



WHAT DO WE MEAN BY RURAL?

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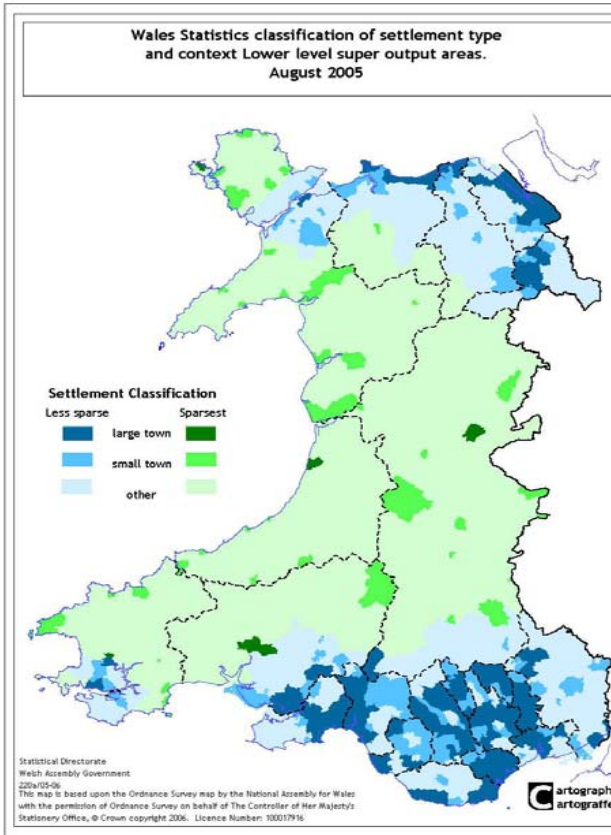


THREE SIMPLE FACTS

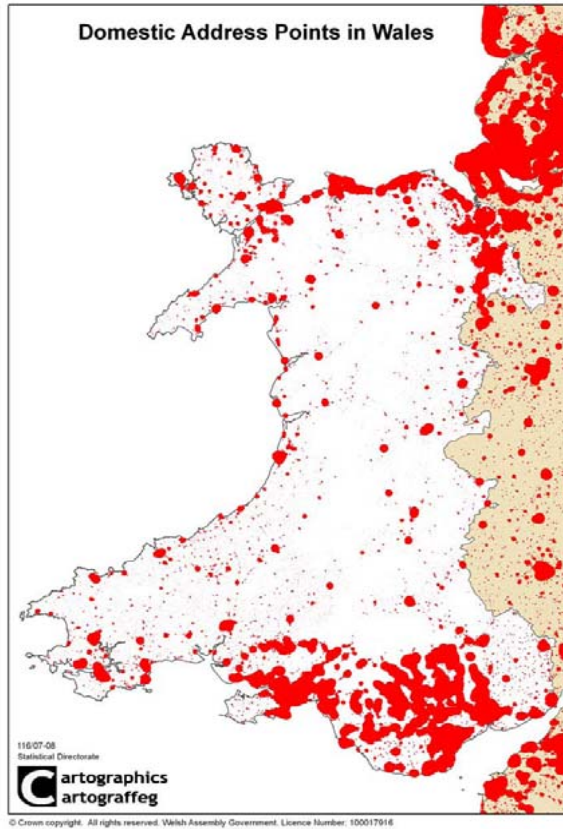
1. Policy tends not to be about an area, whether urban or rural.
2. Policy has to be based on evidence if it is to achieve what it is supposed to.
3. There is no such thing as a single definition of 'rural' because 'rurality' is an issue with many facets.



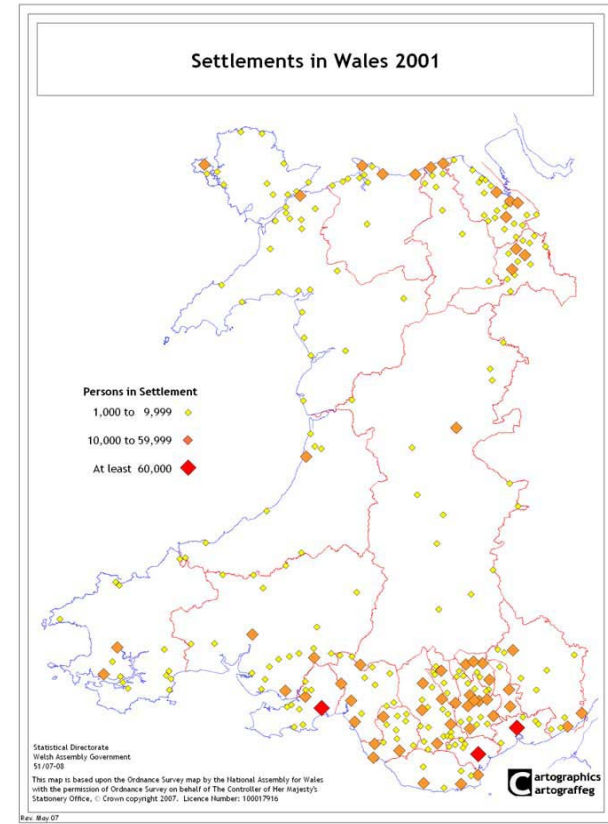
Map 1



Map 2



Map 3



Welsh Index of Multiple Deprivation

The WIMD is made up of eight domains (or kinds) of deprivation that are weighted according to the impact they are judged to have on multiple deprivation:

Income,
Housing,
Employment,
Access to services,
Health,
Environment,
Education,
Community safety



WIMD has been developed for a specific purpose and should not be used as a universal solution.

It is designed to measure concentrations of deprivation at a small area level.

When deciding on whether or not to use it policy makers have to ask two important questions:

- a) Am I interested in localised concentrations of deprivation or in all deprived people?
- b) Is deprivation actually concentrated in my area of interest?



These questions are important because although there is a definite concentration of deprivation into a relatively small number of areas, by no means do all the deprived people live in an area of high deprivation.

A fifth of income deprived people live in areas within the most deprived 10% of areas in Wales with almost half living within the most deprived 30% of areas. That still means that around a half of income deprived people are spread over the remaining 70% of Wales.

Even in the least deprived areas there are income deprived people.

Every area has people who are deprived and people who are affluent.

The WIMD only counts those classed as deprived. It makes no difference whether the rest are nearly deprived but not quite, fairly well-off, or really rich.



A good illustration of this is the comparison of Cardiff and Anglesey data for the percentage of people on income related benefits from WIMD 2008.

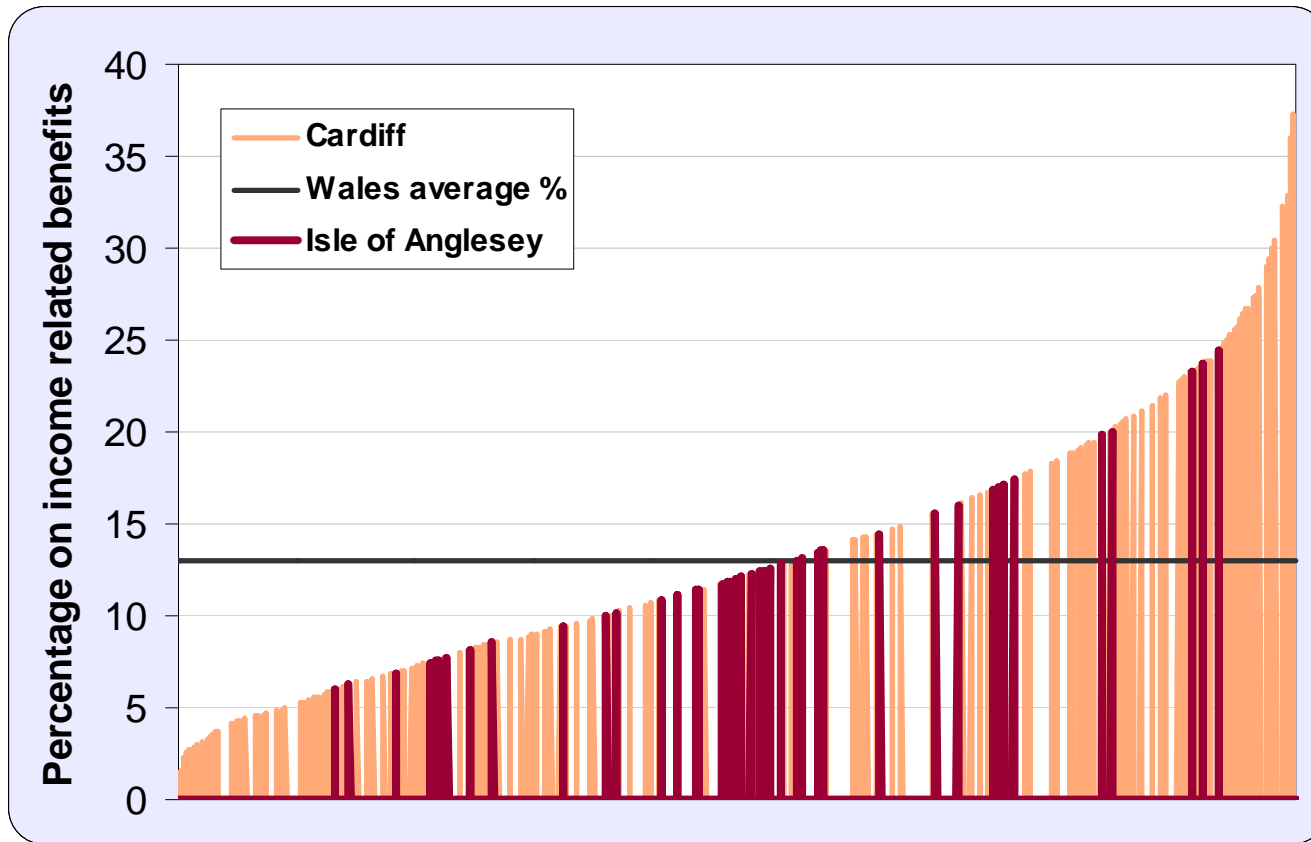
- For Wales overall the figure was 13.1%
- For Cardiff the figure was 13.2%
- For Anglesey the figure was 12.9%

So in terms of overall levels of income deprivation, both Cardiff and Anglesey were comparable and similar to the overall Wales average.

But, as can be seen in Chart 1, the distribution of income deprivation within each local authority was quite different.



Chart 1



While there was still a big difference between the most and least deprived LSOAs in Anglesey, there was nothing like the range of variation seen in Cardiff. In particular, there were no LSOAs in Anglesey at the very extremes.

This highlights the fact that with virtually the same income deprivation at the Local Authority level, the distribution within each Local Authority is very different. Cardiff is very polarised whilst Anglesey has much less variation about the average. Hence targeting high concentration in Cardiff makes sense while it doesn't in Anglesey.

This underlines the fact that the thing to remember is that because you don't tend to get very high or very low concentrations in rural areas you need to tackle deprivation in a different way and spatial distribution is one of the key things to take into consideration.





Deep Rural Study

Started with a definition of deep rural as being places that are over thirty minutes average drive time from a settlement of 10,000 people

Using this definition, deep rural areas are evident in the rural parts of North East Ynys Mon, Gwynedd, Conwy, Denbighshire, Powys, West Gower in Swansea, Ceredigion, Carmarthenshire and North Pembrokeshire.

Four suitable communities have been identified where studies will be conducted: around Llanfihangel yng Ngwynfa near Llanfyllin, around Llangammarch Wells, around Tegryn in North Pembrokeshire and around Aberdaron on the Lleyn peninsula.





The study areas were picked because they: (a) were around 30 minutes drive from a town of 10,000 people; (b) included between 180 and 500 households necessary for successful survey work; and (c) lacked 5 or more services from the following list of 12 key services developed by the Rural Observatory:

food only shop; post office; petrol station; bank or building society; general practitioner; dental surgery; pharmacy; educational establishment; permanent library; police station; bus stop or railway station and cash machine.

The work involves deep rural residents and service providers in the public, private and third sectors, responding to a questionnaire on a number of service related themes. A proportion of the respondents will also be asked to participate in follow up interviews.



It is expected that the study will highlight issues at three main levels:

- (i) those common to all 4 areas, which would indicate the need for action by the Assembly Government;
- (ii) issues specific to each local authority area, which would indicate the need for action by the local authority working with the Assembly Government;
- (iii) issues specific to a community, which would indicate the need for action at the community level with all parties, including local groups, working together.

The final report will be available around June 2009.



Rural Proofing

A commitment by the Welsh Assembly Government to ensure that all its domestic policies take into consideration rural circumstances and needs in the design and delivery of policy.

A process that allows the impact of a policy/programme/initiative to be examined carefully and objectively to determine whether it has a different impact in rural areas because of their unique characteristics.

Targeted assistance to help officials consider ways of adjusting a policy/programme/initiative to reflect the needs of rural communities and to ensure they are not disadvantaged due to their location.



Key Facts

Every portfolio in the Assembly Government has a dedicated member of the Unit working with it;

We proactively scan for new developments and revisions of existing ones;

Every policy and programme has to complete the Rural Checklist and clear it with us;

We sit on every Policy Gateway and have covered 21 since May 2008;

Working very closely with colleagues dealing with Equality as the needs of rural people are considered an equality issue.



Conclusions

The picture at the national level can be very different from that at the local level – people are further from the local realities and have to consider a wider audience.

It is relatively easy to find solutions that assist the majority of people, communities and businesses but much harder to find solutions for everyone.

To achieve policies that work for everyone we need to consult those that will be affected, listen to feedback and to be inclusive and intelligent when implementing them.

We need to work in partnership during design and implementation so that everyone can play to their strengths.

