

Using Rural Deprivation Data

Michael Hunt

Head of Rural and Community Project

Outline of Workshop

- Introduction – what is deprivation?
- Problems with the current datasets
- What is the ‘rural share of deprivation’
- Practical thoughts on how to use statistical evidence on deprivation
- Future work on rural deprivation

What is deprivation?

- There is no single definition. A general approach may cover:
 - Having fewer opportunities, now and in the future, than those around you.
 - Interaction of several circumstances (eg low income, poor health, few social networks).

What is deprivation?

- It is the impact not the definition that is crucial:
 - Being less able to participate in economic, political, cultural and social life
 - Having less say about the matters affecting their life
 - Not sharing an appropriate quality of life

Exercise 1

- In your experience what are the risk factors causing deprivation within communities?
- Are there any distinctive features that might characterise rural deprivation?

Have a chat with your neighbour for 2 minutes

My thoughts

Low income, family conflict, low achievement at school, mental health, disability, being in care, low employment opportunities, prejudice, poor health,

Geographically scattered, stark contrasts, myth of rural idyll, lack of local services, housing affordability, seasonal employment, transport, hidden deprivation

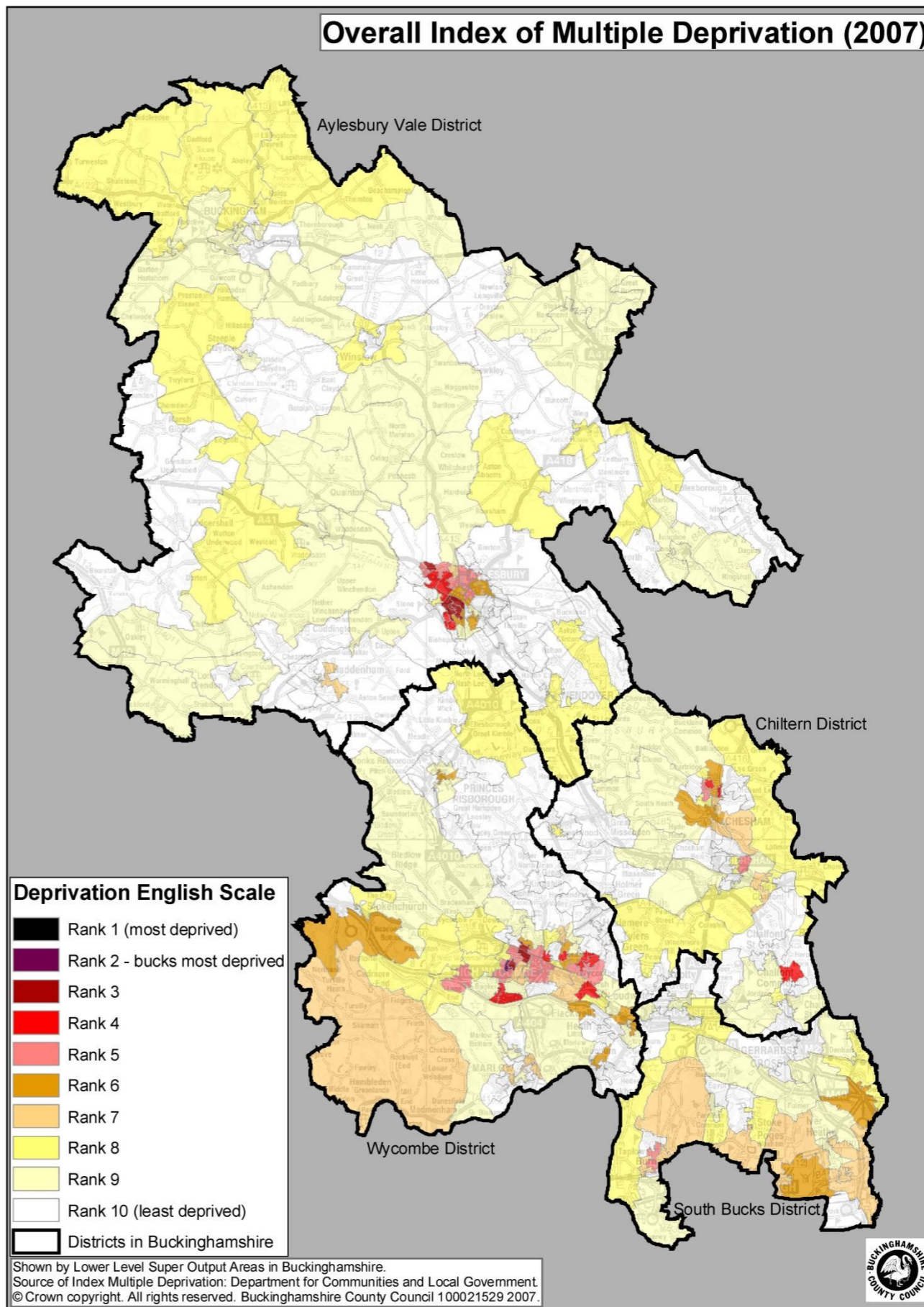
Measuring Deprivation

- Indices of multiple deprivation
- Various iterations and changes in methodology – last set was done in 2007
- Seven domains – with several sub domains
- Uses a variety of datasets – some public, some prepared specially.

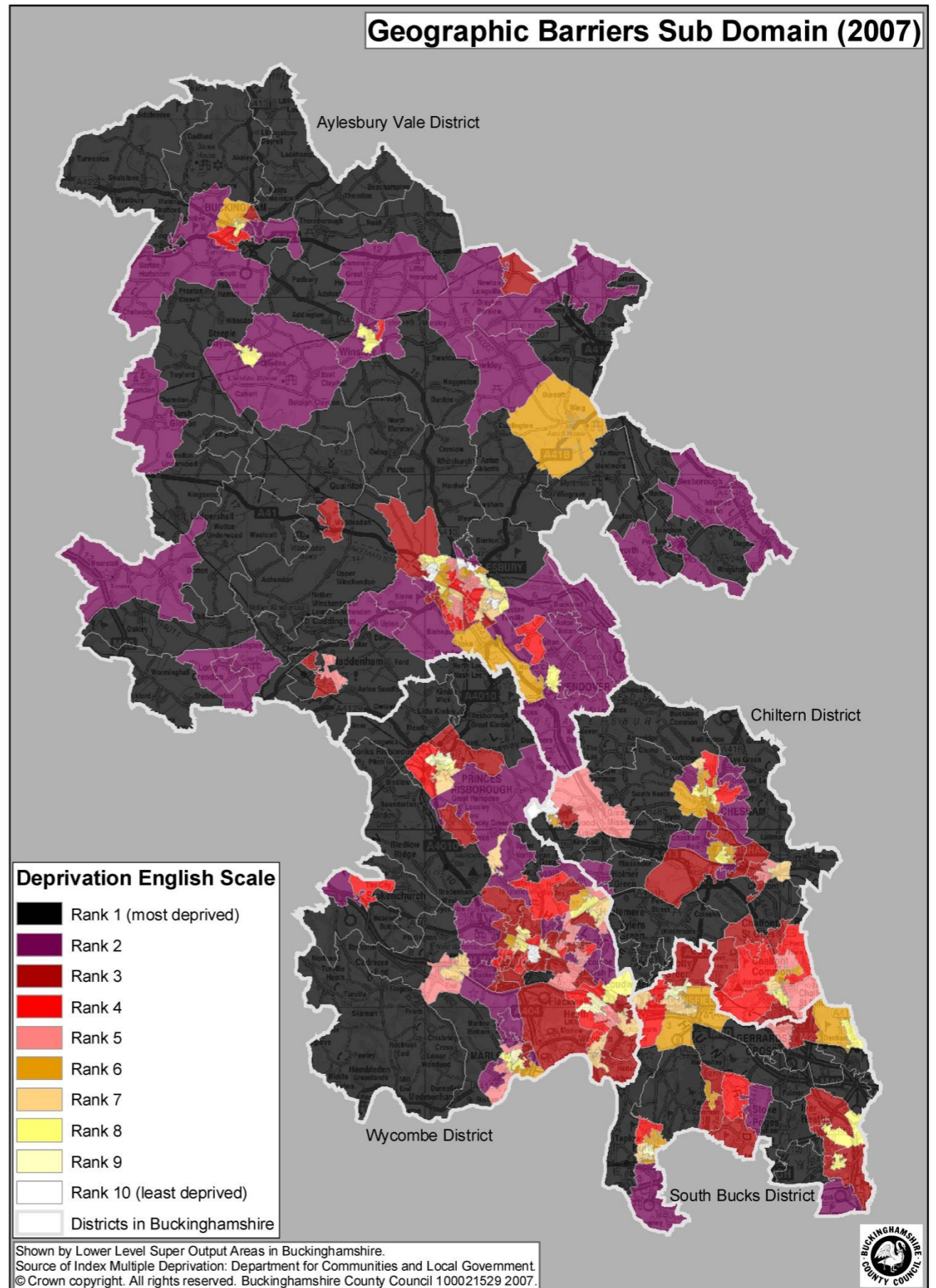
Measuring Deprivation

“The IMD 2007 is a measure of multiple deprivation at the small area level. The model of multiple deprivation which underpins the IMD 2007 is based on the idea of **distinct dimensions of deprivation** which can be recognised and measured separately. These are **experienced by individuals** living in an area. People may be counted in one or more of the domains, depending on the number of types of deprivation that they experience. The overall IMD is conceptualised as **a weighted area** level aggregation of these specific dimensions of deprivation.”

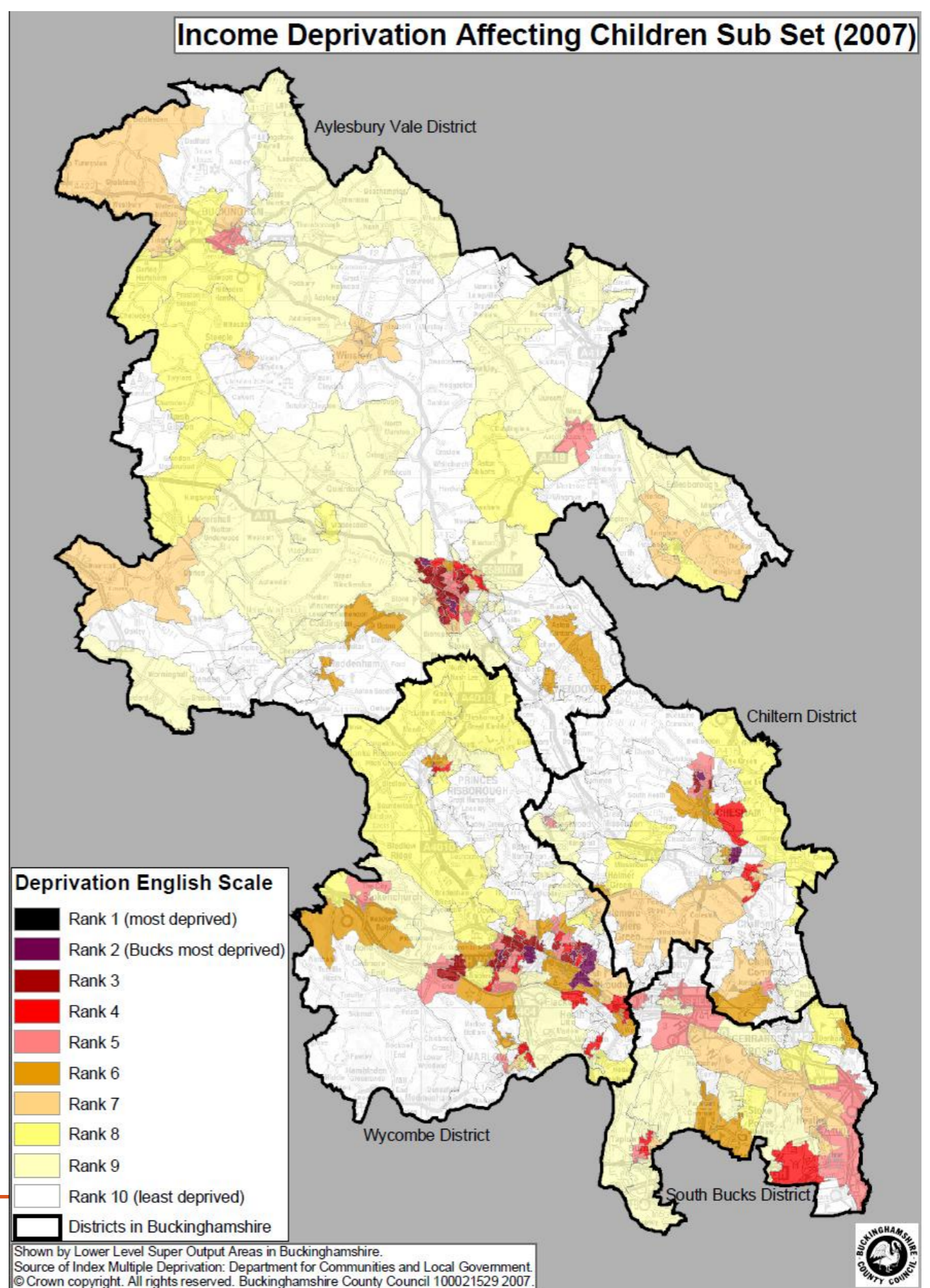
What does it show?



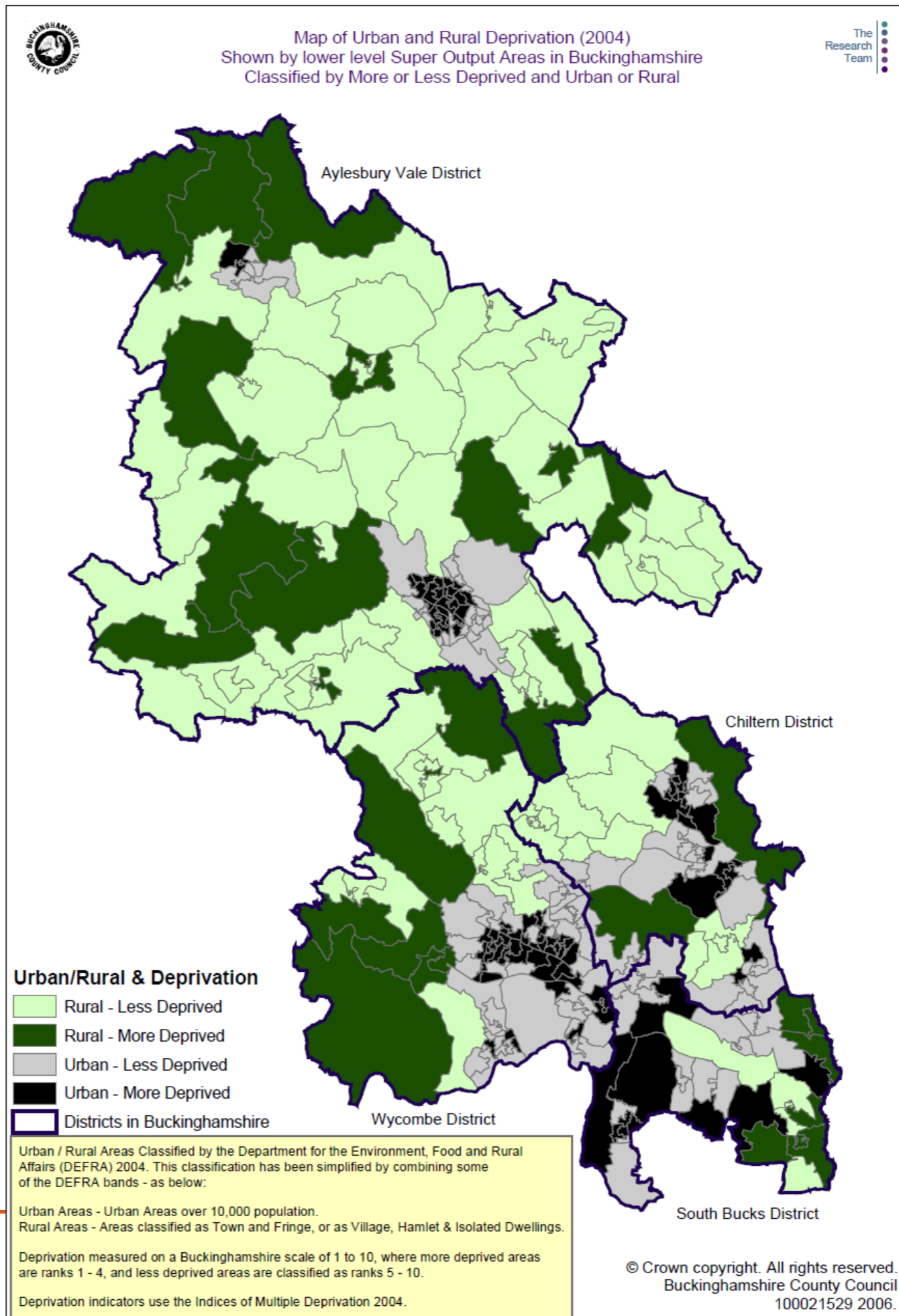
What does it show?



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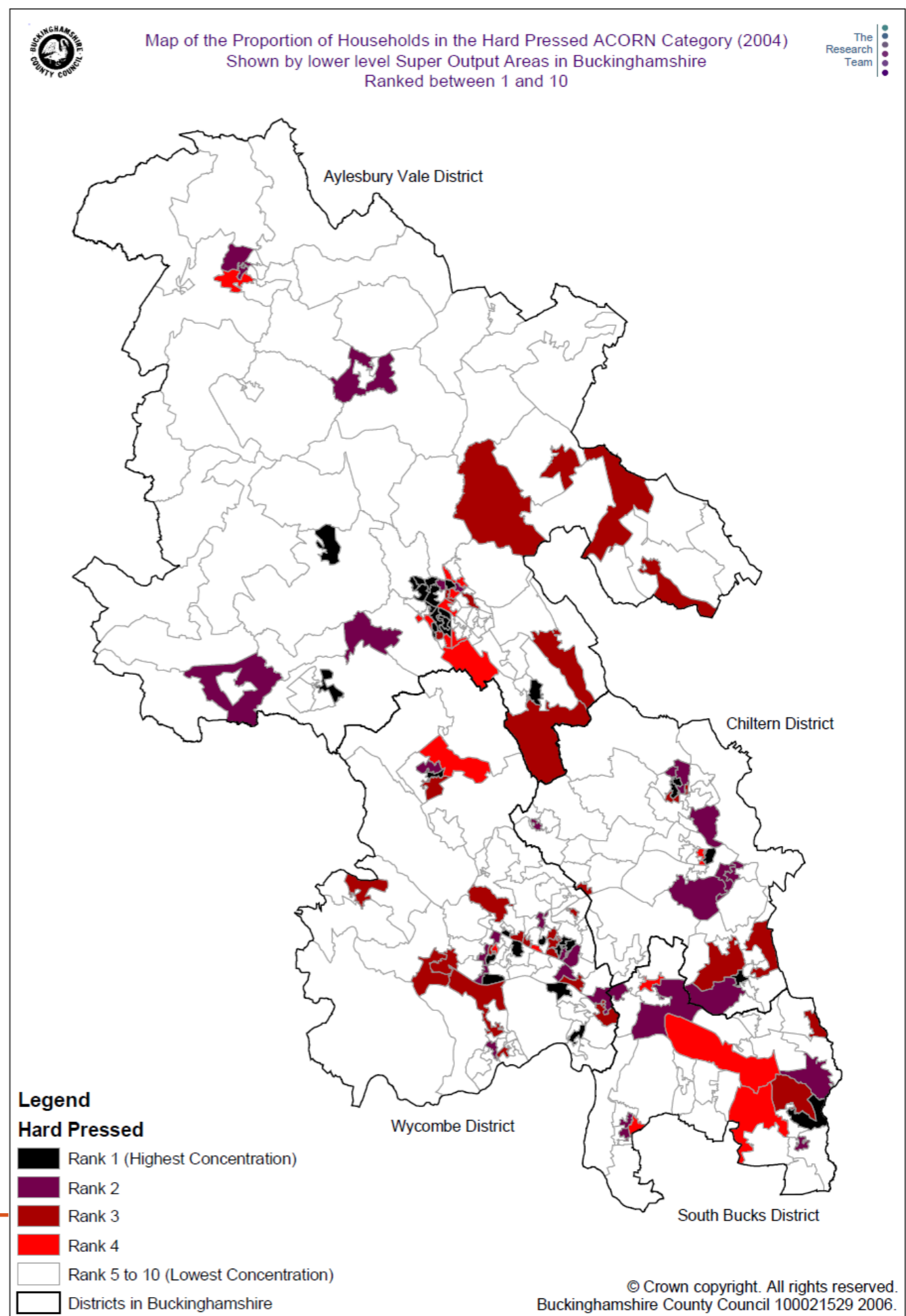
Measuring Deprivation

- Bucks County Council has a wealth of data available on their website:

<http://www.buckscc.gov.uk/bcc/research>

- This includes ACORN data. **ACORN** is a geo-demographic segmentation of the UK's population which segments small neighbourhoods, postcodes, or consumer households into 5 categories, 17 groups and 56 types.

What does it show?



Exercise 2

- What experience have you had of using either the indices of multiple deprivation or ACORN
- Have you found it helpful? If not, why not?

Health Warning!

“The IMD 2007 is a relative measure of deprivation and therefore it cannot be used to determine ‘how much’ more deprived one LSOA is than another. For example it is not possible to say that LSOA X ranked 20 is twice as deprived as LSOA Y which is ranked as 40.”

“The IMD 2007 identifies concentrations of deprivation and it is important to note that not all deprived people live in deprived areas and conversely, not everyone living in a deprived area is deprived.”

DCLG 2007

Problems

- A focus on places not people – eg 20% most deprived wards.
- Higher priority to urban areas due to concentration of need.
- Inability to differentiate between specific needs of people.
- Low weight given to access to services

Urban/Rural Deprivation

Characteristics of Rural Deprivation

- Low density
- Widely distributed
- Low average level of deprivation or need
- Situated within a broad spectrum of wealth differential

Characteristics of Urban Deprivation

- High density
- Heavily focused
- High average level of deprivation or need
- Situated within a narrow(er) spectrum of wealth deprivation

Result = highly concentrated deprivation of urban areas is prioritised.

Car Ownership

- Higher levels of car ownership is equated with higher levels of wealth

HOWEVER in rural areas

- Cars are a necessity
- Average distance travelled is greater
- Lower levels of disposable income ignored
- Those without a car worse off
- Age and condition of car is not considered

Rural Share

- Breaks down key deprivation indicators into two pieces of information:
 - The share of those experiencing deprivation in rural areas.
 - The number of people experiencing deprivation in rural areas.

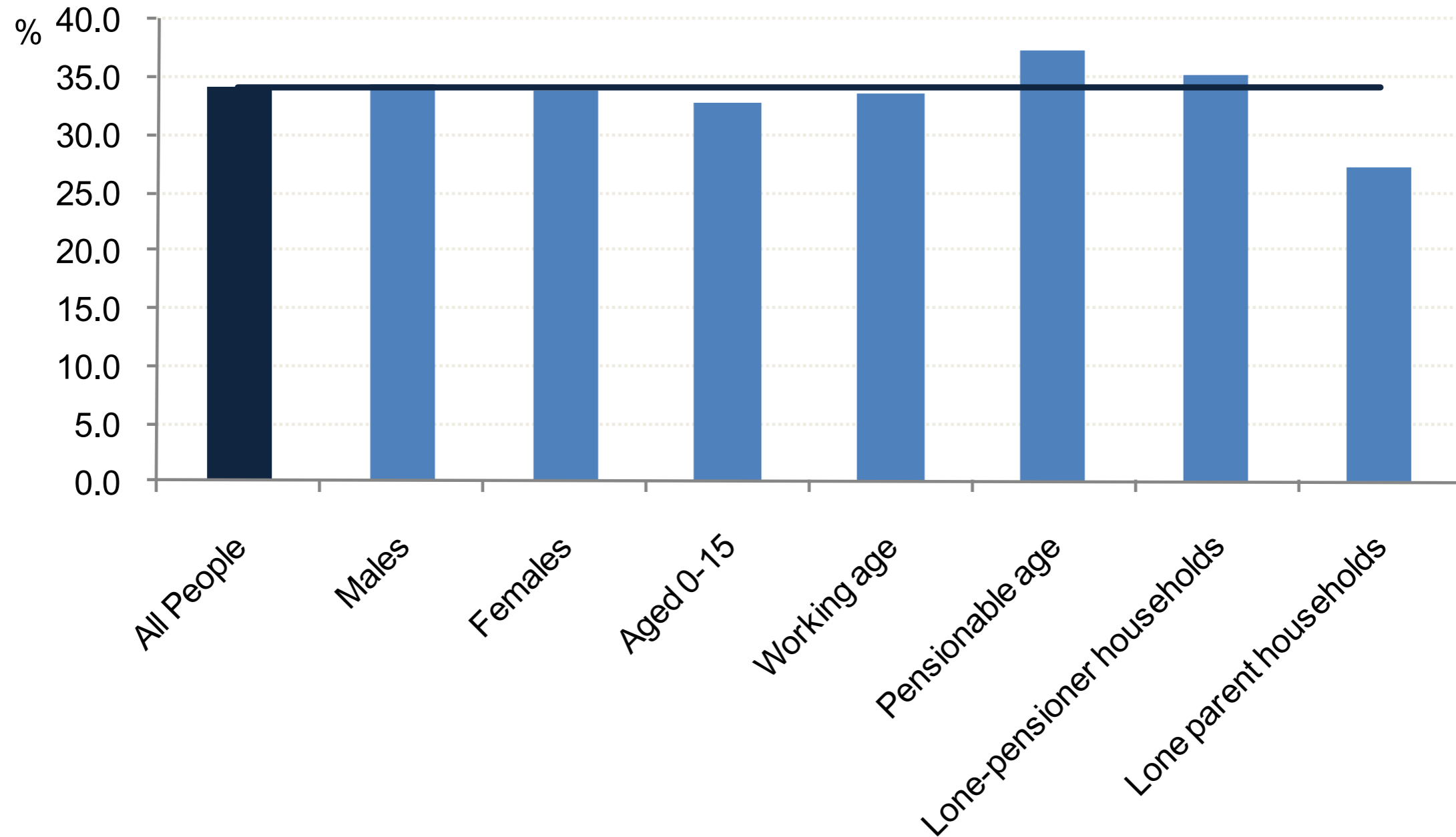
Rural Share

The proportion of people in age gender and household composition groups that live in rural areas in Buckinghamshire (rural share)

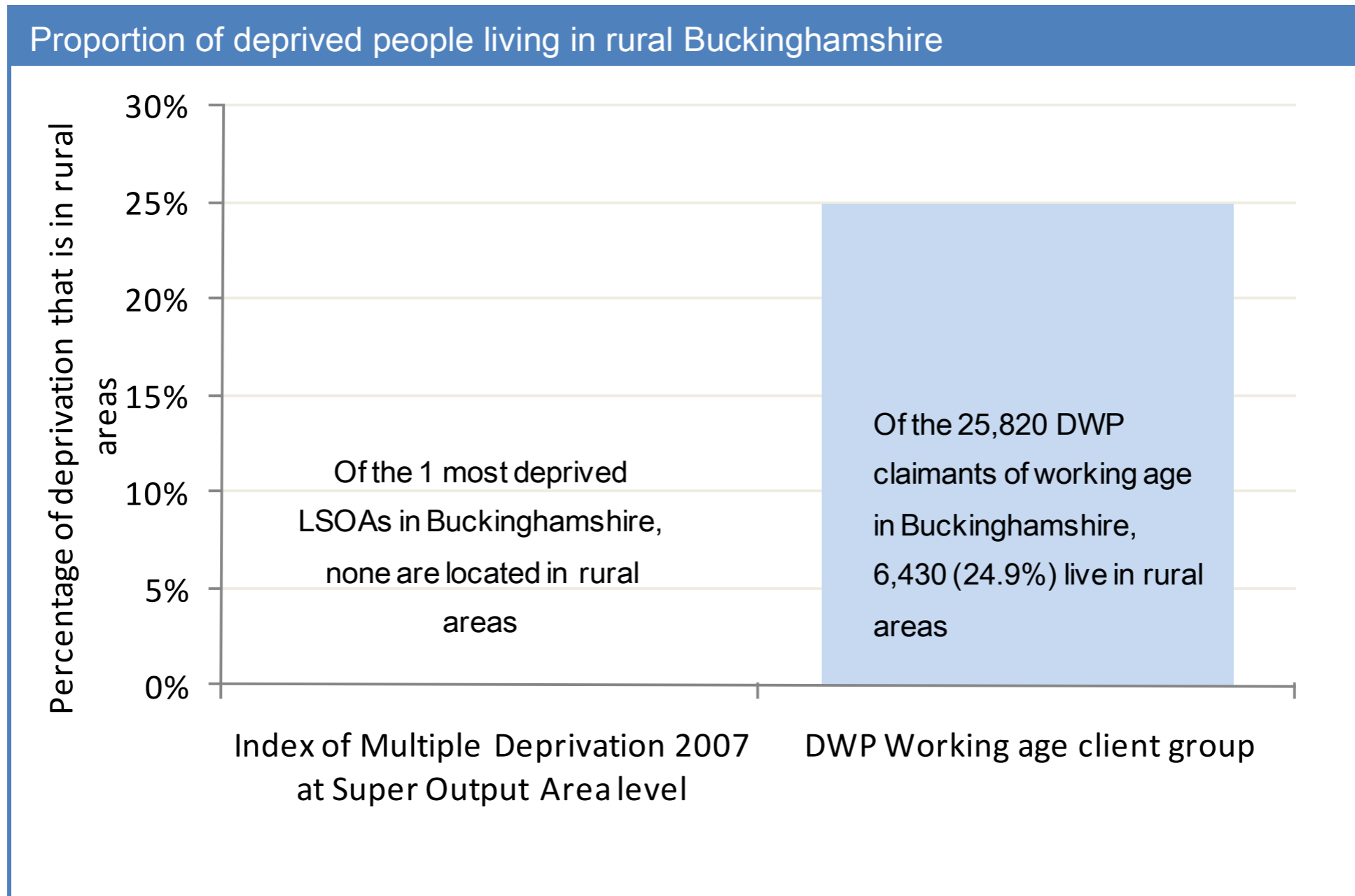
	Buckinghamshire - Rural		South East - Rural		England - Rural	
	N	% share	N	% share	N	% share
All People	168,210	34.1	1,815,550	21.7	9,803,535	19.1
Males	82,885	34.3	889,145	21.6	4,838,180	19.1
Females	85,325	33.9	926,405	21.7	4,965,355	19.0
Aged 0-15	33,220	32.9	344,330	21.7	1,756,415	18.2
Working age	100,020	33.5	1,053,720	20.6	5,739,815	18.0
Pensionable age	34,975	37.4	417,500	25.0	2,307,305	23.5
Lone-pensioner households	8,225	35.3	98,565	20.8	541,835	18.4
Lone parent households	2,190	27.3	25,900	15.1	155,265	11.8

Source: ONS Mid Year Estimates 2008, Census 2001. 'Share' refers to the proportion of the total population (on an indicator) that live in rural areas.

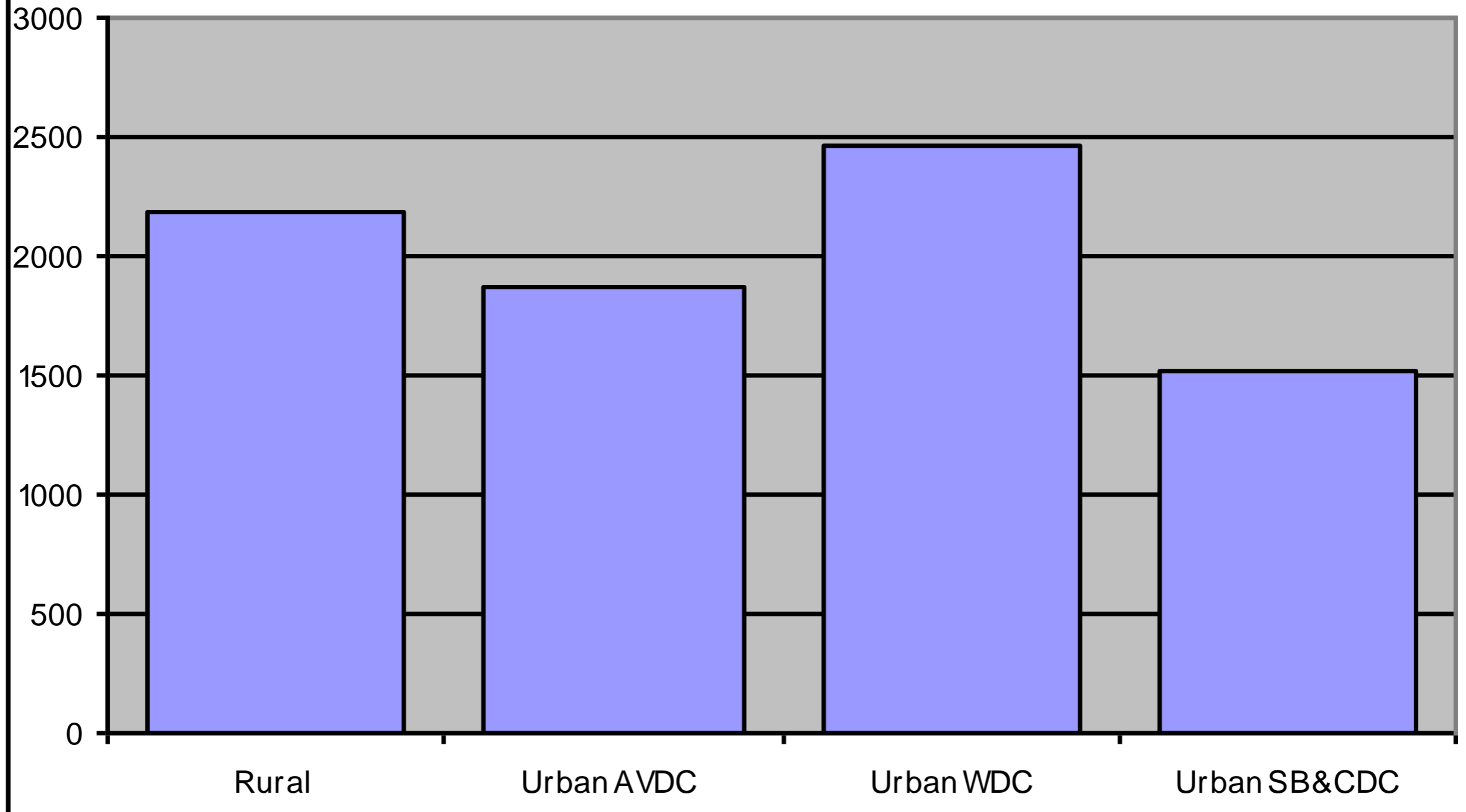
Rural Share



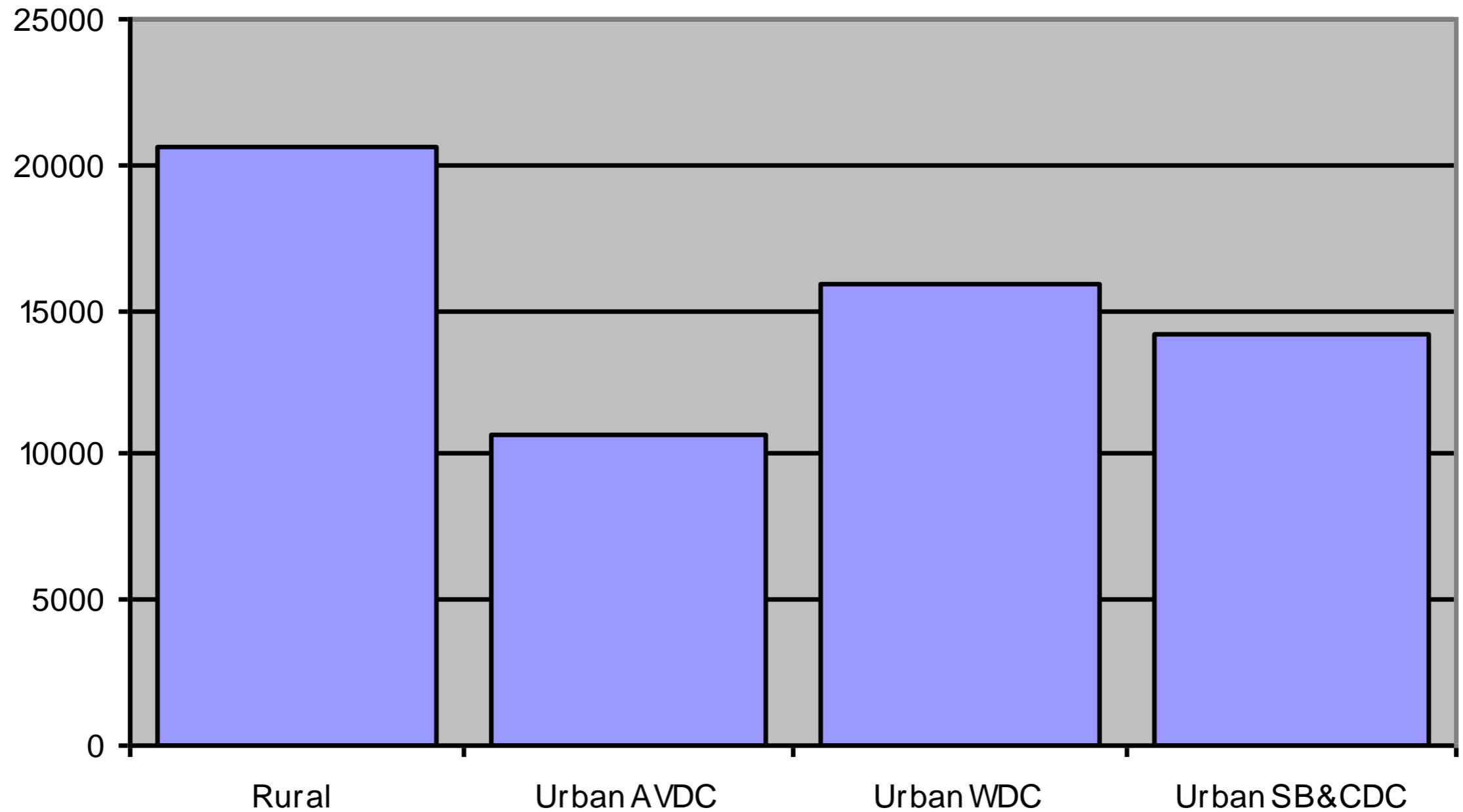
Rural Share



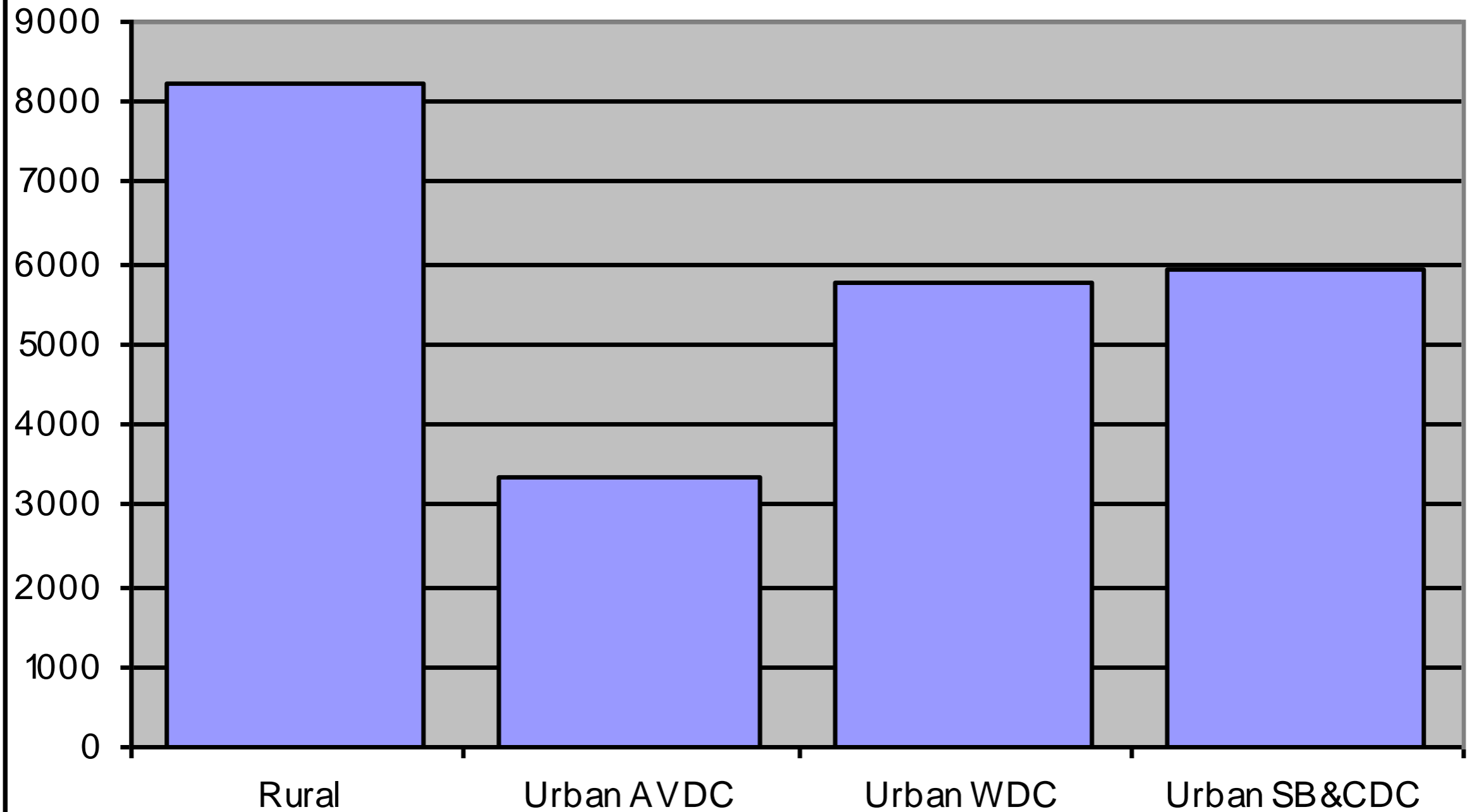
Lone parent households with children



Long term limiting illness



Pensioners living alone



Exercise 3

- Have a quick look at the rural share summary data for Buckinghamshire. What initial questions or thoughts do you have about this way of presenting the data?

For example

Princes Risborough

175 children in 'workless households' – over 10% of all children

575 people classed as income deprived – 7% of all people

280 older people claiming pension credit – 13% of all pensioners

625 households with no access to a car – 20% of all households

100% of households more than 8km from a GP, or secondary school or job centre

Brill

25 children in 'workless households' – over 10% of all children

80 people classed as income deprived – 7% of all people

20 older people claiming pension credit – 8% of all pensioners

45 households with no access to a car – 10% of all households

100% of households more than 8km from a GP, or secondary school or job centre

For example

Princes Risborough

520 people with a limiting long term illness – 9% of all people

355 people claiming attendance allowance – 16% of all older people

15 households lacking central heating

Brill

30 people with a limiting long term illness – 3% of all people

30 people claiming attendance allowance – 11% of all older people

50 households lacking central heating

How it helps

- Focus attention on people and their characteristics not place
- Deprived people, and their consequent needs, exist in rural areas
- Provides freedom to concentrate on local need
- Raises question about equity in access to services

www.rural-evidence.org.uk



Evidencing Rural Need

ACRE – supporting vibrant and sustainable rural communities through RCAN and its partners



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Reports and analysis

This website holds reports at local area level for key issues of rural deprivation. The reports cover rural places and local authorities across England.

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ACRE and the rural community councils have developed resources to help you use the evidence on this website to support local rural working.

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Analysis and website developed by OCSI

www.rural-evidence.org.uk

Reports and analysis

REPORTS MAP
REPORTS LIST
ALL REPORTS BY RCC

Results for **Buckinghamshire**: 285 areas View these results on a map

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County	Report	Download	
Buckinghamshire (County)	Most deprived rural areas	Word format (4,727 kb)	PDF format (1,334 kb)
	Rural economy	Word format (2,267 kb)	PDF format (1,127 kb)
	Rural share of deprivation	Word format (2,721 kb)	PDF format (1,049 kb)
	District workplace and residential population profile	Word format (2,567 kb)	PDF format (890 kb)
	Access to services (COMING SOON)	Word format (2,238 kb)	PDF format (1,743 kb)
	Map of IMD ranking at LSOA level	PNG format (1,239 kb)	
	Map of IMD hotspots at LSOA level	PNG format (1,249 kb)	
	Map of IMD hotspots at OA level	PNG format (1,255 kb)	

Buckinghamshire

View by RCC

Search by place name

National / Regional

County

Unitary LA

Shire District

Parliamentary Constituency

Rural place

Parish

LEP

www.rural-evidence.org.uk

	Map of IMD hotspots at OA level	PNG format (1,137 kb)	
Rural place	Report	Download	
Amersham/Chesham (Rural place)	Rural place profile	Word format (1,776 kb)	PDF format (863 kb)
Aston Clinton (Rural place)	Rural place profile	Word format (3,354 kb)	PDF format (935 kb)
Aylesbury (Rural place)	Rural place profile	Word format (1,777 kb)	PDF format (1,314 kb)
Beaconsfield (Rural place)	Rural place profile	Word format (3,475 kb)	PDF format (962 kb)
Bledlow Ridge (Rural place)	Rural place profile	Word format (2,417 kb)	PDF format (887 kb)
Botley (Rural place)	Rural place profile	Word format (2,008 kb)	PDF format (844 kb)
Brill (Rural place)	Rural place profile	Word format (2,804 kb)	PDF format (880 kb)
Buckingham (Rural place)	Rural place profile	Word format (3,034 kb)	PDF format (902 kb)
Castlethorpe (Rural place)	Rural place profile	Word format	PDF format

Parish	Report	Download	
Addington (Parish)	Parish profile	Word format (2,021 kb)	PDF format (2,847 kb)
Adstock (Parish)	Parish profile	Word format (1,860 kb)	PDF format (2,851 kb)
Akeley (Parish)	Parish profile	Word format (2,039 kb)	PDF format (2,867 kb)
Amersham (Parish)	Parish profile	Word format (3,677 kb)	PDF format (3,043 kb)
Ashendon (Parish)	Parish profile	Word format (2,201 kb)	PDF format (2,859 kb)
Ashley Green (Parish)	Parish profile	Word format (3,009 kb)	PDF format (3,013 kb)
Aston Abbotts (Parish)	Parish profile	Word format (2,244 kb)	PDF format (2,894 kb)
Aston Clinton (Parish)	Parish profile	Word format (3,403 kb)	PDF format (3,014 kb)
Astwood (Parish)	Parish profile	Word format	PDF format

The Local Picture

- Rural deprivation exists:
 - Fuel poverty – solid wall houses and reliance on oil
 - Income deprivation exacerbated by poor access to services
 - Needs of ageing population heightened by poor access to services

Assessing Rural Need

- Make use of the information available.
 - Bucks CC Website
 - Office for National Statistics
 - Rural Share
 - Commission for Rural Communities
- Supplement it with local data to make the case

Future Work

- Qualitative work – what is it like to live in a rural area?
- Emerging key themes from rural share data:
 - Income deprived/workless young people
 - Older people without transport/support
- Weakness of rural/urban split for market towns

Rural Buckinghamshire is more deprived based on the location of deprived people, than the location of deprived areas.

QUESTIONS, QUESTIONS