9 recorded acts of violent crime per 1,000 population, and highest in *urban with city and town*, at 22.8 recorded acts of violent crime per 1,000 population.
- **Sexual offences:** the rate of sexual offences was lowest in *mainly rural areas*, where there were 1.6 recorded acts of sexual crime per 1,000 population, and highest in *urban with city and town*, at 2.4 recorded acts of sexual crime per 1,000 population.
- **Robbery offences:** the lowest rate of robbery offences was recorded in *mainly rural areas* at 0.2 offences per 1,000 population, compared with the highest rate of 2.0 which was recorded in *urban areas with major conurbations*.
- **Domestic burglary offences:** the lowest rate of domestic burglary offences was recorded in *mainly rural areas* at 3.8 offences per 1,000 population, compared with the highest rate of 12.2 which was recorded in *urban areas with major conurbations*.
- **Vehicle offences:** the rate was lowest in *mainly rural areas*, where there were 3.3 vehicle offences per 1,000 people compared with 9.7 offences recorded in *urban areas with major conurbations*

Police recorded crime rates per 1,000 population, by offence type and Local Authority Classification, in England, 2016/17

	Violence against the person	Sexual offences	Robbery	Domestic burglary	Vehicles offences
Urban with major conurbation	22.2	2.1	2.0	12.2	9.7
Urban with minor conurbation	19.0	2.3	0.9	11.0	7.9
Urban with city and town	22.8	2.4	0.8	8.1	7.0
Urban with significant rural	16.8	1.8	0.4	5.6	4.7
Largely rural	15.3	1.7	0.3	4.8	4.2
Mainly rural	11.9	1.6	0.2	3.8	3.3
Predominantly urban	22.2	2.2	1.4	10.5	8.5
Predominantly rural	14.1	1.7	0.2	4.5	3.9
England	19.8	2.0	1.1	8.6	7.1

Source: ONS, *Recorded crime data at Community Safety Partnership / Local Authority level from 2002/03' – Supplementary Excel tables to 'Crime Statistics, period ending March 2017*, available from:

www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/recordedcrimedatatacommunitysafetypartnershiplocalauthoritylevel

Unlike the Crime Survey for England and Wales (CSEW), recorded crime figures do not include crimes that have not been reported to the police or incidents that the police decide not to record. It was estimated in the year ending March 2016 that around 45 per cent of CSEW comparable crime was reported to the police, although this proportion varied considerably for individual offence types. See:

www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/methodologies/crimeinenglandandwalesqmi/pdf

(Section 4, page 5) for more information.

Crime rates are calculated using the mid-year population / household numbers for the year immediately prior to the crime reporting period.