

The rural economy in Craven

Final report v1.3

March 2011



About the Evidencing Rural Need resource

Evidencing Rural Need

Evidencing Rural Need is a new resource that shows the real picture of socio-economic issues across rural areas of England, and will enable organisations to influence decisions about policies and services more effectively. Building on the pioneering work with the Rural Community Action Network, ACRE commissioned Oxford Consultants for Social Inclusion (OCSI) to further develop a set of the reports for all rural areas across England.

Evidencing Rural Need comprises a series of reports, prepared for a range of geographies, initially highlighting the incidence of deprivation in rural communities throughout England but now including the rural economy and access to services. Although there is a great deal of data available for villages, hamlets and smaller towns, this information has not been brought together so succinctly in a single resource for all settlements in rural England.

The reports are available through RCAN members but the full range and background information can be viewed at www.rural-evidence.org.uk.

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1 Introduction

Background

The Coalition government has emphasised the importance of greater local influence on services and decisions¹. Although it is not yet clear how (and at what level) this influence will operate in practice, robust evidence can help partners demonstrate the importance of rural issues to local authorities, local enterprise partnerships and other service commissioners operating in a climate of scarce resources.

There is considerable information on the rural economy at national level², however comparatively little at local level. This report provides information for rural Craven, assessing the local rural economy on a number of key indicators.

What does this rural economy profile contain?

- Section 2 explores employment and jobs in rural Craven including employment rates and jobs by sector and occupation.
- Section 3 sets out the strength of the local economy, including the number, type and size of local business units, and levels of small and large businesses.
- Section 4 highlights levels of unemployment and worklessness in the local rural economy, showing which groups (age and gender) are most likely to be receiving out-of-work benefits.
- Appendix A lists the data sources and indicators used in the report (including details of the methodology).
- Appendix B outlines the different geographies for which data is available.
- Appendix C is a “help” resource, showing how to read the tables and charts in the report.

¹ For example, see the 2011 Localism Bill.

² Including the State of the Countryside series and other publications from the Commission for Rural Communities.

2 Employment and occupations in rural Craven

The local picture

This section highlights the local rural economy in terms of employment and occupations, including employment rates, and jobs by industry sector and occupation:

- How do employment levels in rural Craven compare with other areas?
- What are the main occupations and what industry sectors do residents in rural Craven work in?

See the “Useful datasets” box below and Appendix A for details of the data

The national context

Nationally, rural analysis from the State of the Countryside³ identifies:

- *Higher employment levels in rural areas:* The overall employment rate is notably higher in rural areas than in urban, and by the fourth quarter of 2009 the employment rate in rural areas had returned to similar levels of early 2007 (ie, before the impact of the downturn).
- *Largest sectors:* In 2009 the property and business services sector was the largest employer in both rural and urban areas, accounting for 16% and 20% of all employment respectively.
- *Employment sectors affected by the downturn:* Between 2008 and 2009 the sector in rural areas with the largest decline in number employed was the education sector (3,615) whilst in urban areas the manufacturing sector recorded the largest reduction in employment.
- *Employment by business size:* In 2009 around a quarter of all employment in rural areas was generated by those businesses employing 10 to 49 people. In hamlets and isolated dwellings a further fifth of all employment came from large firms (those employing 250 or more people). Between

2008 and 2009 there was a marked reduction in employment in all rural and urban categories for those micro businesses employing 1 to 2 people.

Useful datasets on employment and occupations in local rural areas

Up-to-date information on employment and jobs for local rural areas is scarce. The regularly published Annual Population Survey (APS) provides data for local authorities, but not for smaller areas. Census 2001 includes information for local areas, but is now 10 years out-of-date. For the analysis in this section we have combined the local area data from Census 2001 together with up-to-date information from the APS, to estimate information on employment and jobs for local rural areas (see Appendix A for details).

Overall employment rate and self employment rate

The proportion of people who are in employment in local areas (including self employment) has been estimated from the Census 2001 combined with the APS. For more information see <http://www.data4nr.net/resources/594>.

The proportion of people who are self-employed in local areas has been estimated from the Census 2001 combined with the APS. For more information see <http://www.data4nr.net/resources/841>.

Employment by occupational group and industry of employment

Information on occupational group is available from the Census and APS, for example managerial, professional or elementary occupations. The Standard Occupation Classification (SOC2000) is coded from the full title of each person’s main job and the description of what is done in that job (the ‘main’ job is where that person usually works). For more information see <http://www.data4nr.net/resources/329>.

Information on industry of employment identifies the main sectors worked in by residents, for example manufacturing, health, education, or agriculture. For more information see <http://www.data4nr.net/resources/327>.

³ Commission for Rural Communities (2010). State of the Countryside 2010. Available from <http://ruralcommunities.gov.uk/2010/07/06/state-of-the-countryside-2010/>.

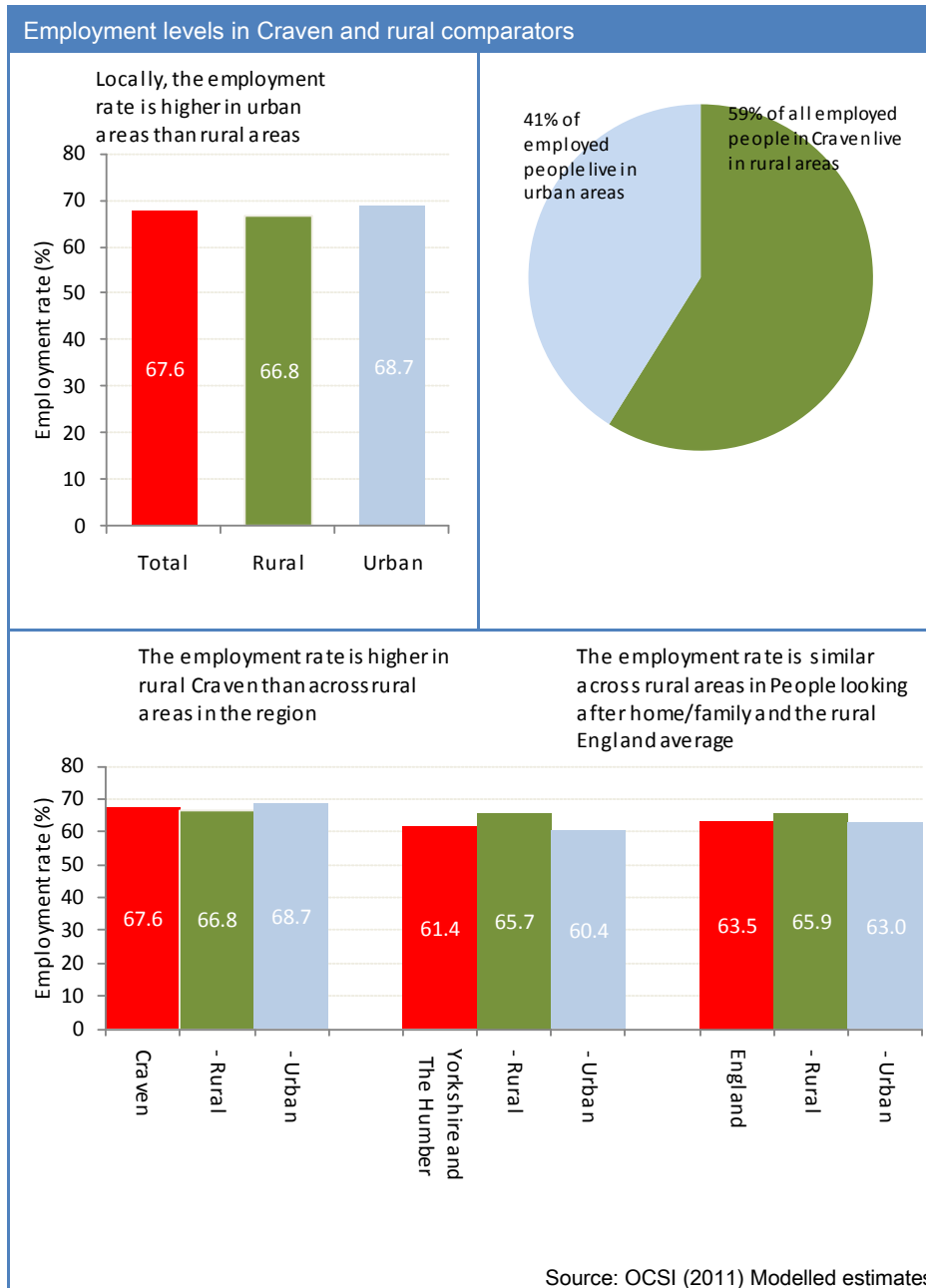
How do employment levels in rural Craven compare with other areas?

The tables and charts on this page compare the overall employment rate across rural and urban areas in Craven, and in rural areas across the region and England as a whole.

- The employment rate is lower in rural areas in Craven than urban areas, with 67% of adults in rural areas in employment, compared with 69% in urban areas and 68% in Craven as a whole.
- In total, 59% of those people in employment in Craven live in rural areas (15,180 people).
- Rural areas in Craven have a similar employment rate (67%) than the average for rural areas across England as a whole (66%).

	Number of people in employment	Employment rate (%)	% of all employed people in the area
Craven	25,780	67.6	
- Rural	15,180	66.8	58.9
- Urban	10,600	68.7	41.1
Yorkshire and The Humber	2,196,030	61.4	
- Rural	462,970	65.7	21.1
- Urban	1,733,060	60.4	78.9
England	22,567,850	63.5	
- Rural	4,445,200	65.9	19.7
- Urban	18,122,650	63.0	80.3

Source: OCSI (2011) Modelled estimates



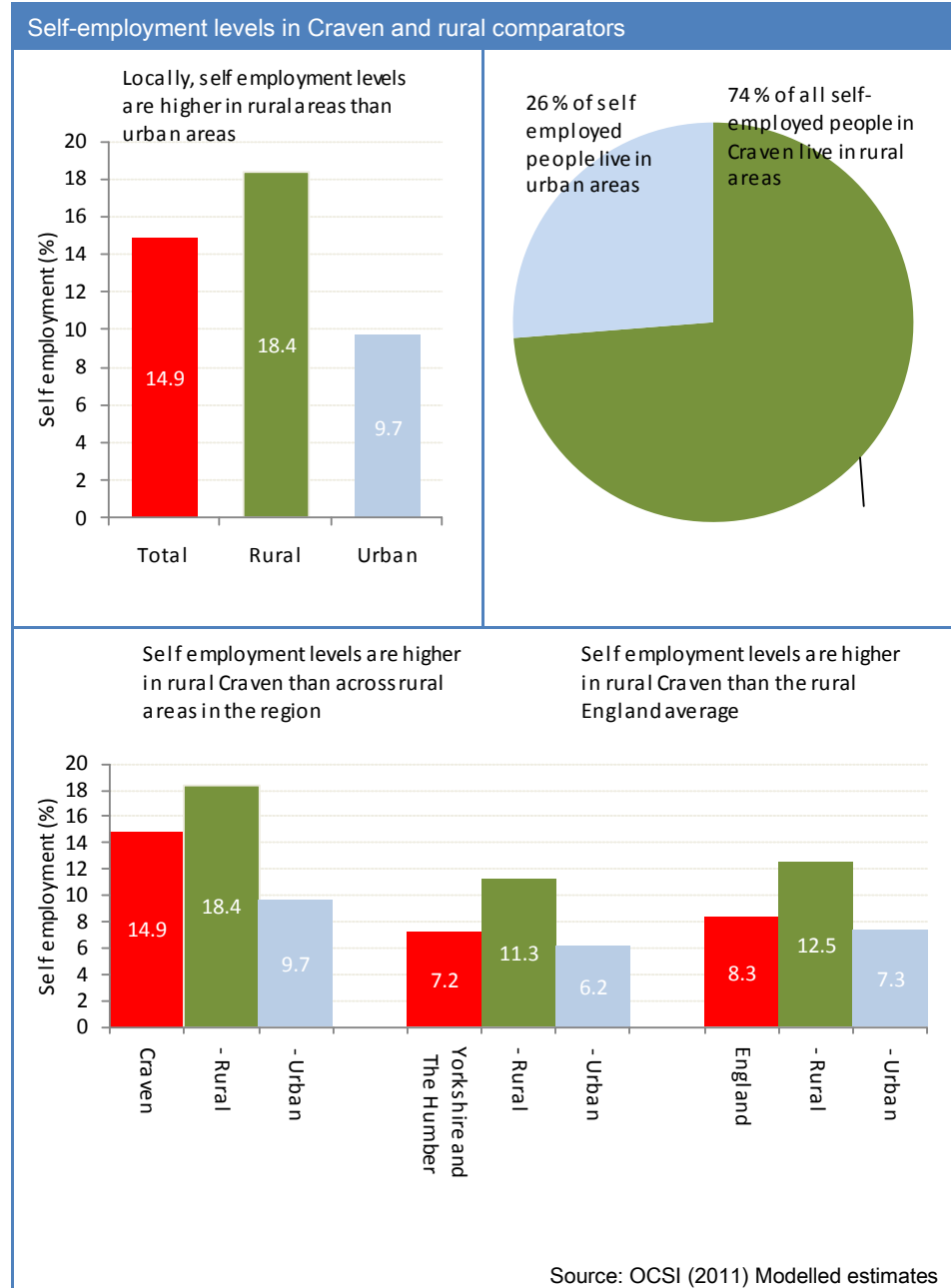
How do self-employment levels in rural Craven compare with other areas?

The tables and charts on this page compare the self-employment rate across rural and urban areas in Craven, and in rural areas across the region and England as a whole.

- Self employment levels are higher in rural areas in Craven than urban areas, with 4,190 people in rural areas self employed (18.4%), compared with 9.7% in urban areas and 14.9% in the area as a whole.
- In total, 74% of self employed people in Craven live in rural areas.
- Rural areas in Craven have a higher self employment rate compared with the average across rural England as a whole (12.5%).

	Number of people self employed	Proportion of people self employed	% of self employed people in the area
Craven	5,680	14.9	-
- Rural	4,190	18.4	73.8
- Urban	1,490	9.7	26.2
Yorkshire and The Humber	258,820	7.2	-
- Rural	79,710	11.3	30.8
- Urban	179,110	6.2	69.2
England	2,954,990	8.3	-
- Rural	841,930	12.5	28.5
- Urban	2,113,060	7.3	71.5

Source: OCSI (2011) Modelled estimates



What are the main occupations and industry sectors for residents in rural Craven?

The tables and charts on this page compare occupational group (people aged 16 to 74 in employment by their occupation⁴) and industry of employment (key sectors of employment) for employed residents across rural and urban areas in Craven.

- In terms of occupation, people in both rural and urban areas in Craven are more likely to be working in managerial roles than any other occupational role, with 35.5% of people in rural areas and 14.0% of in urban areas working in managerial roles.
- In terms of industry sector, people in both rural and urban areas in Craven are more likely to be working in 'wholesale and retail' than any other employment sector, with 14.9% of people in rural areas and 17.8% in urban areas working in 'wholesale and retail'.

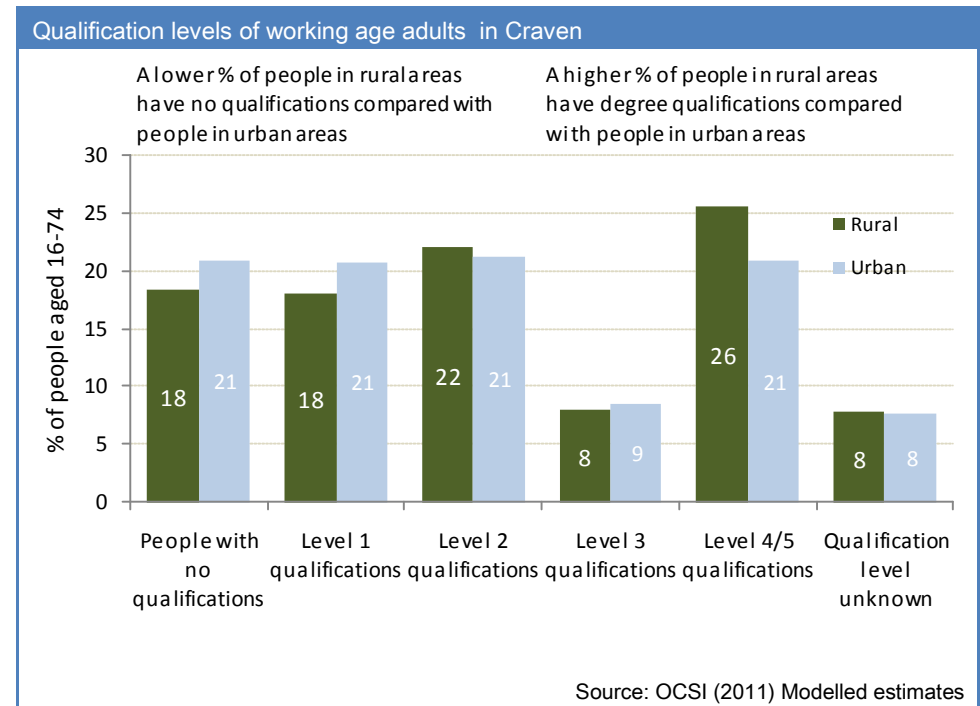
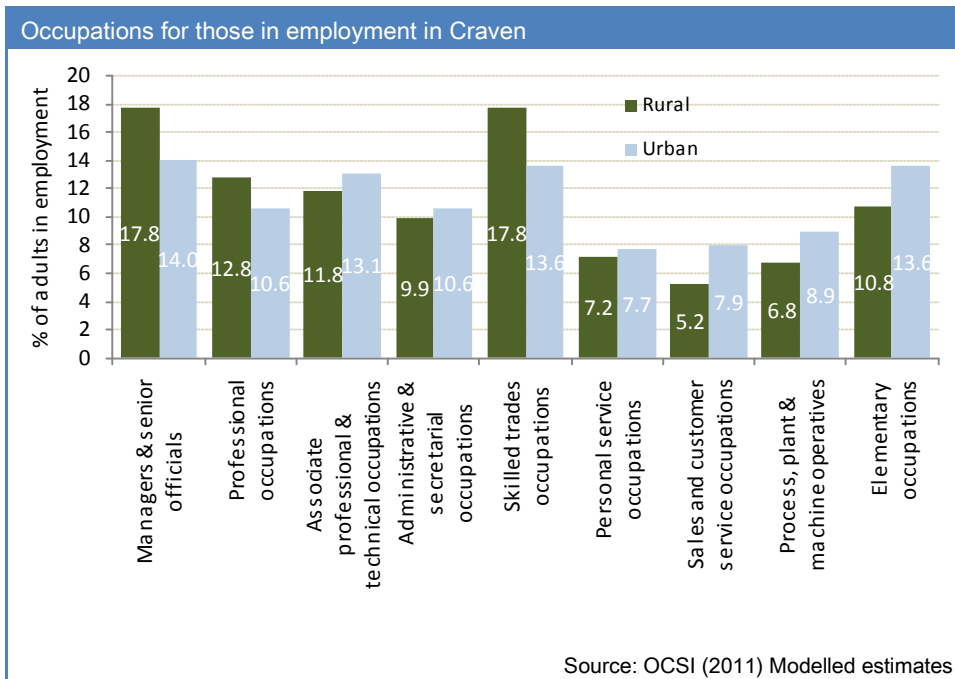
Occupation group	Rural		Urban	
	N	%	N	%
Managers & senior officials	2,690	17.8	1,480	14.0
Professional occupations	1,940	12.8	1,120	10.6
Associate professional & technical occupations	1,790	11.8	1,390	13.1
Administrative & secretarial occupations	1,500	9.9	1,120	10.6
Skilled trades occupations	2,690	17.8	1,440	13.6
Personal service occupations	1,090	7.2	810	7.7
Sales and customer service occupations	790	5.2	840	7.9
Process, plant & machine operatives	1,030	6.8	940	8.9
Elementary occupations	1,630	10.8	1,440	13.6

Source: OCSI (2011) Modelled estimates

Industry of employment	Rural		Urban	
	N	%	N	%
Agriculture, hunting and forestry	1,230	8.1	190	1.8
Fishing	30	0.2	0	0.0
Mining and quarrying	110	0.7	60	0.6
Manufacturing	1,890	12.5	1,800	17.0
Electricity, gas and water supply	90	0.6	70	0.7
Construction	1,180	7.8	800	7.5
Wholesale and retail	2,260	14.9	1,890	17.8
Hotels and catering	1,160	7.7	630	5.9
Transport storage and communication	680	4.5	520	4.9
Financial intermediation	510	3.4	640	6.0
Real estate, renting and business activities	1,620	10.7	1,040	9.8
Public administration and defence	500	3.3	390	3.7
Education	1,660	10.9	850	8.0
Health and social work	1,640	10.8	1,340	12.6
Other employment	600	4.0	390	3.7

Source: OCSI (2011) Modelled estimates

⁴ Standard Occupational Classification (SOC) level 2 coded from census responses.



How well qualified are working age residents in rural and urban Craven?

The tables and charts below compare qualification levels of working age people across rural and urban areas in Craven.

	N	Rural		Urban	
		N	%	N	%
Working age residents					
People with no qualifications	3,370	2,680	18.4	2,680	20.9
Level 1 qualifications	3,300	2,660	18.0	2,660	20.8
Level 2 qualifications	4,040	2,730	22.1	2,730	21.3
Level 3 qualifications	1,470	1,090	8.0	1,090	8.5
Level 4/5 qualifications	4,690	2,670	25.6	2,670	20.8
Qualification level unknown	1,420	980	7.8	980	7.7

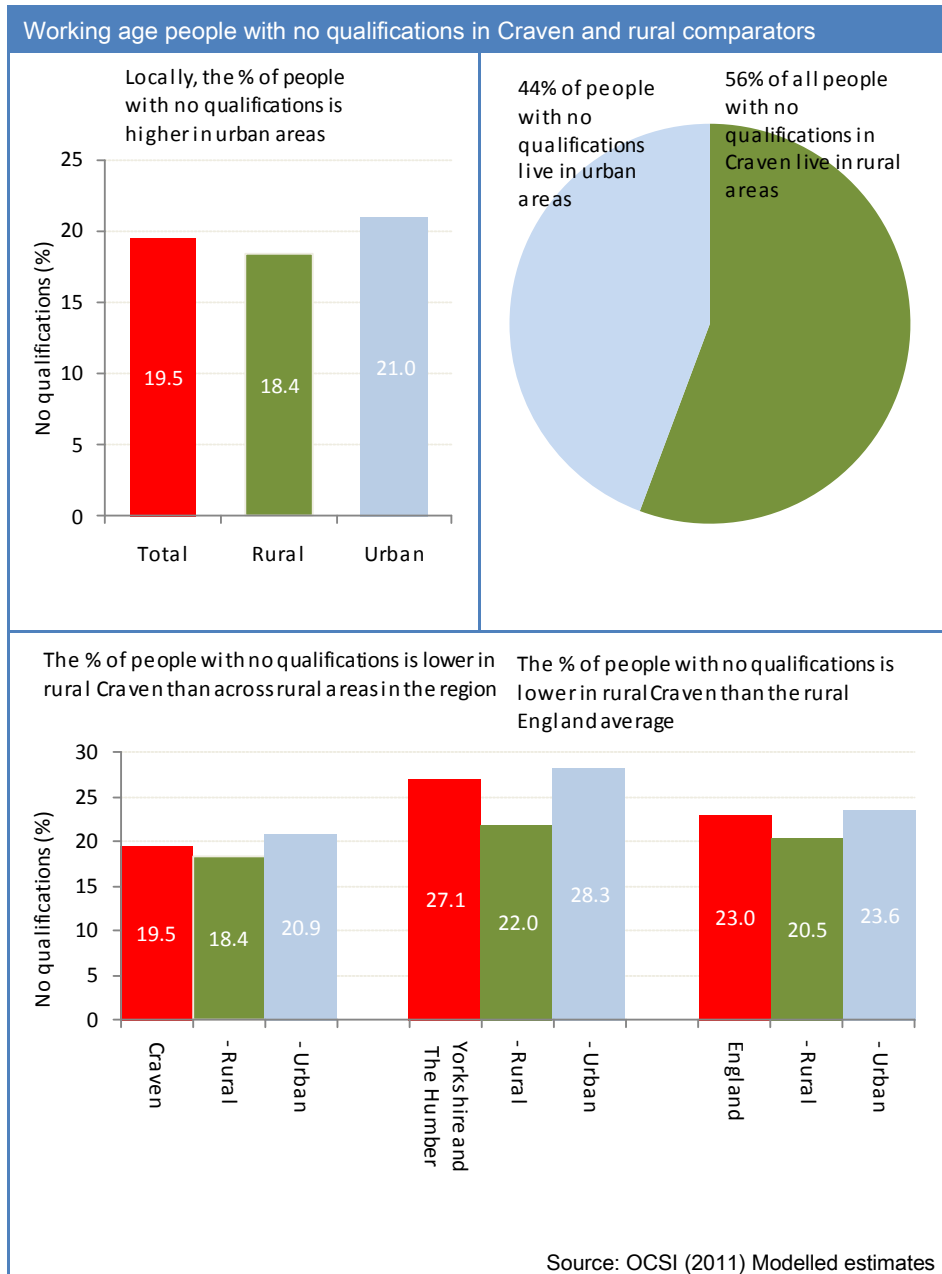
How does the proportion of people with no qualifications in rural Craven compare with other areas?

The tables and charts on this page compare the proportion of people of working age with no qualifications across rural and urban areas in Craven, and in rural areas across the region and England as a whole.

- The proportion of people with no qualifications is lower in rural areas in Craven compared with urban areas. 3,370 people in rural areas have no qualifications (18%), compared with 21% in urban areas and 19% in Craven as a whole.
- In total, 55.7% of people with no qualifications in Craven live in rural areas.
- Rural areas in Craven have a lower proportion of people with no qualifications (18%) compared with the average for rural areas across England as a whole (20.5%).

	Number of people with no qualifications	Proportion of people with no qualifications	% of all with no qualifications in the area
Craven	6,060	19.5	-
- Rural	3,370	18.4	55.6
- Urban	2,680	20.9	44.4
Yorkshire and The Humber	818,730	27.1	-
- Rural	129,190	22.0	15.8
- Urban	689,540	28.3	84.2
England	6,946,950	23.0	-
- Rural	1,143,590	20.5	16.5
- Urban	5,803,360	23.6	83.5

Source: OCSI (2011) Modelled estimates



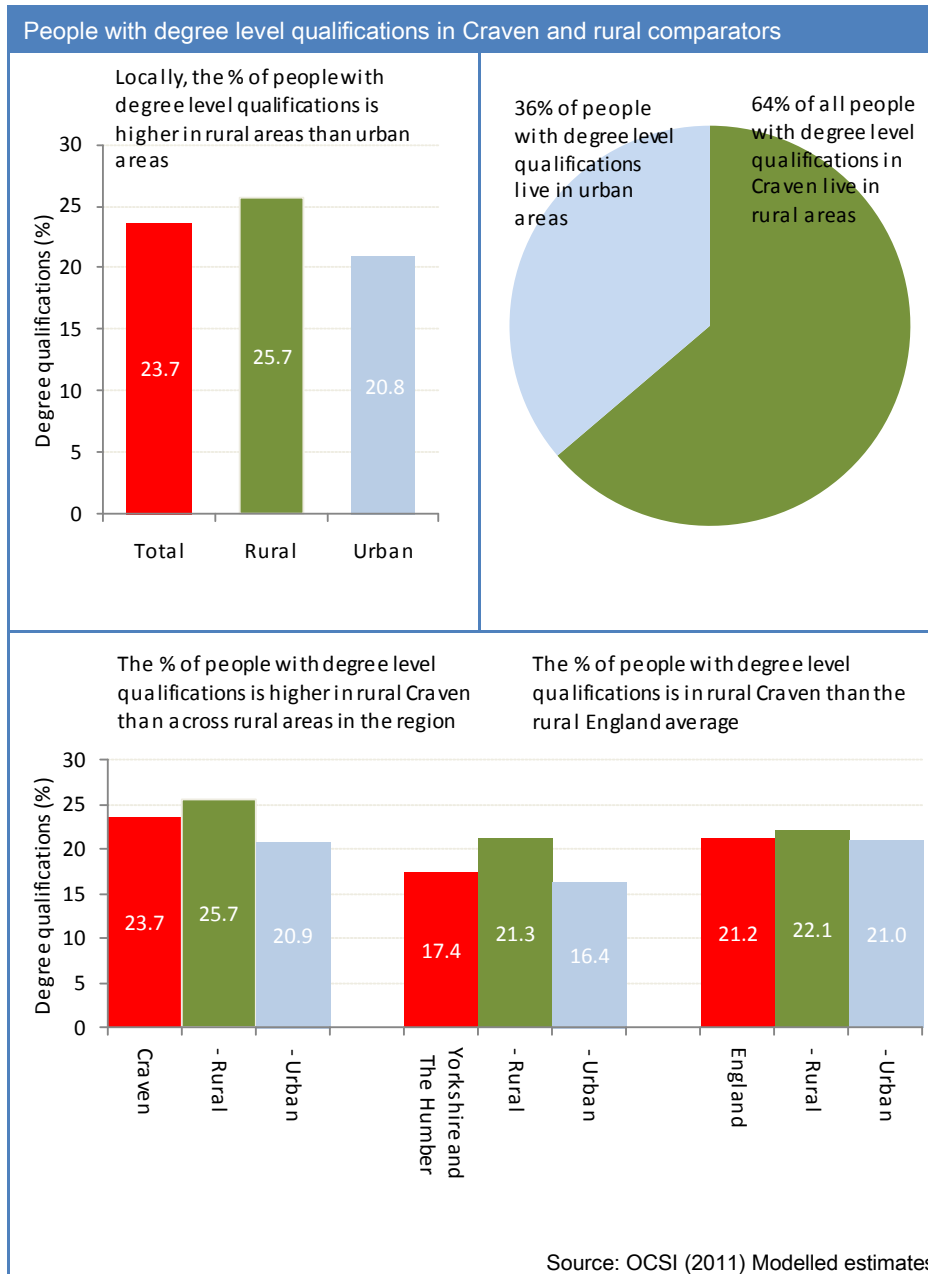
How does the proportion of people with degree level qualifications in rural Craven compare with other areas?

The tables and charts on this page compare levels of degree qualifications across rural and urban areas in Craven, and in rural areas across the region and England as a whole.

- The proportion of people with degree level qualifications is higher in rural areas in Craven compared with urban areas. 4,690 people in rural areas have degree level qualifications (25.7%), compared with 20.8% in urban areas and 23.7% in Craven as a whole.
- In total, 64% of people with degree level qualifications in Craven live in rural areas.
- Rural areas in Craven have a higher proportion of people with degree level qualifications (25.7%) compared with the average for rural areas across England as a whole (22.1%).

	Number of people with degree level qualifications	Proportion of people with degree level qualifications	% of all with degree level qualifications in the area
Craven	7,360	23.7	-
- Rural	4,690	25.7	63.7
- Urban	2,670	20.9	36.3
Yorkshire and The Humber	525,320	17.4	-
- Rural	125,490	21.3	23.9
- Urban	399,830	16.4	76.1
England	6,411,210	21.2	-
- Rural	1,232,140	22.1	19.2
- Urban	5,179,070	21.0	80.8

Source: OCSI (2011) Modelled estimates



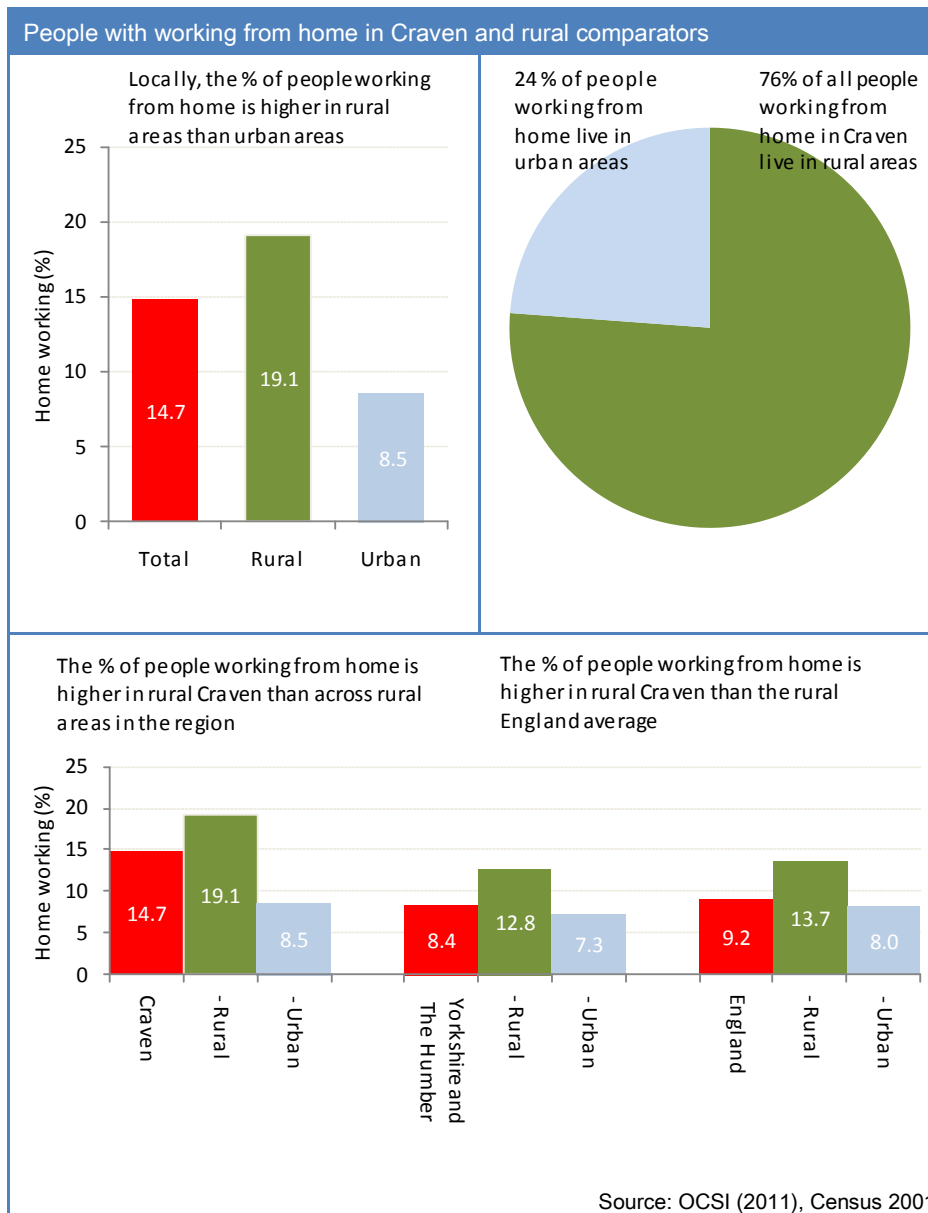
How do levels of home working in rural Craven compare with other areas?

The tables and charts on this page compare the levels of home working across rural and urban areas in Craven, and in rural areas across the region and England as a whole.

- The proportion of people working from home is higher in rural areas in Craven compared with urban areas, with 2,890 people in rural areas working from home (19.1%), compared with 8.5% in urban areas and 14.7% in Craven as a whole.
- In total, 76% of people working from home in Craven live in rural areas.
- Rural areas in Craven have a higher proportion of people working from home (19.1%) compared with the average for rural areas across England as a whole (13.7%).

	Number of people working from home	Proportion of people working from home	% of all home workers in the area
Craven	3,790	14.7	-
- Rural	2,890	19.1	76.3
- Urban	900	8.5	23.7
Yorkshire and The Humber	184,180	8.4	-
- Rural	58,870	12.8	32.0
- Urban	125,310	7.3	68.0
England	2,055,220	9.2	-
- Rural	605,920	13.7	29.5
- Urban	1,449,300	8.0	70.5

Source: OCSI (2011), Census 2001



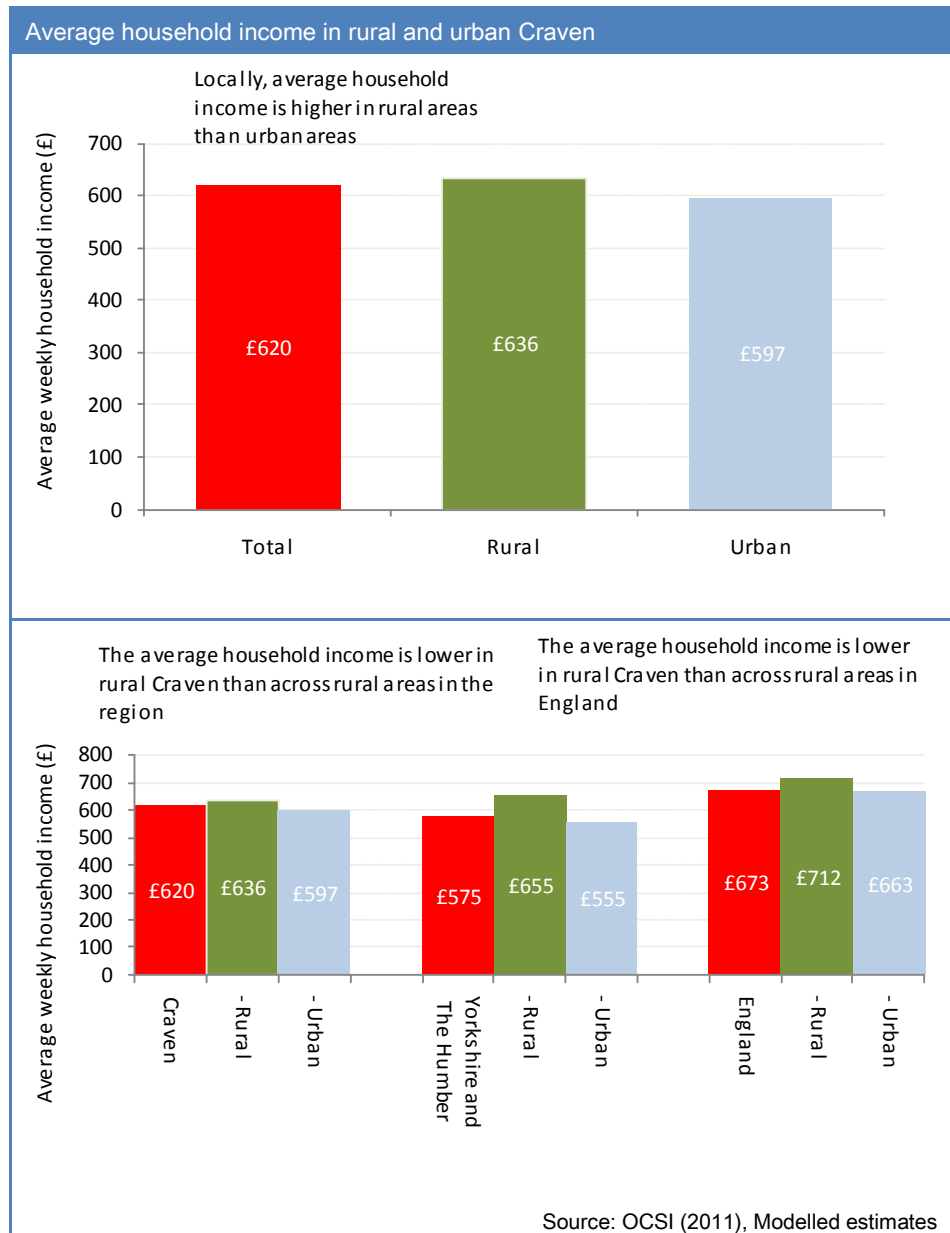
How do average household incomes in rural Craven compare with other areas?

The tables and charts on this page compare the average household income across rural and urban areas in Craven, and in rural areas across the region and England as a whole.

- The average household income is higher in rural areas in Craven compared with urban areas, with an average household income of £636 in rural areas, compared with £597 in urban areas and £620 in Craven as a whole.
- Rural areas in Craven have a lower average household income (£636) compared with the average for rural areas across England as a whole (£712).

	Average weekly household income	Average houseprice to annual earnings ratio
Craven	£620	4.4
- Rural	£636	4.7
- Urban	£597	4.1
Yorkshire and The Humber	£575	3.1
- Rural	£655	3.3
- Urban	£555	3.0
England	£673	3.5
- Rural	£712	3.7
- Urban	£663	3.5

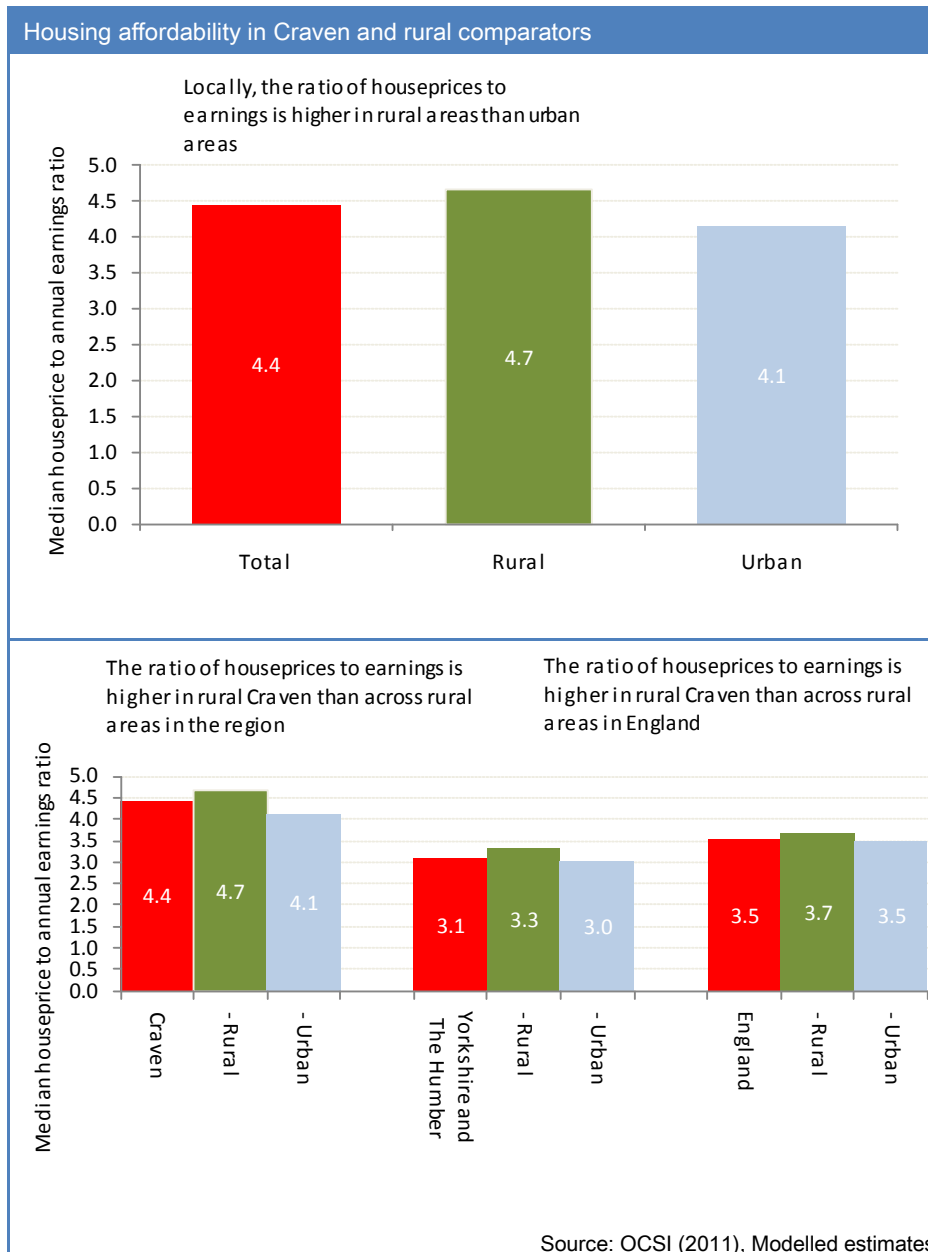
Source: OCSI (2011), Modelled estimates



How does housing affordability in rural Craven compare with other areas?

The tables and charts on this page compare housing affordability across rural and urban areas in Craven, and in rural areas across the region and England as a whole.

- Housing is less affordable in rural areas in Craven compared with urban areas, with the average houseprice 4.7 times the average annual household earnings in rural areas, compared with 4.1 in urban areas and 4.4 in Craven as a whole.
- Rural areas in Craven have a higher ratio of average house prices to average earnings (4.7) compared with the average for rural areas across England as a whole (3.7).



3 Businesses in rural Craven

The local picture

This section highlights the profile of the types of businesses operating in rural Craven, including the number, type and size of local business units, and levels of small and large businesses:

- How do businesses vary by size and sector in Craven?
- How do micro-business levels in rural Craven compare with other areas?
- How do large business levels in rural Craven compare with other areas?

See the “Useful datasets” box below and Appendix A for details of the data.

The national context

Nationally, rural analysis from the State of the Countryside⁵ identifies:

- *Greater levels of micro-business:* 88% of businesses (registered for VAT and/or PAYE) in rural areas employ less than 10 people, compared to 81% in urban areas. Since 2005, there has been an 8% increase in micro-businesses in rural areas (6% increase in urban areas).
- *Largest sectors:* The three sectors with the largest numbers of rural businesses are: Property and business services (150,000 businesses nationally), Agriculture (92,000) and Construction (62,000). The three largest employers in rural areas are: Property, Manufacturing and Public administration and other services.
- *Business stability.* The highest proportions of businesses trading for 10 years or greater are in the most rural areas. In contrast the highest proportions of those businesses that have been trading for less than two years are in urban areas.
- *Growing and declining sectors:* Finance, Health, Construction, Post and Telecommunications, Property and business services and Agriculture

have overall sustained the greatest growth since 2005. Mining/quarrying and utilities, Manufacturing and Education have experienced the greatest decline for the same period.

- *Startups:* The sectors with the greatest count of business start ups in rural areas were Legal, accountancy, business consultancy and other business activities (including research and development), Personal and community service activities and Construction.

Useful datasets on businesses in local rural areas

Reasonably up-to-date information on businesses for local rural areas is available through the Inter-Departmental Business Register (IDBR), a database of businesses that are registered for VAT and/or operating a PAYE scheme. Data from the IDBR is published for local authorities by urban and rural areas, and also for small areas such as MSOAs.

Local business units by size

This dataset provides a count of VAT-registered local business units taken from the IDBR and grouped into four employment size bands (0-4, 5-9, 10-19 and 20+ paid employees). For more information see <http://www.data4nr.net/resources/365>.

Local business units by broad industry group

Again taken from the IDBR database, this shows numbers of local businesses under 16 broad industry groups. The groups are derived from the Standard Industrial Classification (UKSIC 2003). For more information see <http://www.data4nr.net/resources/364>.

⁵ Commission for Rural Communities (2010). State of the Countryside 2010. Available from <http://ruralcommunities.gov.uk/2010/07/06/state-of-the-countryside-2010/>.

How do business levels in rural Craven compare with other areas?

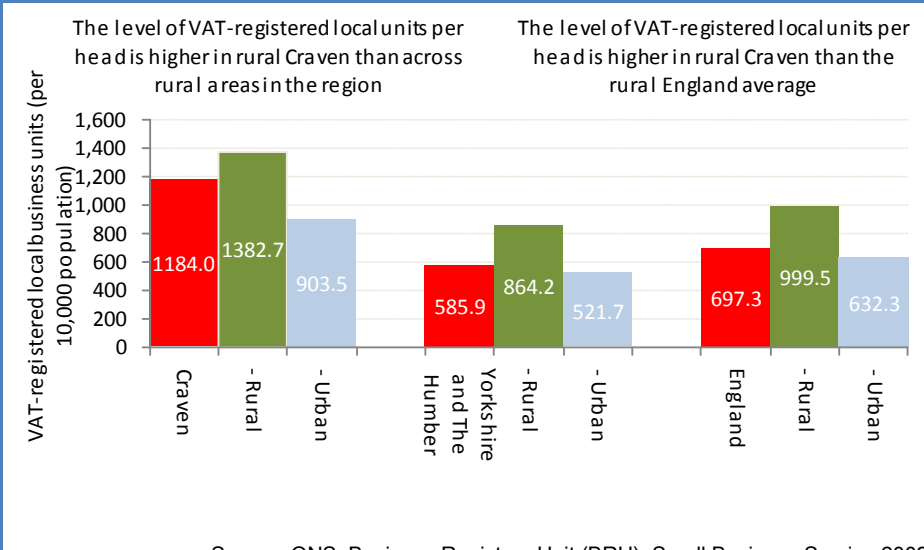
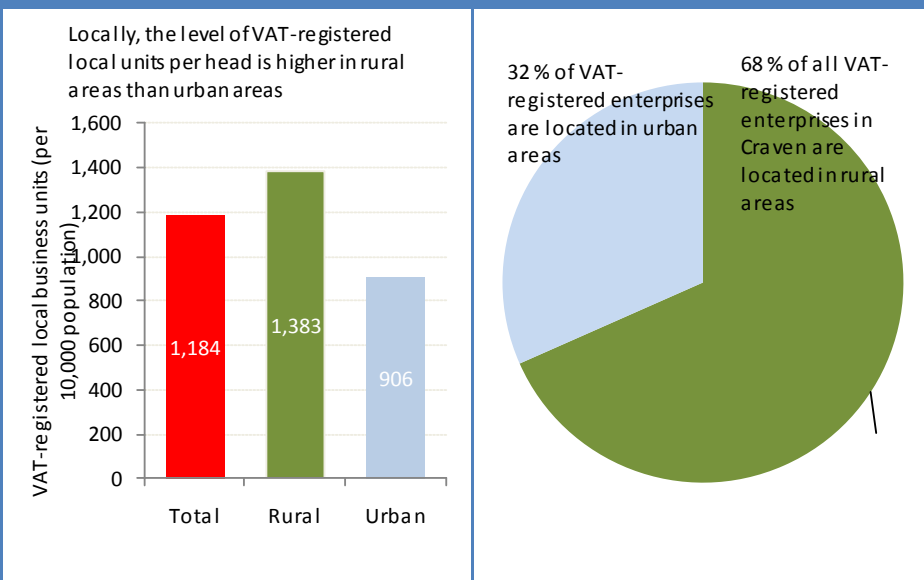
The tables and charts on this page compare the level of VAT-registered local units in rural and urban areas in Craven, to rural areas across the region and England as a whole.

- The level of VAT-registered local units per head is higher in rural areas in Craven than urban areas, with 1,383 units per 10,000 working age population, compared with 906 in urban areas and 1184 in Craven as a whole.
- In total, 68% of local units in Craven are located in rural areas (3,730 businesses).
- Rural areas in Craven have a higher level of businesses units per head (1,383 per 10,000 working age population) compared with the average for rural areas across England as a whole (1,000 per 10,000 working age population).

	VAT-registered local units (N)	VAT-registered local units (rate per 10,000 working age population)	% of all VAT-registered local units located in the area
Craven	3,730	1184.0	-
- Rural	2,550	1382.7	68.4
- Urban	1,180	903.5	31.6
Yorkshire and The Humber	191,880	585.9	
- Rural	53,030	864.2	27.6
- Urban	138,850	521.7	72.4
England	2,237,560	697.3	
- Rural	567,660	999.5	25.4
- Urban	1,669,900	632.3	74.6

Source: ONS, Business Registers Unit (BRU), Small Business Service 2009

VAT-registered local units per 10,000 working age population in Craven and rural comparators



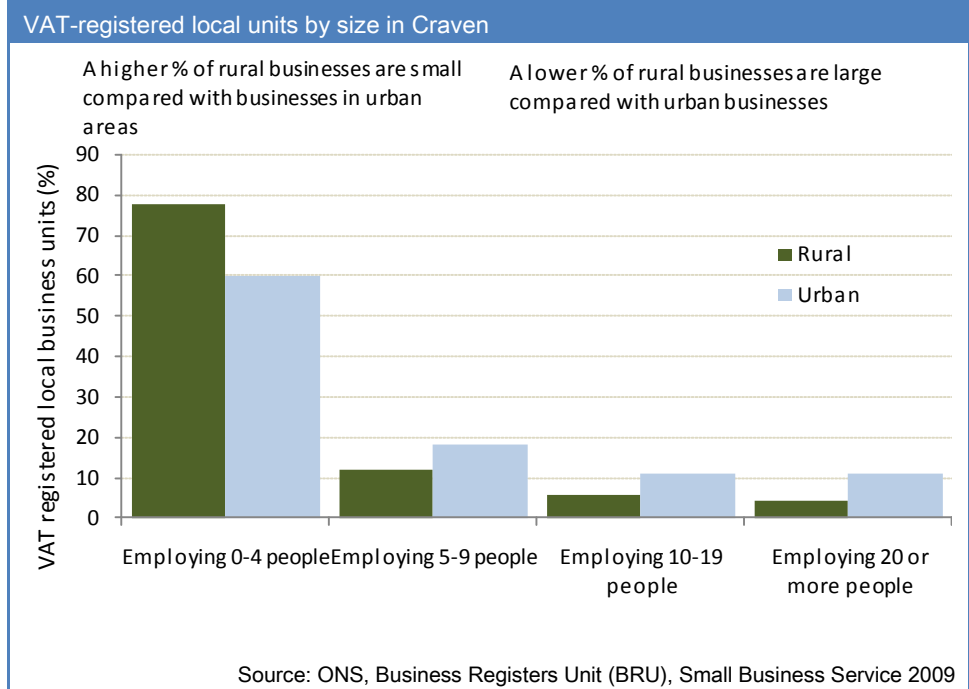
Source: ONS, Business Registers Unit (BRU), Small Business Service 2009

How do businesses vary by size and sector in Craven?

The tables and charts on this page compare the size and industrial structure of VAT-registered local business units across rural and urban areas in Craven.

VAT-registered local units	Rural		Urban	
	N	%	N	%
By sector				
Agriculture	700	33.8	40	4.2
Construction	290	14.0	130	13.5
Education	60	2.9	30	3.1
Finance	20	1.0	40	4.2
Health	80	3.9	70	7.3
Hotels and catering	190	9.2	100	10.4
Motor trades	50	2.4	40	4.2
Post & telecommunications	80	3.9	40	4.2
Production	120	5.8	80	8.3
Property and bussiness	70	3.4	40	4.2
Public administration	20	1.0	20	2.1
Retail	190	9.2	230	24.0
Transport	100	4.8	40	4.2
Wholesale	100	4.8	60	6.3
By size				
Employing 0-4 people	2,000	77.8	720	60.0
Employing 5-9 people	310	12.1	220	18.3
Employing 10-19 people	150	5.8	130	10.8
Employing 20 or more people	110	4.3	130	10.8

Source: OCSI 2011, Office for National Statistics (ONS)
Business Registers Unit (BRU), Small Business Service 2009



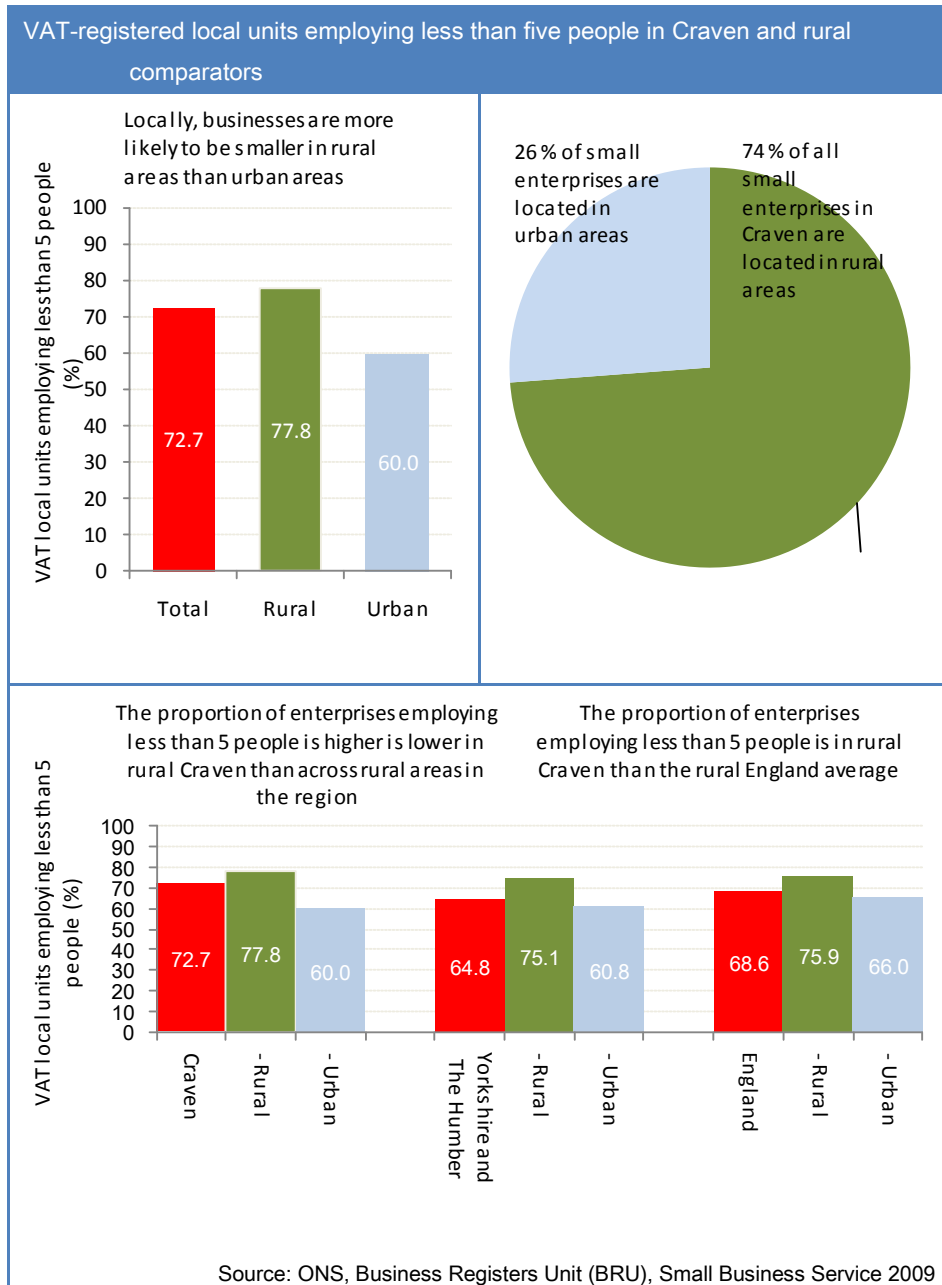
How do micro-business levels in rural Craven compare with other areas?

The tables and charts on this page compare the level of micro-businesses (employing less than five people) in rural and urban areas in Craven, to rural areas across the region and England as a whole.

- The proportion of VAT-registered local business units employing less than 5 people is higher in rural areas in Craven compared with urban areas, with 78% of VAT-registered local business units in rural areas employing fewer than five people, compared with 60% in urban areas and 73% in Craven as a whole.
- In total, 74% of these smaller businesses in Craven are located in rural areas (2,000 businesses).
- A lower proportion of businesses located in rural areas in Craven employ fewer than five people (78%) compared with the average for rural areas across England as a whole (76%).

	VAT-registered local units employing 0-4 people (N)	VAT-registered local units employing 0-4 people (%)	% of all local units employing 0-4 people located in the area
Craven	2,710	72.7	-
- Rural	2,000	77.8	73.8
- Urban	720	60.0	26.2
Yorkshire and The Humber	124,295	64.8	
- Rural	39,830	75.1	32.0
- Urban	84,465	60.8	68.0
England	1,533,935	68.6	
- Rural	431,055	75.9	28.1
- Urban	1,102,880	66.0	71.9

Source: Office for National Statistics (ONS), Business Registers Unit (BRU), Small Business Service 2009



How do large business levels in rural Craven compare with other areas?

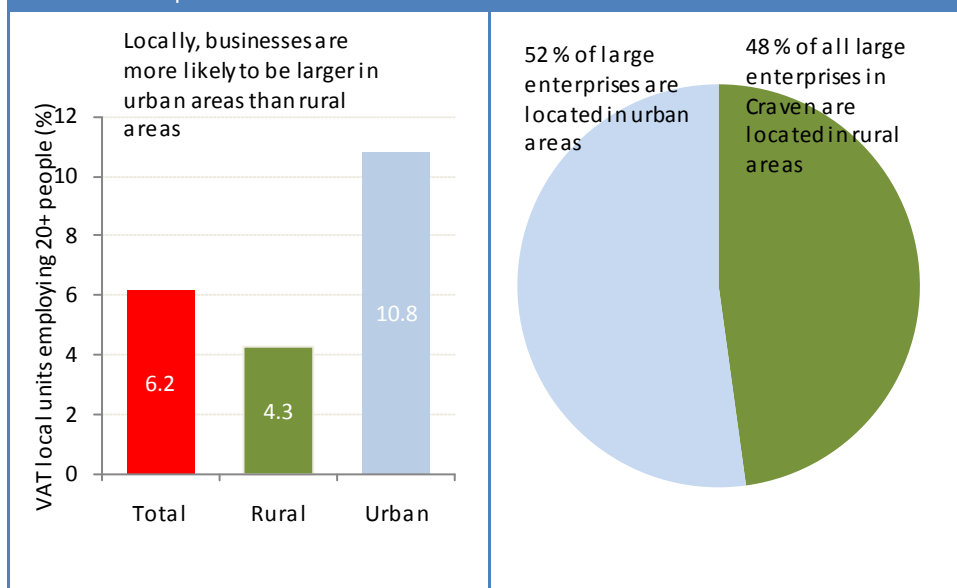
The tables and charts on this page compare the level of large businesses (employing more than 20 people) in rural and urban areas in Craven, to rural areas across the region and England as a whole.

- The proportion of VAT-registered local business units employing more than 20 people is lower in rural areas in Craven than urban areas, with 4.3% of VAT-registered local business units in rural areas employing more than 20 people, compared with 10.8% in urban areas and 6.2% in Craven as a whole.
- In total, 47.8% of these larger businesses in Craven are located in rural areas (110 businesses).
- A higher proportion of businesses located in rural areas in Craven employ more than 20 people (4.3%) compared with the average for rural areas across England as a whole (5.4%).

	VAT-registered local units employing 20+ people (N)	VAT-registered local units employing 20+ people (%)	% of all VAT-registered local units employing 20+ people in the area
Craven	230	6.2	-
- Rural	110	4.3	47.8
- Urban	130	10.8	52.2
Yorkshire and The Humber	19,085	9.9	-
- Rural	2,920	5.5	15.3
- Urban	16,165	11.6	84.7
England	194,885	8.7	-
- Rural	30,485	5.4	15.6
- Urban	164,400	9.8	84.4

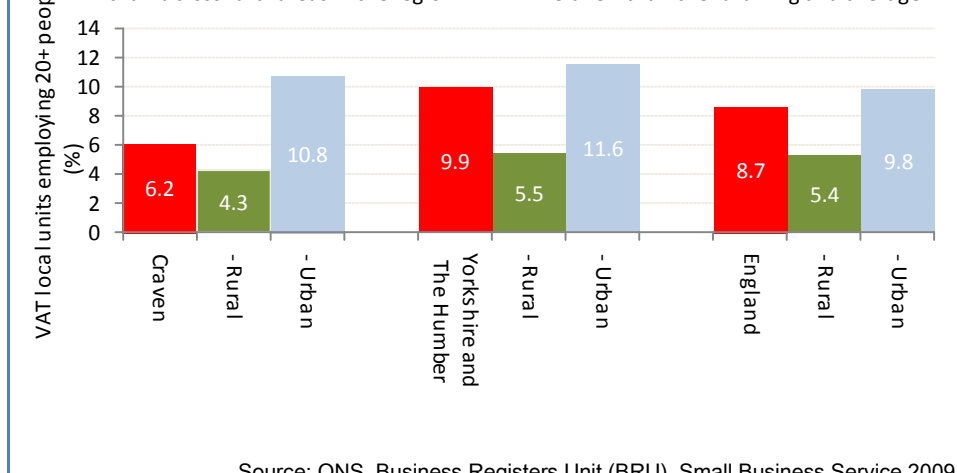
Source: Office for National Statistics (ONS), Business Registers Unit (BRU), Small Business Service 2009

VAT-registered local units employing more than 20 people in Craven and rural comparators



The proportion of enterprises employing more than 20 people is higher in rural Craven than a cross rural areas in the region

The proportion of enterprises employing more than 20 people is higher in rural Craven than the rural England average



4 Unemployment and worklessness in rural Craven

The local picture

Being out-of-work can have a severe impact on an individual's quality of life, both in terms of the economic implications and in terms of the wider social exclusion implications. The impacts will be felt not only by the individual, but also by partners and dependent children.

In this section we highlight:

- How does unemployment in rural areas compare with urban areas in Craven?
- How does unemployment in rural Craven compare with other rural areas?
- What are the age and gender characteristics of unemployed people in Craven?
- How do levels of work limiting illness in rural Craven compare with other areas?

See the "Useful datasets" box below and Appendix A for details of the data.

The national context

Nationally, rural analysis from the State of the Countryside⁶ identifies:

- *Impact of the downturn:* During the recession the unemployment rate increased by 2.1 percentage points in rural areas, equivalent to an increase of 108,000 unemployed people. By the 4th quarter of 2009, the rate of redundancies in rural areas exceeded that in urban areas by rising to 7.4 (per thousand employees).
- *Increasing 'underemployment':* The level of underemployment in rural areas peaked in the 3rd quarter of 2009 at 532,000 (11% of all in

employment). This was mainly driven by an 89% increase in the number of workers who wanted to work longer hours in their current job.

- *Rural younger groups at-risk:* Between 2007 and 2008 there was a rise in proportion of NEETS (Not in Employment, Education or Training) in all rural classifications, compared with falls in larger urban and major urban districts.

Useful datasets on unemployment in local rural areas

The international measure of unemployment is based on an agreed definition by the International Labour Organisation (ILO). This measure counts those looking for work and available for work, rather than those who qualify for specific benefits. The regularly-published Annual Population Survey provides unemployment and economic inactivity data based on the ILO definition for local authorities, but not for smaller areas.

For local rural areas, out-of-work benefits data are used as a measure of unemployment and worklessness, although groups who are unemployed but not eligible for benefits will not be counted in this measure. Data is published by the Department for Work and Pensions with regular updates, and is available to LSOA level (LA level for Employment Support Allowance).

Jobseeker's Allowance (JSA)

Jobseeker's Allowance (JSA) is paid to individuals who are unemployed and actively seeking work. JSA can be either 'income based' (where an applicant qualifies due to satisfying the means test) or 'contribution based' (where the applicant qualifies due to having paid sufficient National Insurance contributions), or a combination of both. See <http://www.data4nr.net/resources/301> for more information.

Incapacity Benefit (IB) and Employment Support Allowance (ESA)

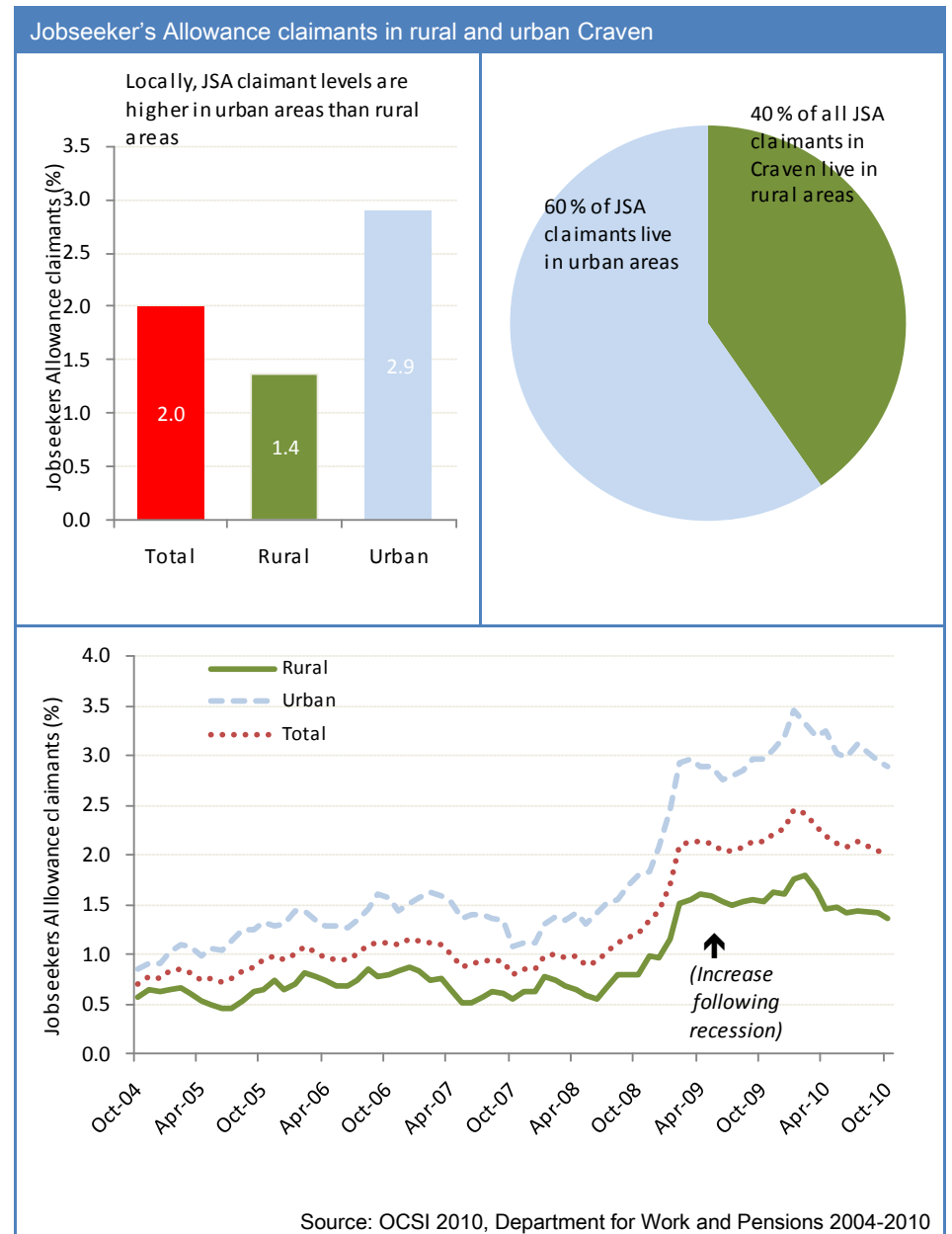
Incapacity Benefit (IB) is a non means-tested benefit paid to people who are incapable of work due to ill health and who have paid sufficient National Insurance contributions. From November 2008, Employment Support Allowance (ESA) replaced IB for new claimants. See <http://www.data4nr.net/resources/72> for more information.

⁶ Commission for Rural Communities (2010). State of the Countryside 2010. Available from <http://ruralcommunities.gov.uk/2010/07/06/state-of-the-countryside-2010/>.

How do unemployment benefit claimant levels in rural areas compare with urban areas in Craven?

The tables and charts on this and the following page compare Jobseeker's Allowance (JSA) claimant rates for rural and urban areas in Craven.

- Jobseeker's Allowance claimant levels are lower in rural areas in Craven compared with urban areas, with 250 people in rural areas receiving Jobseeker's Allowance (1.4% of working age adults), compared with 2.9% in urban areas and 2.0% in Craven as a whole.
- In total, 40.3% of those people receiving Jobseeker's Allowance in Craven live in rural areas (250 people).
- Between 2004 and 2010, the number of people receiving Jobseeker's Allowance in rural areas in Craven increased from 110 in 2004 to 260 in 2010, an increase of 140%. This represented an increase in the proportion of people claiming Jobseeker's Allowance from 0.6% in 2004 to 1.4% in 2010 (an increase of 0.8%). By comparison, rates in urban areas increased by 2.0% over the same period .
- However real unemployment levels are likely to be higher. Nationally it is estimated that 2.5 million are unemployed using the wider ILO definition, while only 1.5 million are receiving Jobseeker's Allowance. In other words, across England less than 60% of people who are unemployed are receiving JSA benefit ⁷.



⁷ ONS unemployment estimates (October-December 2010) compared with JSA claimant data (February 2011)

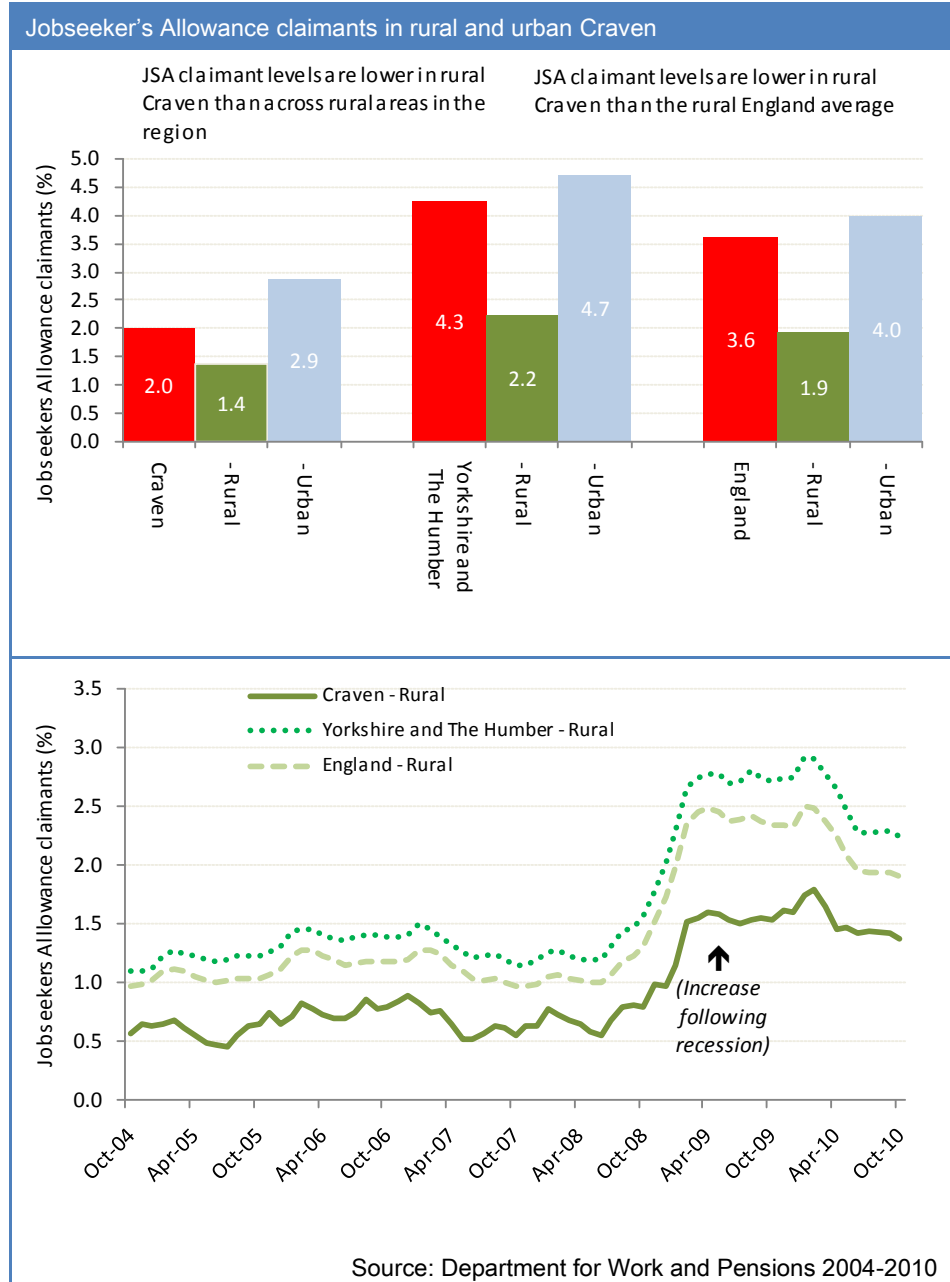
How do unemployment benefit claimant levels in rural Craven compare with other rural areas?

The tables and charts on this page compare Jobseeker's Allowance claimant rates between rural areas in Craven and rural areas across the region and England as a whole.

- Rural areas in Craven have a lower proportion of people claiming Jobseeker's Allowance (1.4%) compared with the average for rural areas across England as a whole (1.9%).
- 40.3% of people receiving Jobseeker's Allowance in Craven live in rural areas, compared with 9.9% of such claimants in the Yorkshire and The Humber region and 9.3% in England as a whole.

	Number of JSA claimants 2010	Proportion of people claiming JSA 2010	% of all JSA claimants in the area
Craven	630	2.0	-
- Rural	250	1.4	39.7
- Urban	380	2.9	60.3
Yorkshire and The Humber	139,140	4.3	-
- Rural	13,750	2.2	9.9
- Urban	125,390	4.7	90.1
England	1,161,850	3.6	-
- Rural	108,370	1.9	9.3
- Urban	1,053,480	4.0	90.7

Source: Department for Work and Pensions 2010



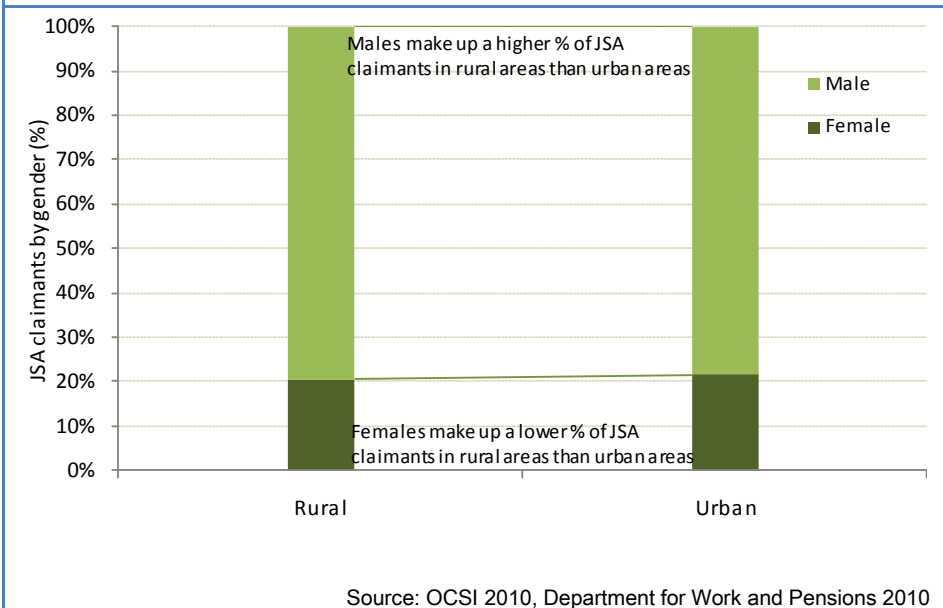
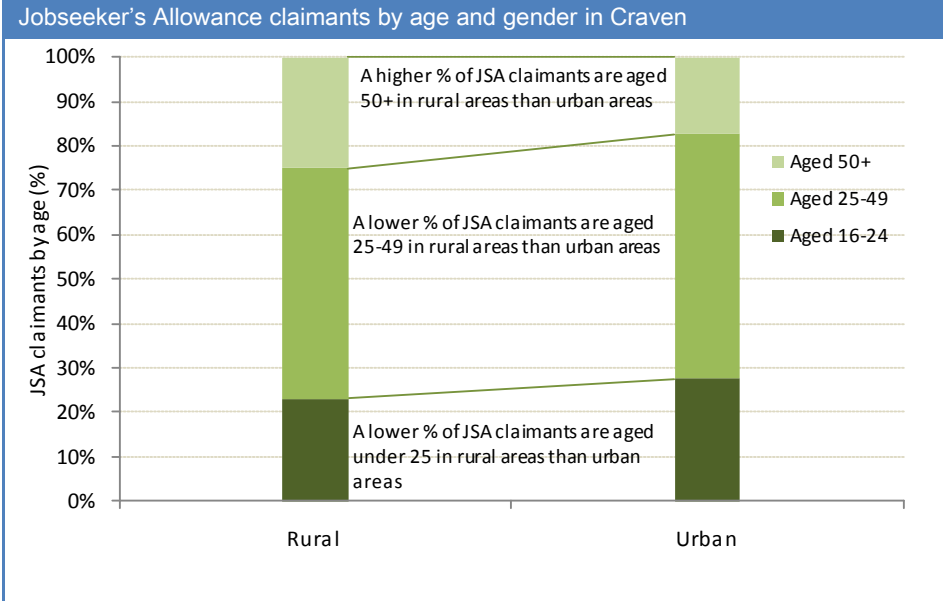
What are the age and gender characteristics of unemployed people in Craven?

The tables and charts on this page compare the age and gender breakdowns of Jobseeker's Allowance (JSA) claimants in Craven.

- Men make up a significantly higher proportion of JSA claimants in rural Craven, 80% of JSA claimants. This is a much larger proportion of JSA claimants than seen in urban areas, where 79% of JSA claimants are male.
- A lower proportion of Jobseeker's Allowance claimants in rural areas in Craven are aged under 25 (22.2%) compared with in urban areas (28.6%). By comparison, a higher proportion of Jobseeker's Allowance claimants in rural areas in Craven are aged over 50 (25.9%) than in urban areas (17.1%).

Jobseeker's Allowance claimants		Rural		Urban	
	N	%	N	%	
Claimants by age					
Aged 16-24	60	22.2	100	28.6	
Aged 25-49	140	51.9	190	54.3	
Aged 50+	70	25.9	60	17.1	
Claimants by gender					
Female	70	20.4	120	21.5	
Male	260	79.6	440	78.5	

Source: Department for Work and Pensions 2010



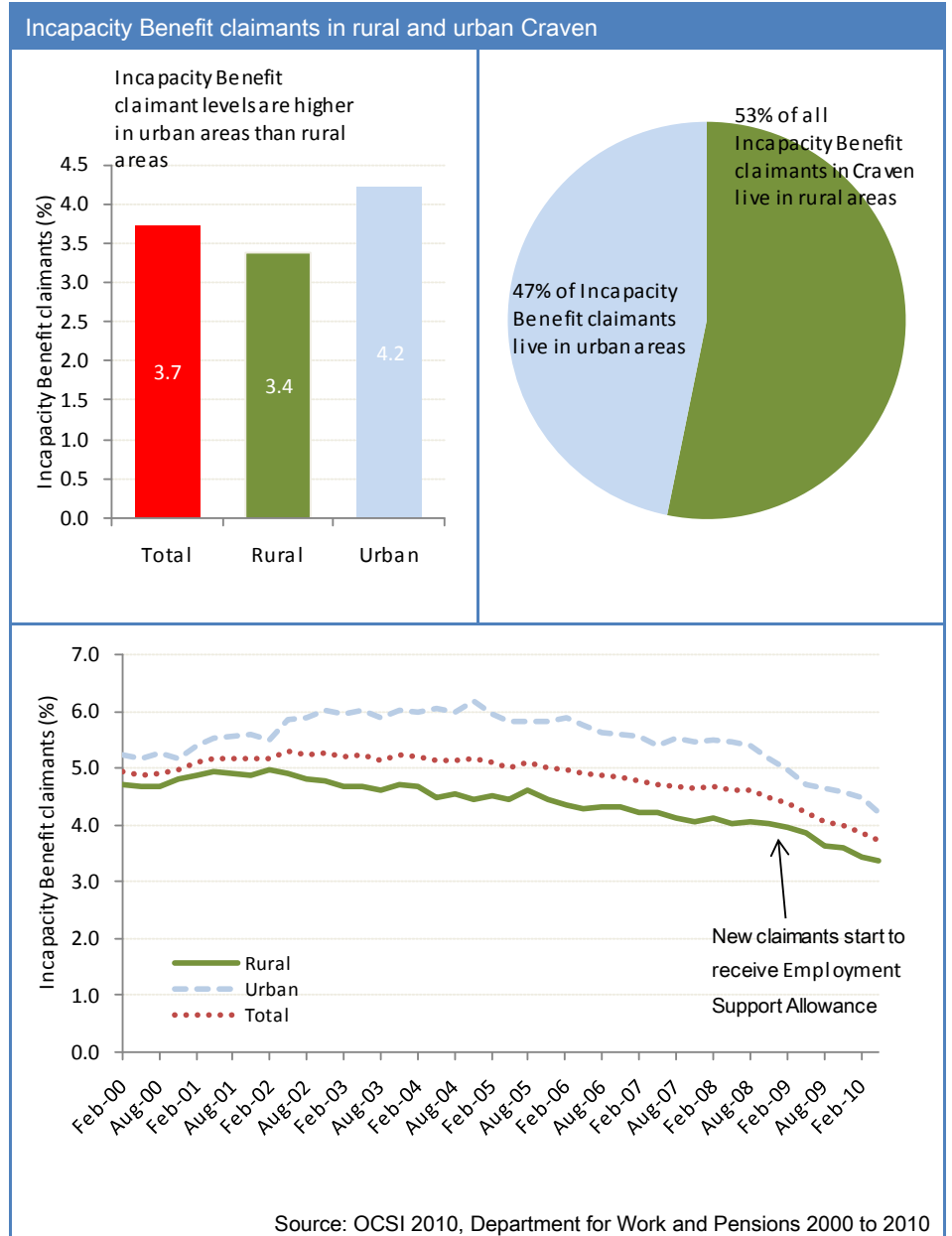
Source: OCSI 2010, Department for Work and Pensions 2010

How do levels of work limiting illness in rural Craven compare with urban areas?

The tables and charts on this page compare levels of work limiting illness, measured as the proportion of people receiving Incapacity Benefits, for rural and urban areas in Craven.

- Incapacity Benefit claimant levels are lower in rural areas in Craven compared with urban areas, with 3.4% of working age adults in rural areas receiving Incapacity Benefit, compared with 4.2% in urban areas and 3.7% in Craven as a whole.
- In total, 53.2% of those people receiving Incapacity Benefit in Craven live in rural areas (630 people).
- Between 2000 and 2010, the number of people receiving Incapacity Benefit has fallen from 870 in 2000 to 630 in 2010, a fall of 28%. This represented a fall in the proportion of people claiming Incapacity Benefit from 4.7% in 2000 to 3.4% in 2010 (a fall of 0.3%). By comparison, rates for urban areas fell by 0.2% over the same period.

From November 2008, Employment Support Allowance (ESA) replaced Incapacity Benefit for new claimants. By May 2010, there were 438,000 Employment Support Allowance claimants across England as a whole, compared with 1,730,000 Incapacity Benefit claimants. In other words approximately 25% of all people out of work and receiving sickness benefits receive Employment Support Allowance⁸. However, data on ESA is not published at SOA level, so has not been included into the analysis presented here.



⁸ Employment Support Allowance is not available at sub-LA level so has not been included in the analysis presented here.

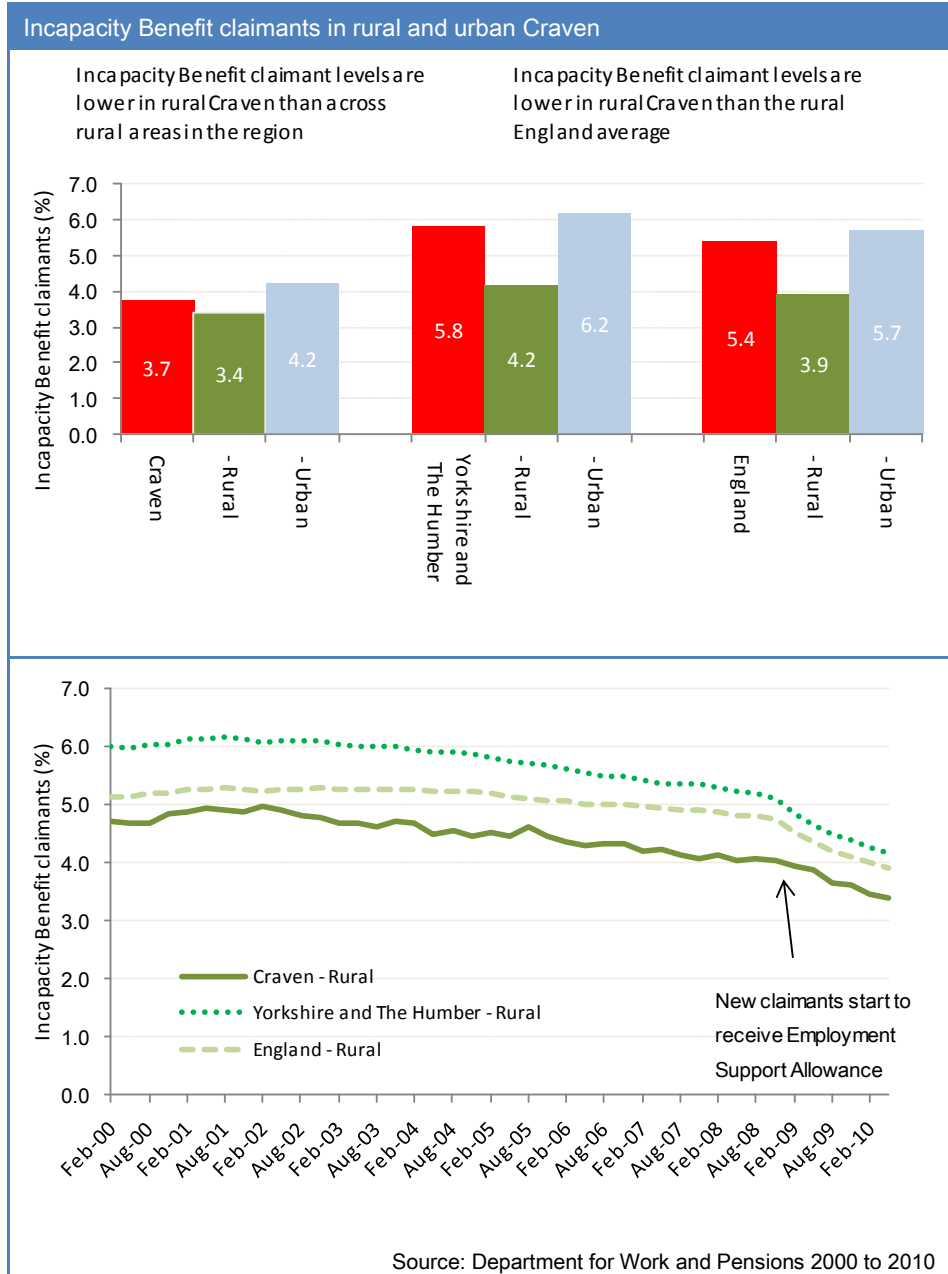
How do levels of work limiting illness in rural Craven compare with other rural areas?

The tables and charts on this page compare Incapacity Benefit claimant rates for rural Craven to rural areas across the region and England as a whole.

- Rural areas in Craven have lower Incapacity Benefit claimant rates (3.4%) compared with the average for rural areas across England as a whole (3.9%).
- 53.2% of the population receiving Incapacity Benefit in Craven live in rural areas, compared with 13.5% of such claimants in the Yorkshire and The Humber region and 12.8% in England as a whole.

	Number of Incapacity Benefit claimants 2010	Proportion of Incapacity Benefit claimants 2010	% of all Incapacity Benefit claimants in the area
Craven	1,180	3.7	-
- Rural	630	3.4	53.4
- Urban	550	4.2	46.6
Yorkshire and The Humber	190,160	5.8	-
- Rural	25,640	4.2	13.5
- Urban	164,520	6.2	86.5
England	1,728,790	5.4	-
- Rural	221,260	3.9	12.8
- Urban	1,507,530	5.7	87.2

Source: Department for Work and Pensions 2010



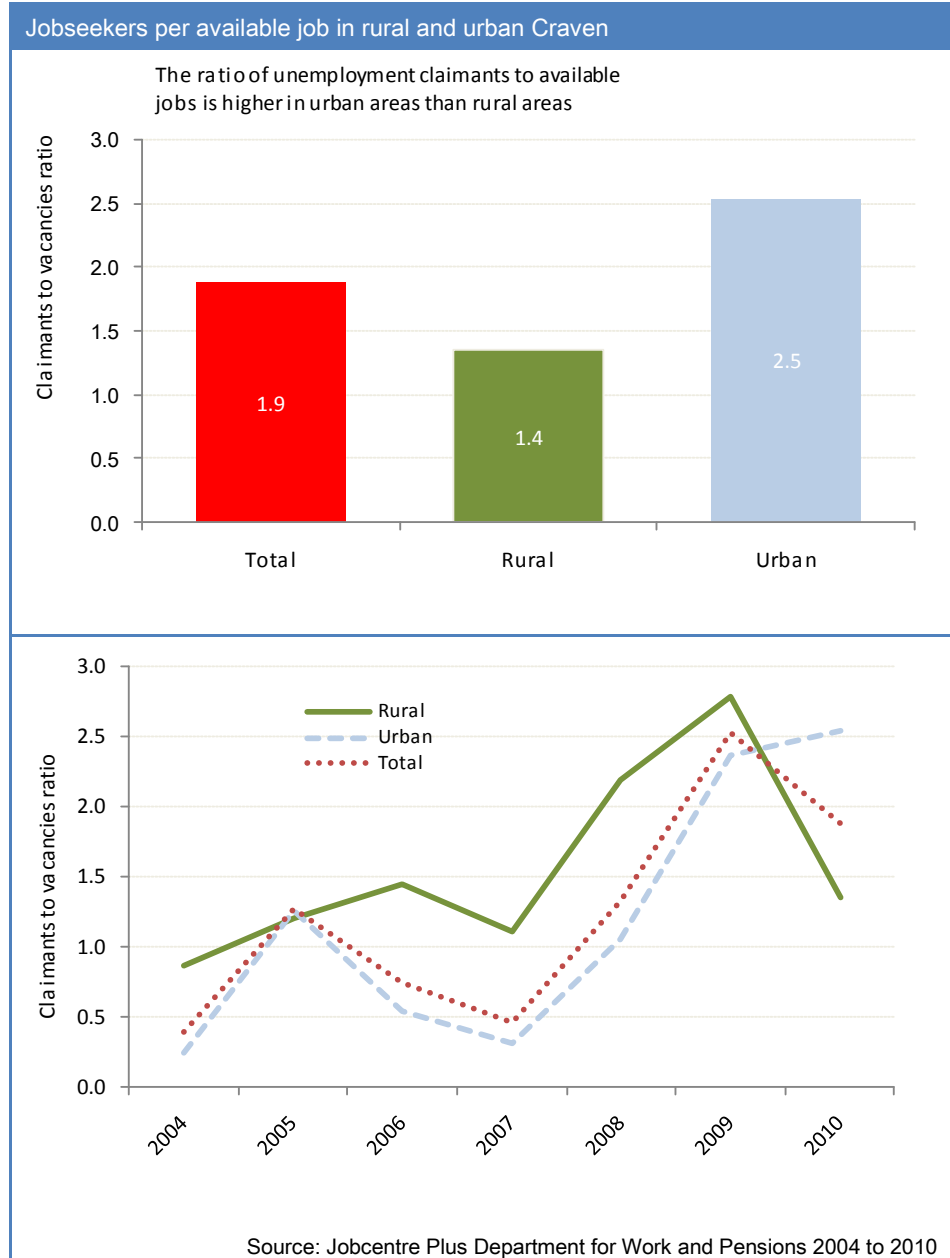
How does competition for jobs in rural Craven compare with urban areas?

The tables and charts on this page compare the number of unemployed people per available job (the ratio of Jobseeker's Allowance claimants to the number of Job vacancies notified to Jobcentre Plus), for rural and urban areas in Craven.

- The ratio of unemployment benefit claimants to Job Centre vacancies is lower in rural areas in Craven compared with urban areas, with 1.4 unemployed benefit claimants per available job in rural areas, compared with 2.5 in urban areas and 1.9 in Craven as a whole.
- Between 2004 and 2010, the ratio of unemployed people to available jobs in rural areas increased from 0.9 in 2004 to 1.4 in 2010, an increase of 57%. By comparison, the ratio of unemployed people to available jobs for urban areas for urban areas increased by 928% over the same period.

Unemployment to Job Centre vacancies Ratio 2010	
Craven	1.9
- Rural	1.4
- Urban	2.5
Yorkshire and The Humber	3.3
- Rural	2.5
- Urban	3.4
England	2.8
- Rural	2.1
- Urban	2.9

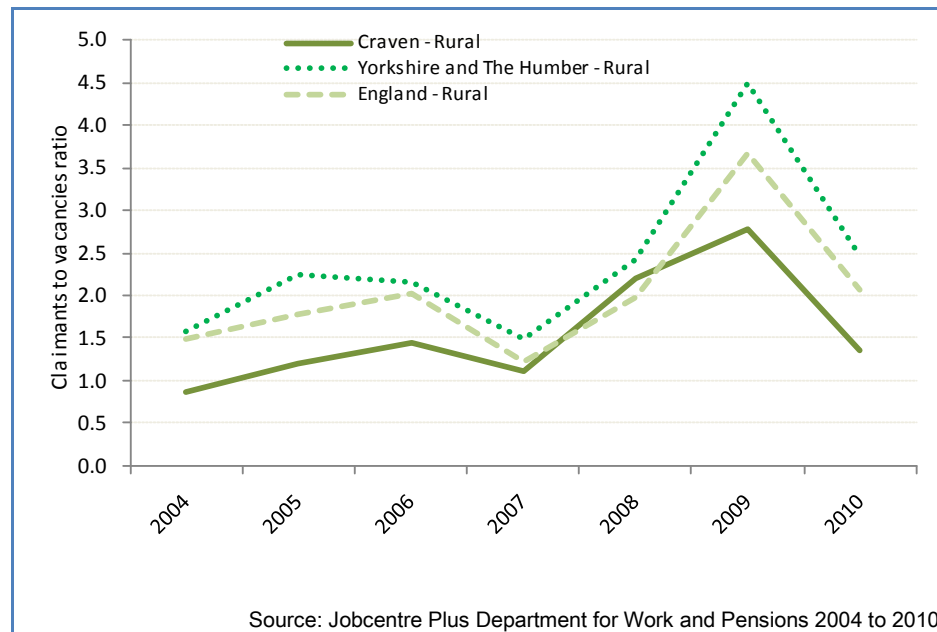
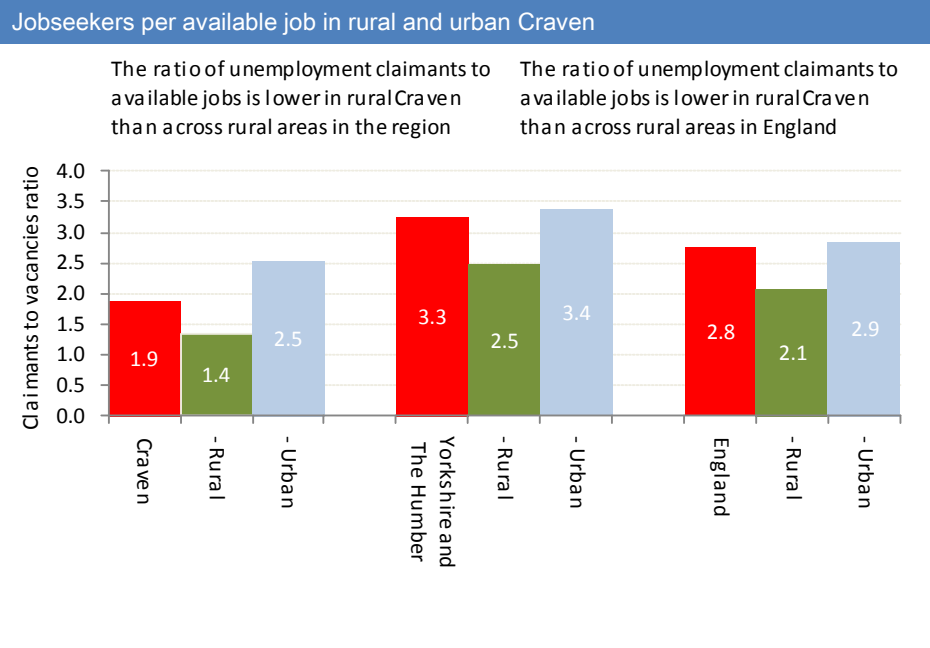
Source: Department for Work and Pensions 2010/Jobcentre Plus 2010



How does competition for jobs in rural Craven compare with other rural areas?

The tables and charts on this page compare the number of unemployed people per available job (the ratio of Jobseeker's Allowance claimants to the number of job vacancies notified to Jobcentre Plus) for rural Craven to rural areas across the region and England as a whole.

- Rural areas in Craven have a lower ratio of unemployment benefit claimants to available jobs (1.4) compared with the average for rural areas across England as a whole (2.1 claimants per job).

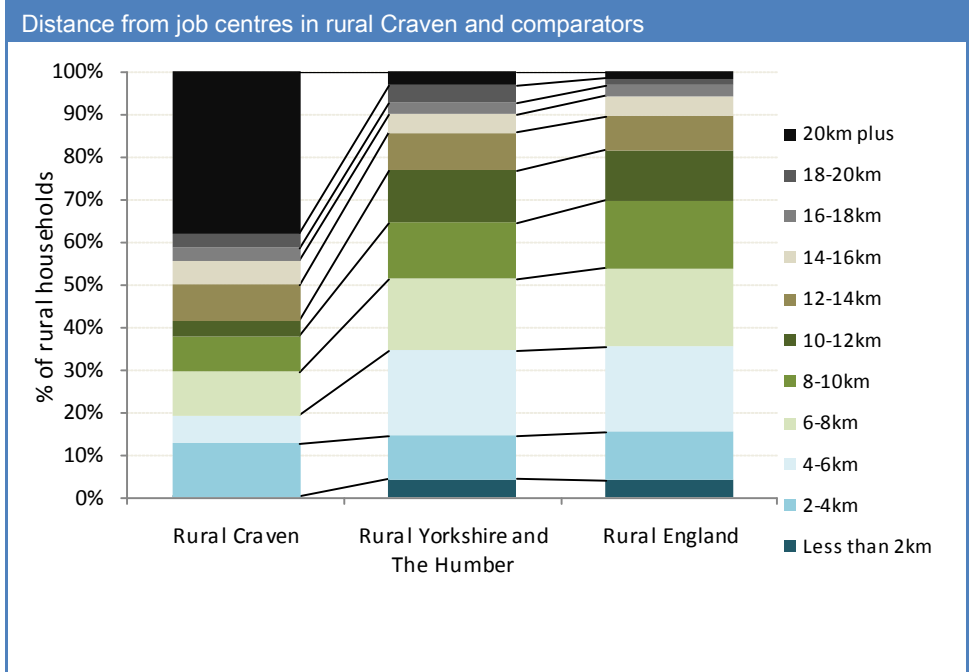


Access to a job centre in rural Craven

The tables and charts on this page compare the access to a job centre in rural Craven. The stacked bar chart compares the breakdown of households in terms of distance to job centre across rural Craven and comparators. The bar chart compares the proportion of people living more than 10km from a job centre across rural Craven, and comparators.

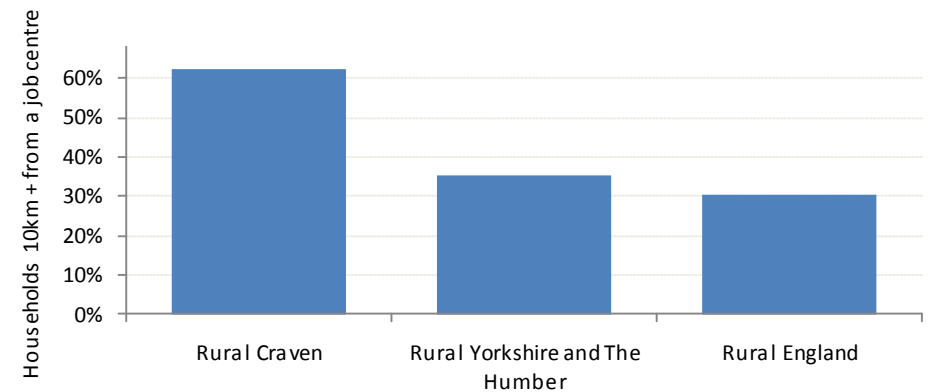
- Less than 1% of households (18 households) in rural areas in Craven live within 2km of the nearest job centre; by contrast, 5,710 households (38% of households) are 20km or more from the nearest job centre.
- A higher proportion of people live more than 10km from a job centre in rural Craven (62%) than across rural England as a whole (30%).

	Rural Craven		Rural Yorkshire and The Humber		Rural England	
	N	%	N	%	N	%
Less than 2km	20	0%	18,240	4%	170,570	4%
2-4km	1,880	12%	44,160	10%	467,340	11%
4-6km	1,010	7%	86,470	20%	824,410	20%
6-8km	1,530	10%	71,880	17%	758,770	18%
8-10km	1,240	8%	56,990	13%	656,160	16%
10-12km	550	4%	53,140	12%	481,420	12%
12-14km	1,270	8%	38,100	9%	327,540	8%
14-16km	860	6%	18,830	4%	195,760	5%
16-18km	440	3%	11,530	3%	101,750	2%
18-20km	520	3%	17,070	4%	73,710	2%
20km plus	5,710	38%	14,260	3%	62,930	2%



Rural Craven has a higher proportion of people more than 10km from a job centre compared with the rural regional average

Rural Craven has a higher proportion of people more than 10km from a job centre compared with the rural England average



Source: OCSI 2011, CRC 2009

Appendix A: Indicators and data sources

Indicator	Description	Date	Source	Reference
Overall employment rate	The proportion of people who are in employment in local areas (including self employment) as a proportion of all people of working age. The rate for rural areas has been estimated from the Census 2001 combined with the APS.	2009	Census 2001/ Annual Population Survey (APS) 2009	http://www.data4nr.net/resources/594
Self employment rate	The proportion of people who are self-employed in local areas has been estimated from the Census 2001 combined with the APS.	2009	Census 2001/ Annual Population Survey (APS) 2009	http://www.data4nr.net/resources/841
Employment by occupational group	Information on occupational group is available from the Census and APS, for example managerial, professional or elementary occupations. The Standard Occupation Classification (SOC2000) is coded from the full title of each person's main job and the description of what is done in that job (the 'main' job is where that person usually works).	2009	Census 2001/ Annual Population Survey (APS) 2009	http://www.data4nr.net/resources/329
Employment by industry sector	This dataset shows the usual resident population aged 16 to 74 in employment by the industrial sector they work in, e.g. Manufacturing, Health, Education, Agriculture etc. Data been estimated from the Census 2001 combined with the APS.	2009	Census 2001/ Annual Population Survey (APS) 2009	http://www.data4nr.net/resources/327
Qualifications	Qualification levels of the working age population. The categories are as follows: No Qualifications: No academic, vocational or professional qualifications. <i>Level 1:</i> 1+'O' level passes, 1+CSE/GCSE any grades, NVQ level 1, Foundation GNVQ. <i>Level 2:</i> 5+'O' level passes, 5+CSEs (grade 1). 5+GCSEs (grades A-C), School Certificate, 1+'A' levels/AS levels, NVQ level 2, Intermediate GNVQ. <i>Level 3:</i> 2+'A' levels, 4+AS levels, Higher School certificate, NVQ level 3, Advanced GNVQ. <i>Level 4/5:</i> First degree, Higher degree, NVQ levels 4 and 5, HNC, HND, Qualified Teacher status, Qualified Medical Doctor, Qualified Dentist, Qualified Nurse, Midwife, Health Visitor. <i>Other qualifications/level unknown:</i> Other qualifications (e.g. City and Guilds, RSA/OCR, BTEC/Edexcel), Other Professional Qualifications.	2009	Census 2001/ Annual Population Survey (APS) 2009	http://www.data4nr.net/resources/224
People working from home	Proportion of people aged 16-74 who self reported that they work from home.	2001	Census 2001	http://www.statistics.gov.uk/census2001/access_results.asp

Average weekly household incomes	Model-based estimates of Income, using ONS modelled estimates at MSOA level	2007/08	ONS 2007/08, OCSI 2011	http://www.data4nr.net/resources/396
House-price to earnings ratio	Average household income estimates/MSOA level average house-price (land registry data).	2007/08	ONS 2007/08, OCSI 2011, Land Registry	http://www.data4nr.net/resources/396 http://www.data4nr.net/resources/50
Local business units by size	This dataset provides a count of VAT-registered local business units taken from the IDBR and grouped into four employment size bands (0-4, 5-9, 10-19 and 20+ paid employees).	2009	Office for National Statistics (ONS), Business Registers Unit (BRU), Small Business Service 2009	http://www.data4nr.net/resources/365
Local business units by broad industry group	Taken from the Inter-Departmental Business Register (IDBR) database, this shows numbers of local businesses by 16 broad industry groups. The groups are derived from the Standard Industrial Classification (UKSIC 2003).	2009	Office for National Statistics (ONS), Business Registers Unit (BRU), Small Business Service 2009	http://www.data4nr.net/resources/365
Jobseeker's Allowance (JSA)	Jobseeker's Allowance (JSA) is paid to individuals who are unemployed and actively seeking work. JSA can be either 'income based' (where an applicant qualifies due to satisfying the means test) or 'contribution based' (where the applicant qualifies due to having paid sufficient National Insurance contributions), or a combination of both.	2004-2010	Department for Work and Pensions (DWP)	http://www.data4nr.net/resources/301
Incapacity Benefit (IB) and Employment Support Allowance (ESA)	Incapacity Benefit (IB) is a non means-tested benefit paid to people who are incapable of work due to ill health and who have paid sufficient National Insurance contributions. From November 2008, Employment Support Allowance (ESA) replaced IB for new claimants.	2000 to 2010	Department for Work and Pensions (DWP)	http://www.data4nr.net/resources/72
Distance to job centres	Service availability and accessibility has been a key rural policy issue for many years. In order to monitor changing levels of service availability, these datasets combine information on service localities, together with postcode level information on the distribution of households, to calculate numbers of households within distance of key service indicators. "Crow flies" distance from households to various services is presented as the proportion of households living within specified distances (2km bands) of these services. This data is developed at Output Area level (areas covering 150 to 300 people) and therefore enables finer grained analysis of individual pockets and small settlements. This dataset was	2009	Commission for Rural Communities (CRC)	http://www.data4nr.net/resources/820

	collected for 2009 so provides an up-to-date picture of accessibility issues.			
OCSI Modelled estimates	<p>In work for the Department of Communities and Local Government⁹, the OCSI team explored a range of statistical modeling techniques for converting datasets between different geographies. This included case studies of using Census data to model Annual Population Survey (APS) and other recent datasets to small area level.</p> <p>We have used 'apportioning' to combine Census and APS data to produce small area estimates of APS data, which are then aggregated up to rural and non-rural areas. In this case, apportioning applies the Census 2001 small area distribution to the local authority level APS data.</p>	Varies	OCSI, based on Census 2001 and Annual Population Survey 2001-2010	-

⁹ OCSI (2011), Understanding performance in a flexible decentralised approach to delivery: A practical guide to converting data between geographies.

<http://www.communities.gov.uk/archived/general-content/corporate/researcharchive/volume1/>

Appendix B: Geographies

The rural-urban classification

In this project we have used the rural-urban area classifications developed under a joint project sponsored by the Office for National Statistics, Department for Environment, Food and Rural Affairs, the Office for the Deputy Prime Minister, the Countryside Agency and National Assembly for Wales.

The classifications are available for a range of geographical scales, including Output Areas, Super Output Areas (both Lower and Middle Layer), and Wards. The classification can be used to analyse and report on the very wide range of data sets that are now geographically referenced.

The classifications are categorised into four categories¹⁰: 'urban' - based on all settlements over 10,000 population; 'town & fringe' 'village or hamlet'; and 'isolated dwelling'. For the analysis in this project, we have combined the 'town & fringe', 'village or hamlet' and 'isolated dwelling' categories into a single non-urban 'rural' category. In other words, our rural area analysis is based on all areas outside settlements with populations of more than 10,000 people.

For further details on the classifications, see www.statistics.gov.uk/geography/nrudp.asp.

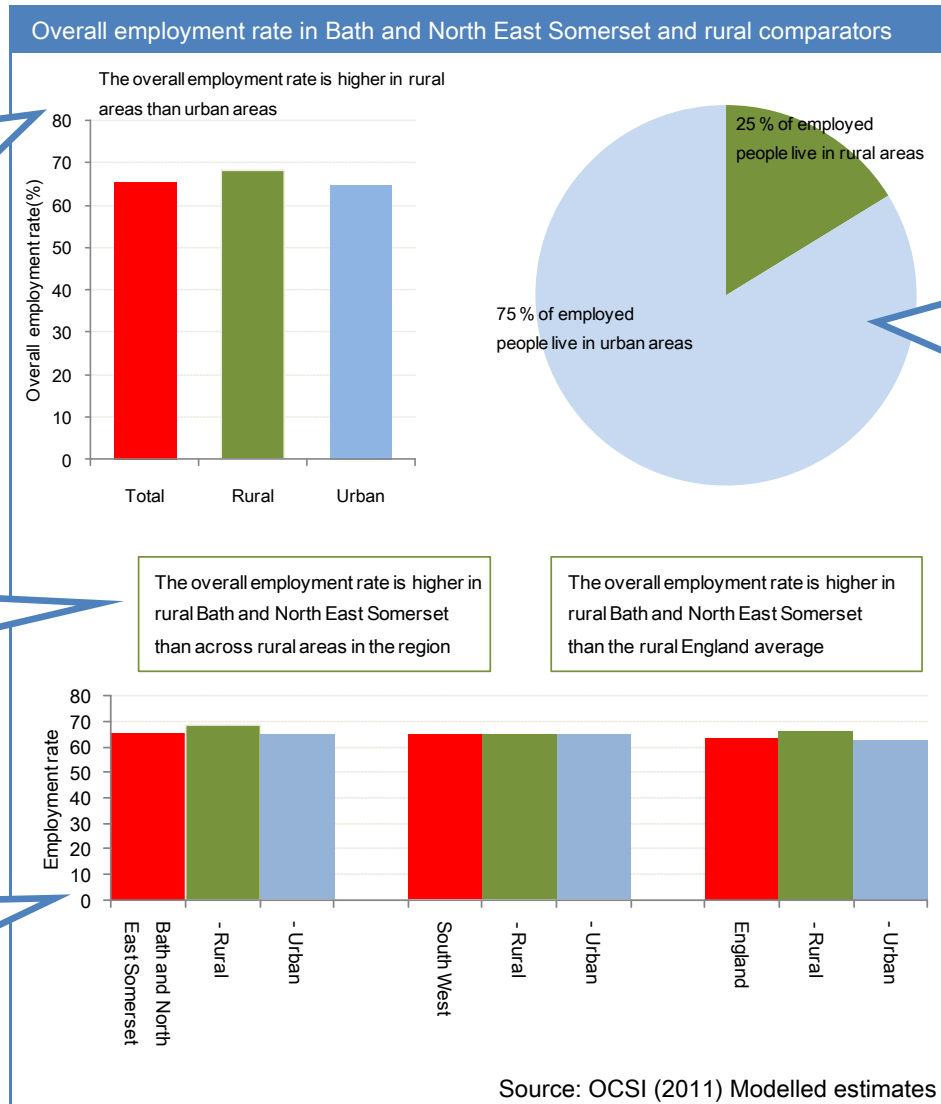
Census Super Output Areas

Census Super Output Areas (SOAs) are a statistical geography created for the purpose of presenting the 2001 Census, the Indices of Deprivation 2004, and other neighbourhood statistics. There are two layers to the SOA geography: 'lower layer' and 'middle layer'. All SOA level data presented within this report is based on 'lower layer' SOA boundaries (LSOAs). See the 2001 Census website referenced above for further details of the different SOA layers.

¹⁰ There is a second dimension of categorisation, where areas are classified into "sparse" and "less sparse" – for the purposes of this project we have combined these two categories.

Unlike wards, LSOAs are designed to produce areas of approximately equal population size, with the mean population of lower layer SOAs being approximately 1,500 people. Although there remains a degree of variation around this mean of 1,500 persons (the smallest lower layer SOA population in England is just under 1,000 whilst the highest population is over 6,000), the large majority of lower layer SOAs have populations close to 1,500. This standardised population size makes the lower layer SOA geography well suited to identifying smaller pockets of deprivation that may be averaged out over large wards. There are 32,482 lower layer SOAs in England.

Appendix C: How to interpret the charts and tables in this report



Bar-charts are used to show how the level of a particular issue varies for local rural and urban areas.

In this example for Bath and North East Somerset, the chart shows that the employment rate (% of working-age people who are in employment) is higher in rural areas than urban areas.

Key messages are highlighted in the chart, and also in the accompanying text description

This bar-chart shows how the proportion of the group affected varies for local rural and urban areas, compared with all rural and urban areas across the region and England.

Pie-charts are used to illustrate how the group is split between rural and urban areas.

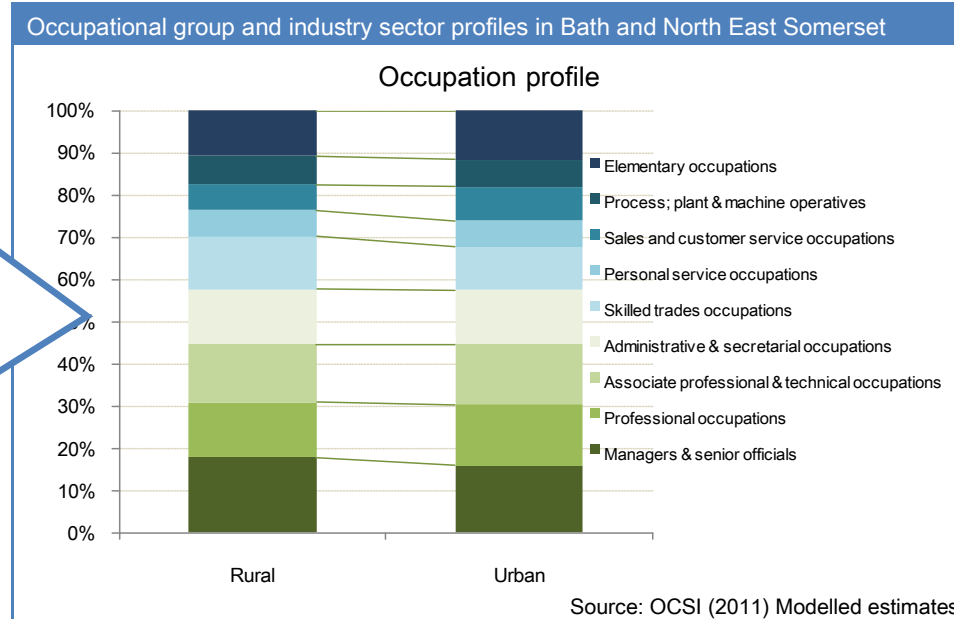
In this example for Bath and North East Somerset, the chart shows that, of all the people employed, 25% live in rural areas (the "rural share") and 75% in urban areas.

The source highlights where the data comes from, in this case the modelled estimates created by OCSI. Appendix A gives more details.

Stacked bar-charts show how a particular group is broken down into sub-groups, and how this differs between local rural and urban areas.

In this example for Bath and North East Somerset, all people aged 16-74 in employment are shown by their occupational group, highlighting what % of people in employment are working in managerial (and other) roles.

The relative sizes of the blocks in the rural and urban 'stacks' identify whether each occupational group is more common in rural or urban areas (larger blocks identify that the group makes up a larger component of all employed people).



	Number of people in employment	Employment rate (%)	% of all employed people in the area
Bath and North East Somerset	80,703	65.5	
- Rural	20,180	68.3	25.0
- Urban	60,500	64.6	75.0
South West	2,295,463	64.9	
- Rural	769,897	64.7	33.5
- Urban	1,525,566	65.1	66.5
England	22,567,852	63.5	
- Rural	4,445,204	65.9	19.7
- Urban	18,122,648	63.0	80.3

Source: OCSI (2011) Modelled estimates

The accompanying tables provide the data for the charts, showing

- how the group (in this example, "people who are in employment") is split between rural and urban areas; and
- how the proportion of the group affected ("% of working-age people who are in employment") varies for local rural and urban areas, compared with all rural and urban areas across the region and England.