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**HOUSING AND
CARE FOR
OLDER PEOPLE**

Rural Housing for an Ageing Population: Preserving Independence

Rural profiles

Demographics

Government estimates that by 2039 nearly



of rural households will be aged over 65 ⁷

The number of over



represents a higher proportion of the population in rural than in urban areas ⁸

The rural population is

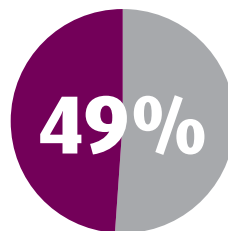


than in other parts of the country ⁹

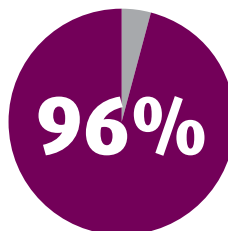
Transport



Rural areas spend a higher proportion of expenditure than urban areas on transport costs ¹⁰



of households in the most rural areas had a regular bus service close-by compared with



per cent of urban households ¹¹



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Housing

Rural homes are



more expensive than in urban areas ¹²



Homes in rural areas are less likely to be adapted for ageing ¹³

Affordable housing is 20% in urban areas compared to



in rural area ¹⁴

Housing associations only completed



in rural areas in 2016/17 ¹⁵

Older people in rural areas are more likely to own their own home ¹⁶



of sheltered housing schemes are in rural locations, a lower proportion than population share ¹⁷

⁷ http://s3-eu-west-1.amazonaws.com/pub.housing.org.uk/Affordable_Housing_Saving_Rural_Services_-_Rural_Life_Monitor_2017.pdf

⁸ <https://www.gov.uk/government/publications/rural-population-and-migration/rural-population-201415>

⁹ https://www.ageuk.org.uk/brandpartnerglobal/bedfordshirevpp/older_life_in_rural_england_report_lr.pdf

¹⁰ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/663092/Statistical_Digest_of_Rural_England_2017_November_edition.pdf

¹¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/539299/Statistical_Digest_of_Rural_England_2016_January_edition.pdf

¹² <https://static.halifax.co.uk/assets/pdf/media-centre/press-releases/2017-10-02-rural-housing-review-30-september-2017-housing-release.pdf>

¹³ http://www.parliament.scot/S4_EqualOpportunitiesCommittee/Reports/EOS042015R05.pdf

¹⁴ <https://www.cpre.org.uk/magazine/opinion/item/4234-the-housing-bill-bad-for-villages>

¹⁵ <https://www.housing.org.uk/resource-library/browse/rural-homes-2016-17/>

¹⁶ <https://ruralengland.org/wp-content/uploads/2016/04/Final-report-Income-and-Poverty.pdf>

¹⁷ <https://ruralengland.org/wp-content/uploads/2017/01/SORS-2016-full-report.pdf>



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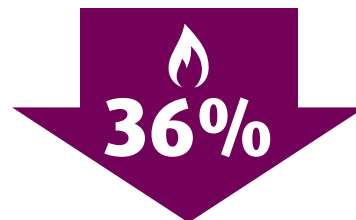
Fuel Poverty

There is a higher incidence
of fuel poverty in rural areas,



compared to 10%
in urban areas ¹⁸

In 2010,



of rural homes were
off the gas grid ¹⁹

Health

Rural areas have
worse access in terms
of distance to health ²⁰



Only
20%
of GP services are
in rural areas ²¹



Average journey times
to a GP are longer and
home visits more
prevalent ²²

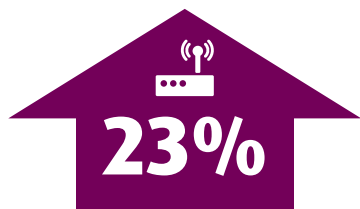


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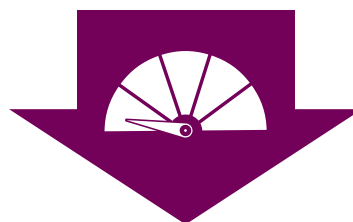
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Broadband

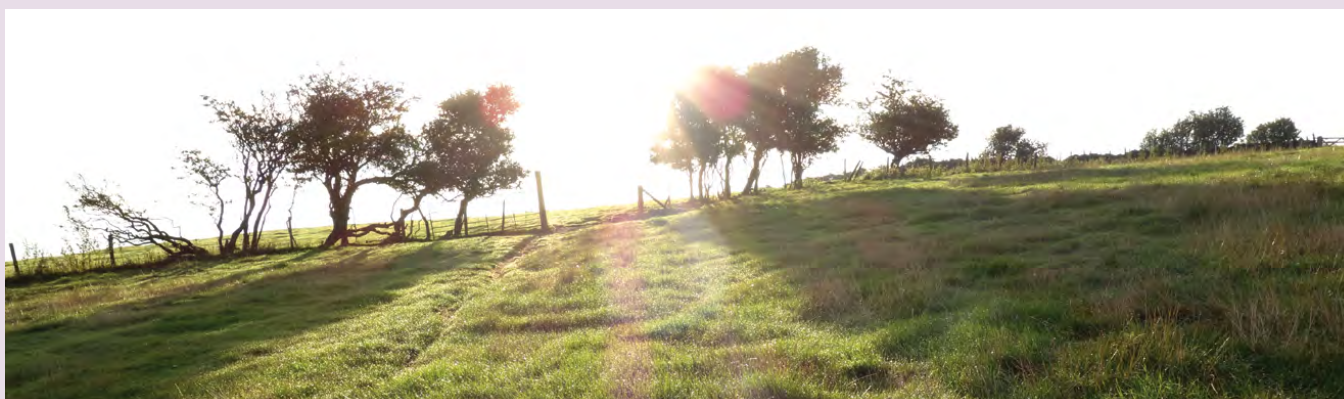
In 2010,



of households in rural areas had no or only a slow broadband compared with just 5% of households in urban areas ²³



The speed of internet connection and service is often much slower in rural areas than in urban ones, because existing broadband technology is less efficient in sparsely populated areas ²⁴



¹⁸ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/663092/Statistical_Digest_of_Rural_England_2017_November_edition.pdf

¹⁹ https://www.ageuk.org.uk/brandpartnerglobal/bedfordshirevpp/later_life_in_rural_england_report_lr.pdf

²⁰ https://www.local.gov.uk/sites/default/files/documents/1.39_Health%20in%20rural%20areas_WEB.pdf

²¹ <https://ruralengland.org/wp-content/uploads/2017/01/SORS-2016-full-report.pdf>

²² <https://ruralengland.org/wp-content/uploads/2017/01/SORS-2016-full-report.pdf>

²³ https://www.ageuk.org.uk/brandpartnerglobal/bedfordshirevpp/later_life_in_rural_england_report_lr.pdf

²⁴ <http://www.rtpi.org.uk/media/6331/the-rural-challenge-achieving-sustainable-rural-communities-for-the-21st-century-rural-coalition-2010.pdf>