

Rural community profile for **St Ives** (Settlement)

Action with Communities in Rural England (ACRE) Rural evidence project
January 2012



This community profile is structured around eight issues that have been identified as important for a sustainable community. These issues are shown below, with links to the data pages under each issue.

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	Social and cultural. Active, inclusive and safe. Fair, tolerant and cohesive with a strong local culture and other community activities	Who lives in the local community?	5	How strong is the local community?	7
		How is the local population changing?	6	How safe is the local community?	8
	Equity. Fair for everyone, including those in other communities, now and in the future	How deprived is the local area?	9	Poor health and disability	11
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	Economy. Thriving, with a flourishing and diverse local economy	People in employment	12	What are skill levels like?	14
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	Transport and connectivity. Well connected, with good transport services and communication linking people to jobs, schools, health and other services	Access to private transport	20	Travel times by public transport	22
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	Environmental. Environmentally sensitive, providing places for people to live that are considerate of the environment	Quality of the local environment	24		
	Governance. Well run, with effective and inclusive participation, representation and leadership	How engaged are people locally?	25		

This report was commissioned by Action with Communities in Rural England (ACRE) and the Rural Community Action Network (RCAN) from Oxford Consultants for Social Inclusion (OCSI), www.ocsi.co.uk / 01273 810 270.

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The importance of having robust local evidence

If you live or work in your community, you will no doubt already have some good ideas about its strengths and weaknesses and how things can be improved. However, in order to effect real change it is essential that you back this up with evidence and discuss it with members of your community.

There is a great deal of 'hard' data published that is useful for rural communities. However, this information is rarely brought together; profiles of areas tend to be produced for Local Authorities and other administrative areas, rather than 'real' communities. ACRE therefore commissioned Oxford Consultants for Social Inclusion (OCSI) to develop a set of profiles for each of the rural communities in England.

How this profile is intended to help you

This profile brings together quantitative data for your area, to help you when deciding which actions and activities to prioritise locally. Each of the sections shows data for St Ives, comparing with other areas (local authority and national averages), and with trends over time where data is available. The data is intended to help you discuss questions like:

- Where are we now?
- What change has taken place in the past?
- What are the strengths (and weaknesses) in our community?
- What changes would we like to see in future, and what needs to be done?

Of course, we cannot show all the data for all the issues that you might be interested in, so under each section we have highlighted further data that could be collected by you, and links to more detailed data that could be available, e.g., held by local organisations.

More detailed data tables for St Ives start on page 26, with details on the sources of the data on page 30.

The profile report has been designed so that you can work through each of the sections, or jump straight to the most useful parts using the index on page 2.

How we have created this profile for St Ives

The Settlement of St Ives is in the Local Authority of Cornwall, in the area served by Cornwall Rural Community Council.

To create this profile, OCSI have developed datasets for all rural communities in England, including parishes, towns and villages. To do this, we have used the Office for National Statistics (ONS) definitions of parishes and urban areas; the data for St Ives is based on this ONS definition which is shown in the map on the following page (due to the differences in definition, there may be small differences between the data provided in this profile and data published from Census 2001).

You can access this and the other community profiles at the Rural Evidence website, www.rural-evidence.org.uk (you will need a login from ACRE to access the reports).

About the Community Led Planning Toolkit and other available support

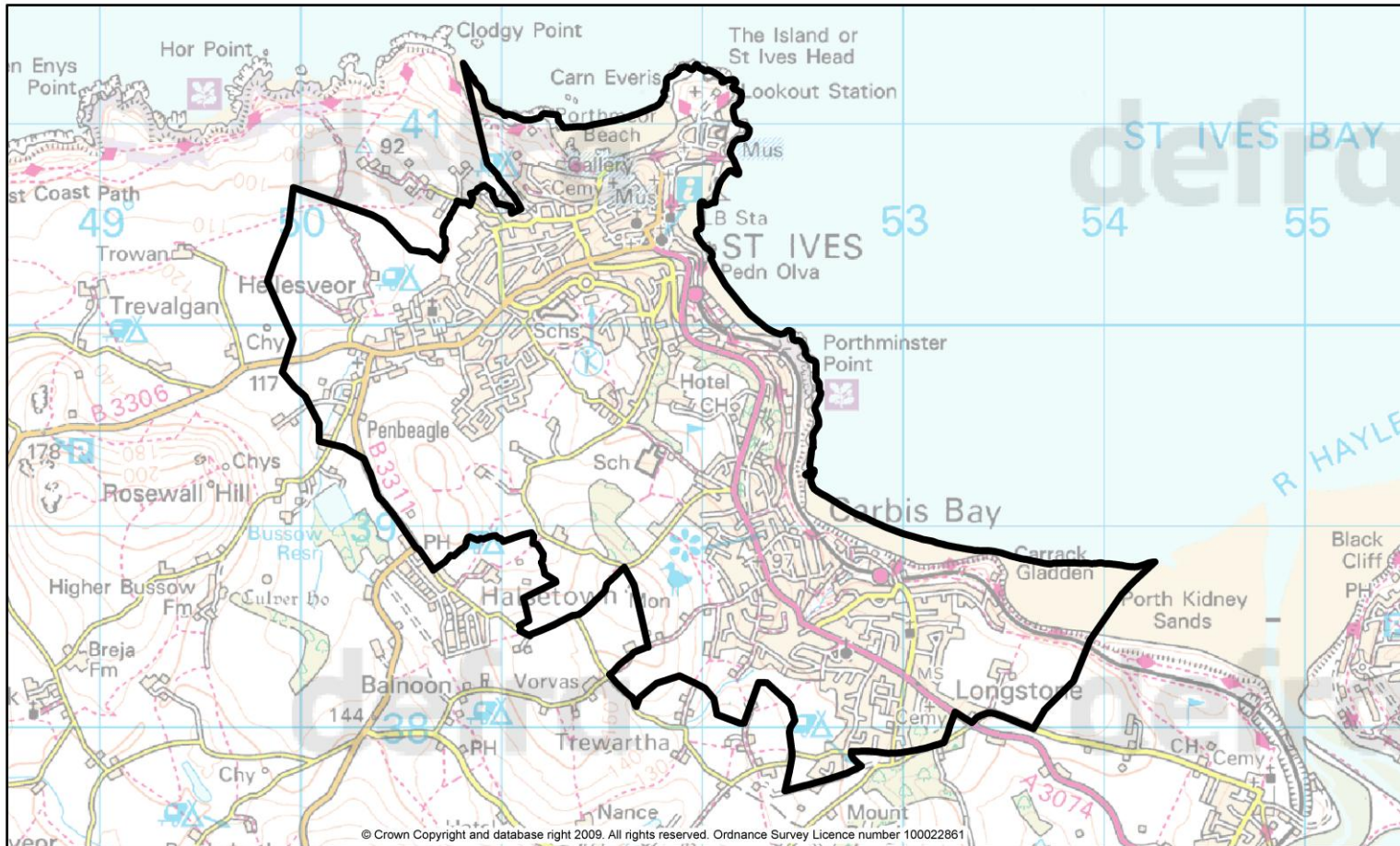
You can use this profile of your community to inform the development of a Community Led Plan. A Community Led Plan is an opportunity for your community to take action and improve your area based on a detailed understanding of local needs and aspirations.

Guidance in ACRE's national toolkit for Community Led Planning shows you how you can use the information presented in this profile to identify key features and characteristics of your community which you may want to investigate further and discuss with other people locally. This information will help you to plan actions for the improvement of your area that are better informed and more likely to benefit everyone locally.

To obtain a copy of ACRE's national toolkit for Community Led Planning, including specific guidance on the use of this community profile, please contact Cornwall Rural Community Council or visit www.acre.org.uk.



St Ives settlement



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Produced by Oxford Consultants for Social Inclusion, www.ocsocial.co.uk, March 2010





Although you probably have a good idea of who lives in your area, knowing the actual numbers – and how these are changing over time – can help you decide which actions and activities to prioritise locally.

For example, if the population size is increasing more quickly than in other areas, it may be useful to think about pressure on housing and services. Similarly, the numbers of lone parents or older people has been used by communities when thinking about what additional services, such as care support for older people, may be needed.

What information is shown here?

The information on the right shows the numbers of people and households in St Ives, along with groups who may be particularly vulnerable – lone parents and older people living alone. Also shown is the breakdown of the population by sex, age and ethnicity.

Figure 1 shows how the proportion of the population is changing over time. Across England as a whole, the population has increased by 6% since 2001, however some local areas show greater increases over the same period.

What other information might be available?

On the next page we show how the population is changing over time, to see if groups such as younger people are more likely to be moving out of the area. Information on numbers of houses and housing type is in the Section on housing ([page 19](#)).

More detailed breakdowns of population sizes by age and gender are published by government (www.data4nr.net/resources/527).

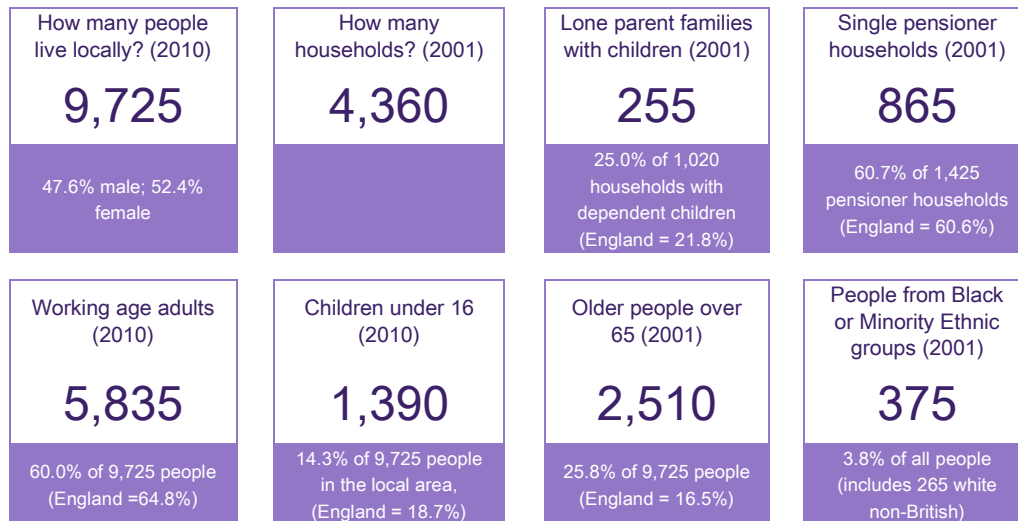
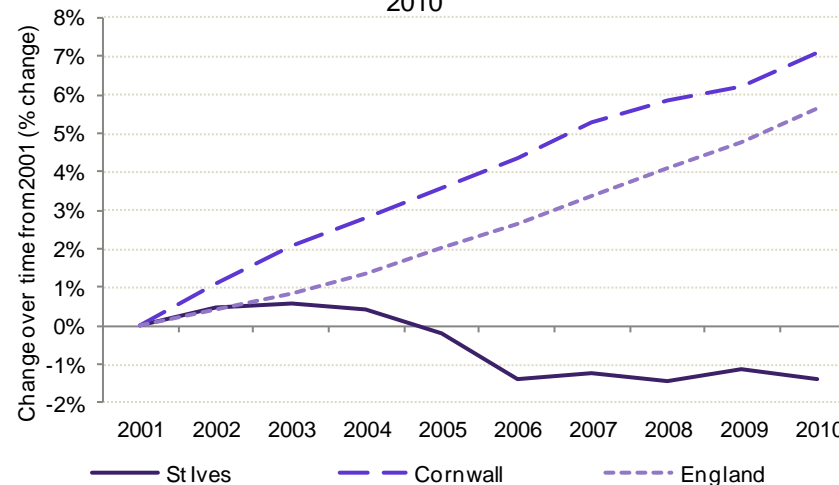


Fig 1. Percentage change in total population from 2001-2010



More detailed data tables start on page 26, with details on the sources of the data on page 30





Many local rural communities highlight that younger groups – particularly families – are moving out. This is often due to lack of affordable housing, or not having suitable employment and training opportunities. These groups are often replaced by more affluent older families, for example moving in from urban areas.

Information on this issue has been used to help identify the need for particular types of housing or services in local communities, to ensure that people have the opportunity to stay in the local area (for data on housing and affordability see the section on Housing).

What information is shown here?

Figure 2 shows the level of inward and outward migration in the local area (this does not include births or deaths). This is expressed as a rate per 1,000 for each age group. The left-hand bars (dark purple) show people moving *out of* the area – higher values for a particular group indicate that this age-group is more likely to move away from the area. The right-hand bars (light purple) show people moving *into* the area – higher values for a particular group indicate that this age-group is more likely to move into the area.

Figure 3 shows what proportion of the local population is of pensionable age – and how this is changing over time. The three lines show the local area, the local authority, and the change across England.

What other information might be available?

Annual migration estimates, including internal and international migration, are published by the Office for National Statistics at Local Authority level, see www.data4nr.net/resources/960.

Data on births, including births by gender / ethnicity of baby and age / country of birth of mother, are also published at Local Authority level, www.data4nr.net/resources/436.

Population projections data by age and gender to 2033 are available at Local Authority level, see www.data4nr.net/resources/797.

Fig 2. Level of inward and outward migration (by age) (2009)

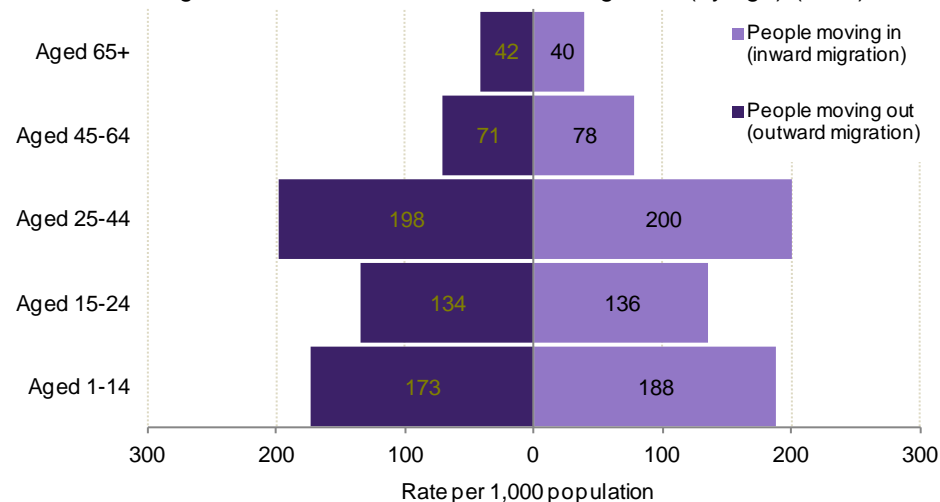
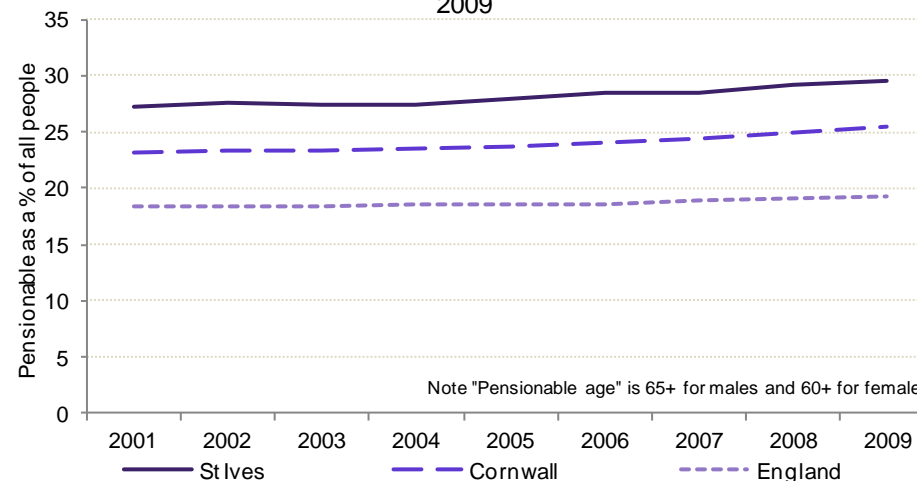


Fig 3. Change in the pensionable age population from 2001 to 2009



More detailed data tables start on page 26, with details on the sources of the data on page 30





Many different things can contribute to the strength and sustainability of your community (see some of the following pages in this profile for information around deprivation, employment, health, skills, housing and so on), but a good starting point can be to find out how people feel about the area in general.

What information is shown here?

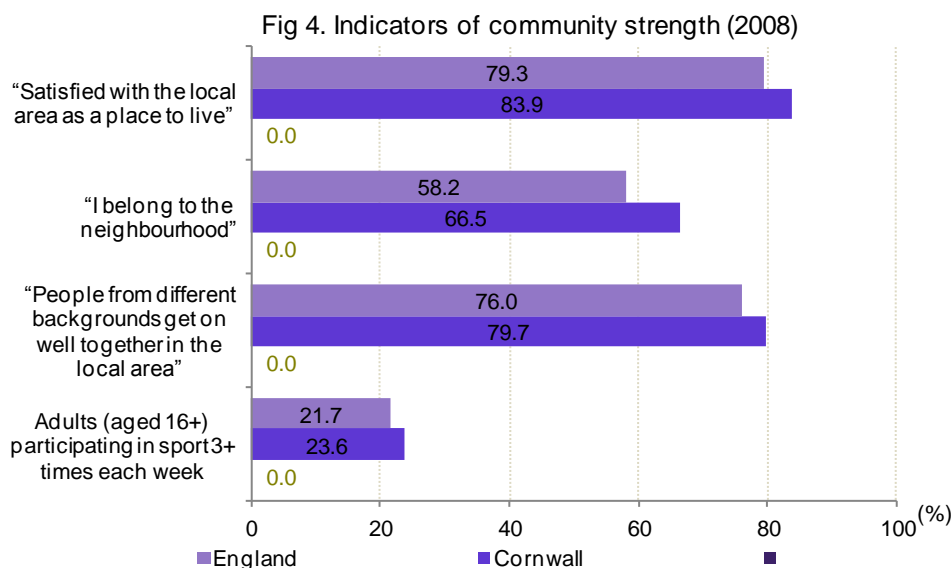
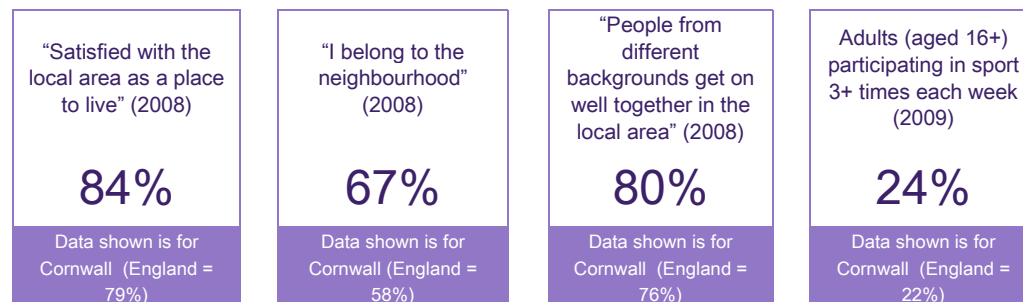
The data shown is from the national 'Place Survey', collected by all local authorities in 2008. Data is published only for the local authority area, however you may be able to get more detailed information, for example for your local area, from the local authority.

The indicators shown are measures of community strength, indicating how satisfied people are with their local area, and whether they felt that they belonged to the area. The data also shows the proportion of adults regularly taking part in sport; as well as an indicator of healthy lifestyles, this can be a useful indicator of the opportunities available in the local area.

Figure 4 shows how your local authority compares with the national picture. Across England, nearly 80% of people asked were satisfied with their local area as a place to live, and more than three-quarters felt that people from different backgrounds got on well locally. However, only 57% of people nationally felt they actually belonged to their neighbourhood.

What other information might be available?

The data shown opposite is available at local authority level. Many communities have carried out local surveys asking similar questions, to understand the strength of the community, and what opportunities there are locally.



More detailed data tables start on page 26, with details on the sources of the data on page 30





Crime, fear of crime and anti-social behaviour regularly feature in priorities for local areas. Visible, effective and community-friendly policing can help bring down crime levels, as well as reducing people's fear of crime.

Information on actual and perceived crime levels may help you demonstrate evidence to support local priorities in tackling crime and fear of crime.

What information is shown here?

The data highlight (in the top right) shows whether there are high crime areas in the local area, and if so identifies how many people are living in areas with high levels of crime based on the Indices of Deprivation 2010 crime domain.

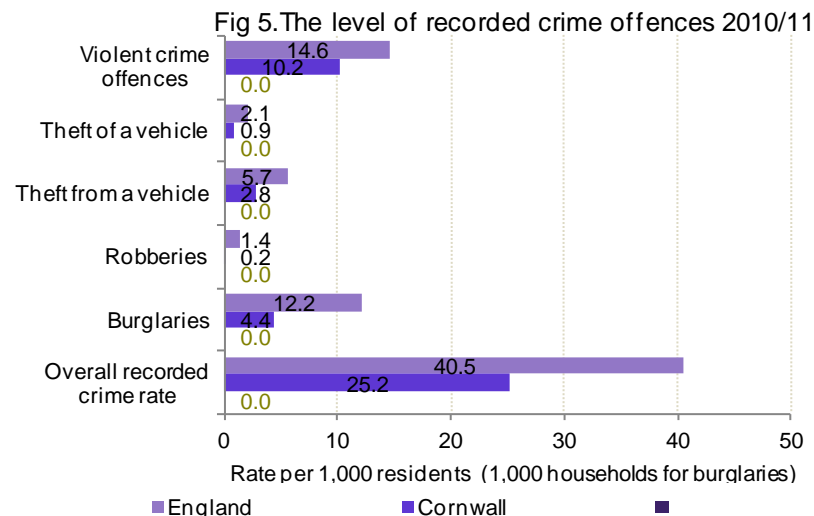
Figure 5 shows the level of recorded crime in the local authority compared with national information for different types of crime (data is not published for the local area, but see the police maps site below for more detailed information). The data is shown as a rate per 1,000 residents (or 1,000 households for burglaries) so you can compare between different areas.

Figure 6 shows whether residents perceive a problem with anti-social behaviour, drug use and so on. This data is taken from the Place Survey, and is published at local authority level (and compared to the national picture).

What other information might be available?

The police now publish maps of recorded crime offences and anti-social behaviour – enter your postcode into the website at www.police.uk to see this for your local area, as well as details of your local community policing team and events.

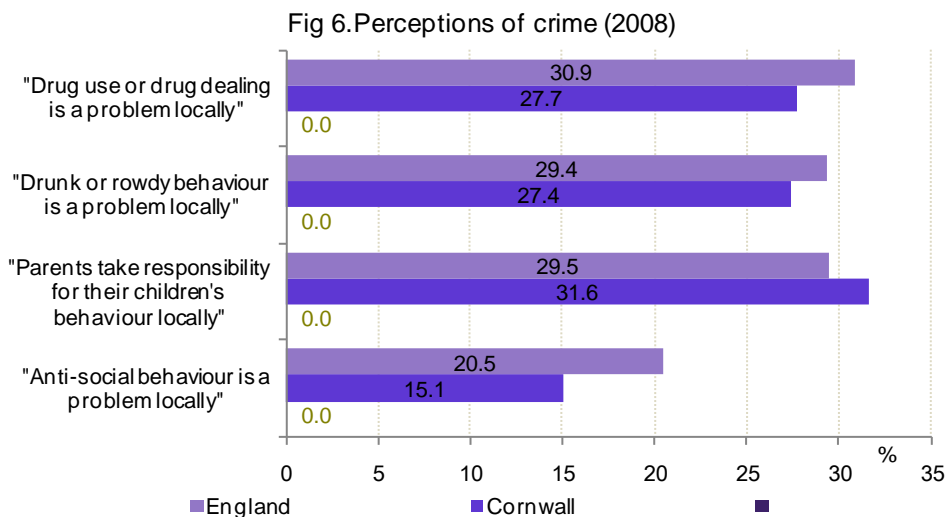
In addition, communities have carried out local surveys to identify particular areas of concern for residents and businesses.



Are there high crime areas locally?

No

Based on the ID 2010 Crime domain, no local areas are in the top 20% of areas with the highest crime levels



More detailed data tables start on page 26, with details on the sources of the data on page 30





The idea of 'deprivation' is based on more than just poverty, with the standard national measure of deprivation – the 'Index of Multiple Deprivation' (or IMD) – based on income, unemployment, health, education and skills, housing, crime, environment and access to services. The IMD can be used to identify whether local areas are deprived compared to other areas across England.

However, many deprived *people* do not live in deprived *areas*. Although there is no single indicator that encapsulates all different dimensions of deprivation and exclusion for people in rural areas, indicators of those on benefits (including national Department for Work and Pensions (DWP) benefits, and local authority Council Tax and Housing Benefits) can provide a general measure covering low income, employment and health issues.

What information is shown here?

The data on the right shows whether any local areas are highly deprived, and if so identifies how many people are living in such areas based on the national Index of Multiple Deprivation 2010. Data also shows the number and proportion of people locally receiving benefits.

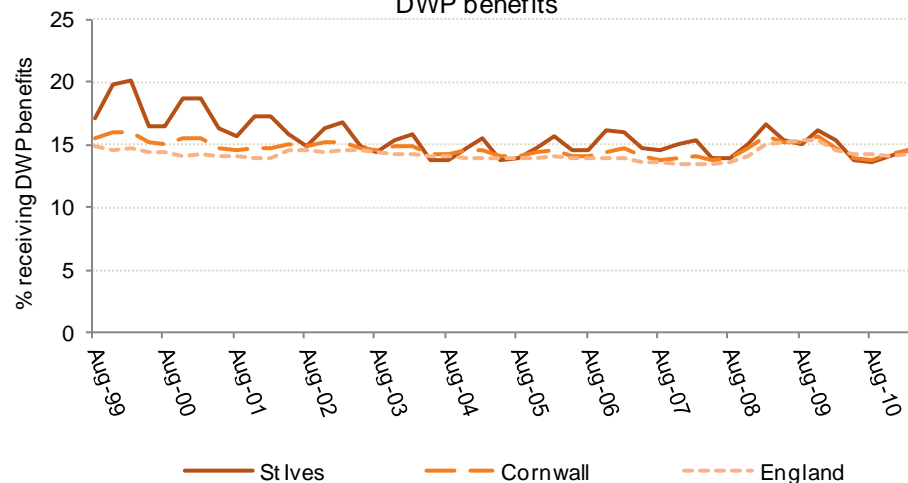
Figure 7 shows the proportion of working-age people receiving benefits locally, showing the trend over time and comparisons against the local authority and national averages.

What other information might be available?

Data on people living on a low income is shown on the next page, and those with poor health on the following page. Later sections in the profile also show data for those out-of-work or with low skills.

<p>Are there deprived areas locally?</p> <p>No</p> <p>Based on the IMD 2010, no local areas are in the most deprived 20% in England</p>	<p>Working-age DWP benefit claimants (May-2011)</p> <p>780</p> <p>13.4% of 5,835 working age people (England = 14.1%)</p>	<p>Housing and Council Tax Benefit claimants (2005)</p> <p>960</p> <p>22.0% of 4,366 households (England = 21.6%)</p>
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Fig 7. Change in the proportion of working age people receiving DWP benefits



More detailed data tables start on page 26, with details on the sources of the data on page 30





People living on a low income are among the most deprived groups in society. This can mean that they have severe difficulty in paying for even basic household expenses such as food and heating, or taking up employment or training opportunities due to costs such as travel and childcare. Those on low income may also feel excluded from the local community.

Although many of those living on very low incomes are out-of-work and receive low income benefits such as Income Support, an increasing number of people below the poverty line (60% of the national average wage) are in low-paid work.

What information is shown here?

Data on people living in 'income deprivation' comes from the Index of Multiple Deprivation 2010, and is based on people receiving low income benefits as well as those with household incomes below 60% of the national average.

Nationally, children and older people are more likely to be living in low income households; the data opposite shows how this information for your area compares to the local authority and national averages. Data is also shown on the number and proportion of households estimated to be in 'fuel poverty' (where a household spends more than 10% of income on heating, see page 19 for details) and the housing affordability ratio (see page 18 for details).

Figure 8 shows measures of the level of children, working age adults and older people living on low incomes in the local area, compared to the local authority and England. Although the three measures have slightly different definitions (there is no single indicator that is published that covers all three age-groups), each identifies a group often identified as living in low income.

What other information might be available?

Data on wage levels is published at local authority district level, but your local authority may have access to commercial data on local area wages such as CACI Paycheck data.

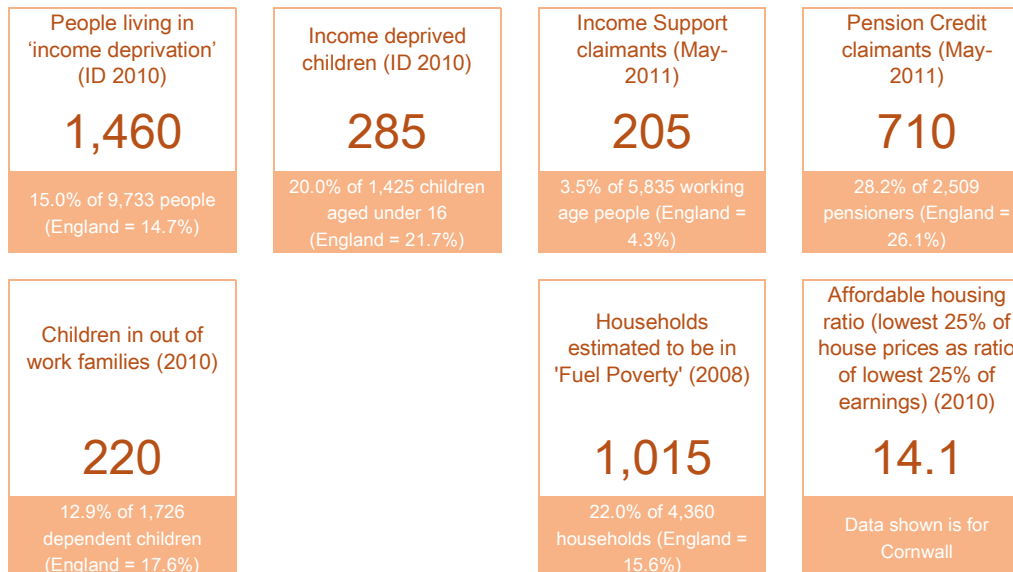
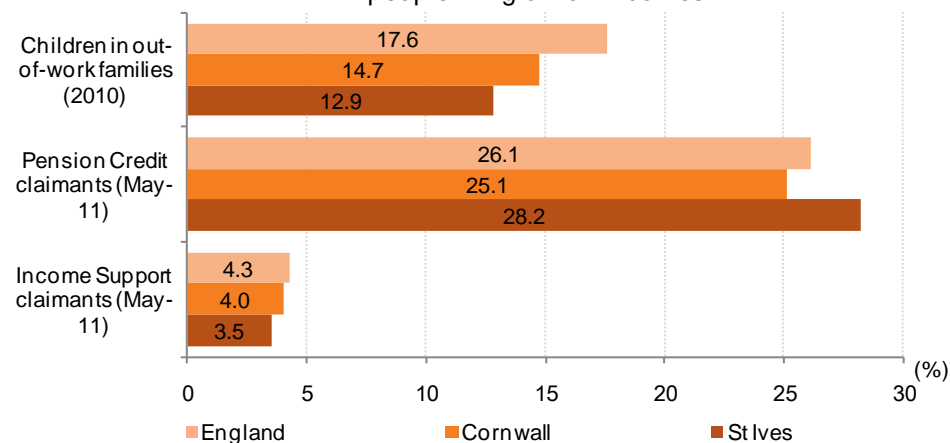


Fig 8. Proportion of children, working age adults and older people living on low incomes



More detailed data tables start on page 26, with details on the sources of the data on page 30





Health is a fundamental factor in wellbeing and quality of life, having a direct impact on an individual's ability to live a fulfilling and enjoyable life and also indirectly impacting on their ability to sustain standards of living through income.

Poor health may also have a severe effect on other people, either directly through changing relationships (for example forcing family members into informal unpaid care), or through indirect effects such as change in household income.

What information is shown here?

The data on the right shows the number (and proportion) of people who identified themselves as having a limiting long-term health issue, as well as those receiving government benefits for reasons of poor health (Attendance Allowance or Disability Living Allowance).

Figure 9 shows how the local area compares with the local authority and national level averages.

What other information might be available?

Travel times and distances to health services (hospitals and GPs) are shown in the sections on Transport and Services.

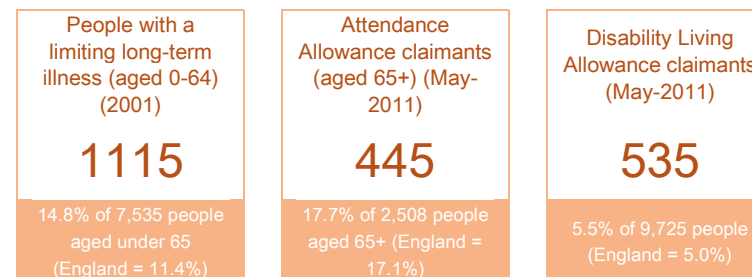
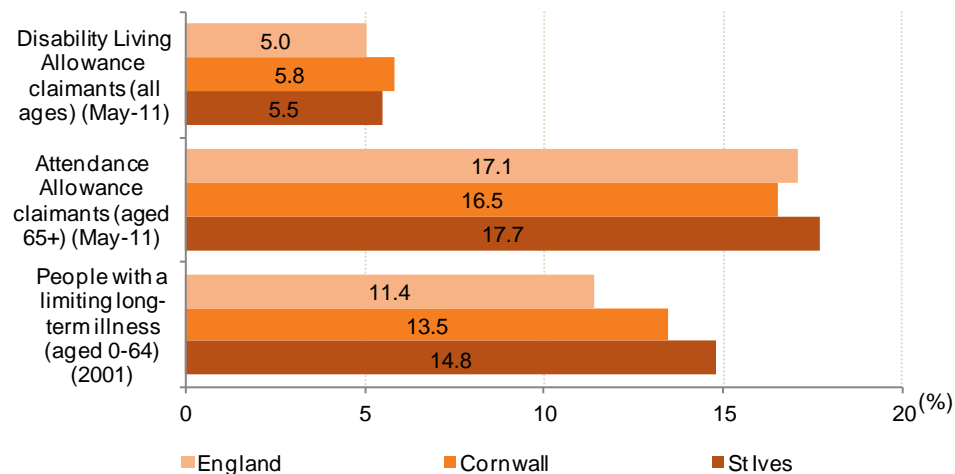


Fig 9. Proportion of people experiencing poor health and disability



More detailed data tables start on page 26, with details on the sources of the data on page 30



Employment levels are usually higher in rural than urban areas, with a gradual shift in many areas towards commuting (see the later section on Transport for information on how far people travel to work from the local area). However, there are also large numbers of economically inactive, part-time employees and people working from home, many of whom may be in the local area during the day and so needing services and facilities.

What information is shown here?

The data shown opposite shows the number of the 'economically active' (i.e. those either working or unemployed, see the following page), and 'economically inactive' (including students, home-makers, and retired) groups resident in the local area. Also shown are numbers and proportions of those working, including full or part-time status, self-employed, working from home, and those working in the public sector. Data is taken from the Census 2001.

Figure 10 shows whether residents are working primarily in public or private sector jobs, for your area compared to England.

What other information might be available?

Up-to-date information on employment and jobs for local rural areas is scarce. The 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.

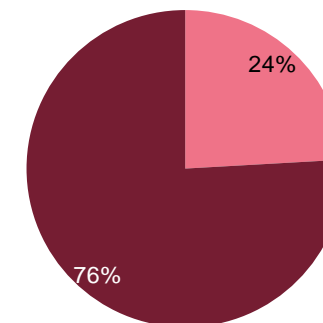
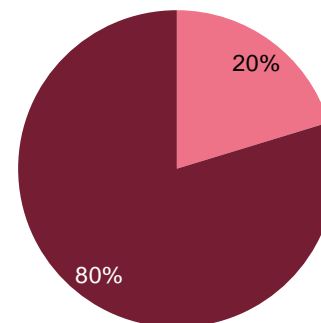
Data on people on unemployment, skill levels and jobs are on the following pages, and data on how far people travel to work is shown in the section on Transport.



Fig 10. Proportion of residents working in public and private sector jobs

St Ives

England



■ People employed in 'public' sector jobs (2001)
 ■ People employed in 'private' sector jobs (2001)

■ People employed in 'public' sector jobs (2001)
 ■ People employed in 'private' sector jobs (2001)

This data is based on standard definitions: 'Public sector jobs' are defined as jobs in Health, Education or Public Administration industry sectors. 'Private sector jobs' are those in other sectors. Voluntary sector jobs are not identified separately but are included within the public and private sector figures.

More detailed data tables start on page 26, with details on the sources of the data on page 30



Many rural communities have been affected by the recent economic downturns, with unemployment levels rising even in areas that have had few people out of work in the past. Being out of work can have a severe impact on an individual's quality of life, and not just economically. People out of work may also feel excluded from the local community, and the impacts can also affect partners and children, not just the person out of work.

Knowing the number of people out of work – and how this is changing – may help you identify relevant actions for your community plan. For example, areas have used this to think about whether suitable training is available, or support for people to start their own businesses, or whether broadband access is good enough for job-hunting, and so on.

What information is shown here?

The best available local data on people out of work is generally claimant data from Jobseekers Allowance (those who are unemployed) and Employment Support Allowance (those who are unable to work due to sickness). These datasets identify the number (and proportion) of people receiving out-of-work benefits locally, and are updated regularly so you can see trends over time.

The data shows the number and proportion of people receiving out-of-work benefits (Jobseekers Allowance and Employment Support Allowance) locally.

Figure 11 shows the trend in unemployment claimant rate (Jobseekers Allowance) over time compared with the national average. As seen nationally, most areas saw significant increases following the start of the downturn in September 2008.

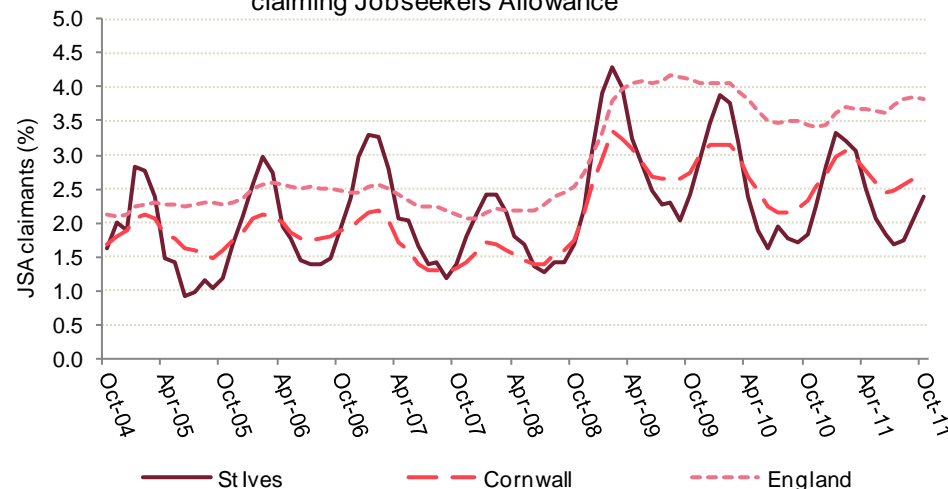
What other information might be available?

Many people out of work do not receive benefits, and the data shown will not include these. However, there is little data on actual unemployment levels at local level.

<p>Jobseekers Allowance claimants (Oct-2011)</p> <p>140</p> <p>2.4% of 5,835 working age people (England = 3.8%)</p>	<p>Employment Support Allowance / Incapacity Benefit claimants (May-2011)</p> <p>410</p> <p>7.0% of 5,835 working age people (England = 6.3%)</p>	<p>All people receiving 'out of work' benefits (May-2011)</p> <p>530</p> <p>9.1% of 5,835 working age people (England = 10.0%)</p>
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Figures have been rounded to the nearest 5, so may not sum correctly in areas with only a small number of people out of work

Fig 11. Change in the proportion of working age people claiming Jobseekers Allowance



More detailed data tables start on page 26, with details on the sources of the data on page 30



Skill levels in the local population can be an important driver of community sustainability. In general, those with low or no skills are more likely to experience exclusion, and be vulnerable to changes in the economy, such as increased demand for higher-skilled workers. By contrast, those with high-level skills are more likely to be in secure better-paid jobs, and are more likely to run or start their own businesses. Employers are also more likely to locate in areas with a good supply of skilled workers.

Knowing whether there are 'skills gaps' has helped communities think about whether there are enough learning and training opportunities locally; for example, many communities run IT and other courses.

What information is shown here?

There is little published data on local 'skills', but one commonly-used proxy is 'qualifications' (although of course many people with low or no qualifications may be highly-skilled). The most detailed data is available from Census 2001; as this data is now 10 years out of date, we have estimated what the local data might now be using surveys of the labour force (see page 30 for details).

The data on the right shows the number and proportion of people locally by their level of qualification, and compared to local authority and national averages.

Figure 12 shows how your local area compares to the local authority and England averages for the number of people with no qualifications, as well as degree level (and higher) qualifications.

What other information might be available?

The Annual Population Survey contains estimated data on the levels of job-related training and work based learning in the area. Because of the sample size of the survey, figures are only available at Local Authority level, see www.data4nr.net/resources/226. Some communities have carried out local surveys identifying which skills and courses are most wanted by local residents, and whether there were enough appropriate spaces to carry out training.



'Level 1' qualifications are equivalent to a single O-level, GCSE or NVQ. 'Level 2' qualifications are equivalent to five O-levels or GCSEs. 'Level 3' qualifications are equivalent to two A levels. 'Level 4' qualifications are equivalent to degree level or higher.



More detailed data tables start on page 26, with details on the sources of the data on page 30



The jobs that residents have reflect the opportunities in the local area, and within commuting distance. Although some areas have a proportion of jobs in agriculture, overall the sector makes up only 4.5% of employment in rural areas, the property and business services sector is the largest employer in rural (and urban) areas nationally.

Some communities have identified that developing economic diversity is a local priority, for example helping identify possible business sites, or supporting appropriate planning applications for commercial premises.

What information is shown here?

The data shows the three largest employment sectors for residents in the local area, also the number and percentage of employed people working in each of these sectors. Numbers are also shown by type of occupation (e.g., managers, professional, administrative).

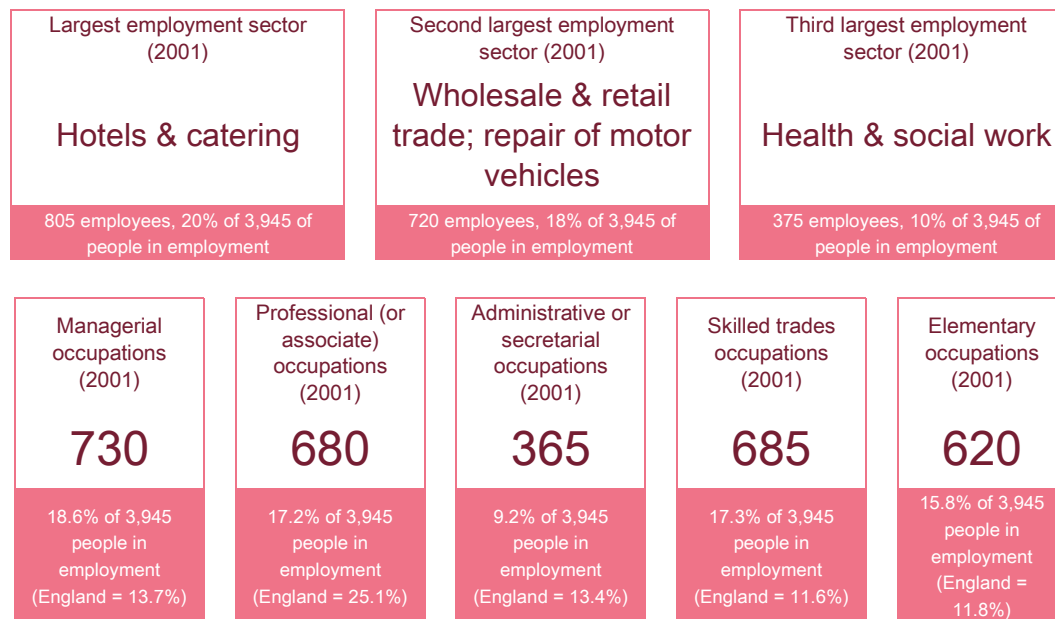
Figure 13 compares your local area with the local authority and national averages, for people working in senior and elementary occupations.

What other information might be available?

The number of people in work is in the “People in work” section above, including numbers by part-time / full-time, whether they are self-employed, and whether they work in the public sector.

The national BRES survey provides more detailed local area data on employee jobs by industry of employment and by public/ private sector. To get this data at local area level, you need to request access from the Office of National Statistics (there is a charge, currently £125). Data is available at Local Authority Level and modelled down to Super Output Area, www.nomisweb.co.uk/query/select/getdatasetbytheme.asp?theme=27.

There is also published information on local businesses by sector (www.data4nr.net/resources/527), and some areas have also carried out surveys to find out more about what local businesses see as priority issues.



More detailed data tables start on page 26, with details on the sources of the data on page 30





Housing is an important issue in rural communities. Increases in house-prices, which recently have far outstripped average increases in earnings, mean that local people may be priced out of the housing market in the area in which they grew up. However, local housing development can also strain local services, as well as affect the character of the area (although a larger population may be able to sustain more shops, businesses and local amenities).

What information is shown here?

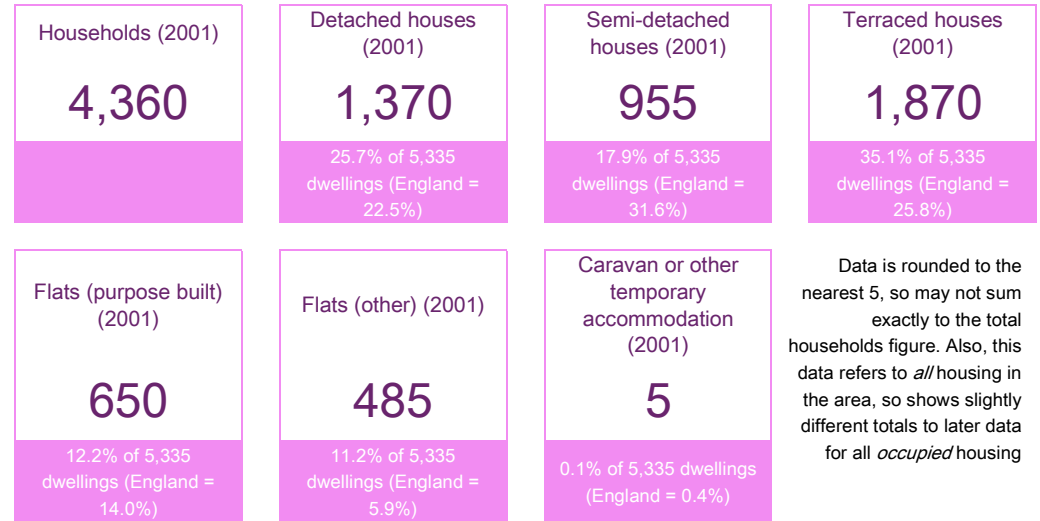
The data shows the housing types in the local area. Data is taken from Census 2001, so will not take into account housing developments over the last 10 years (Census 2011 data is due to be released towards the end of 2012).

Figure 14 shows how your area compares against the local authority and national averages on the type of housing.

What other information might be available?

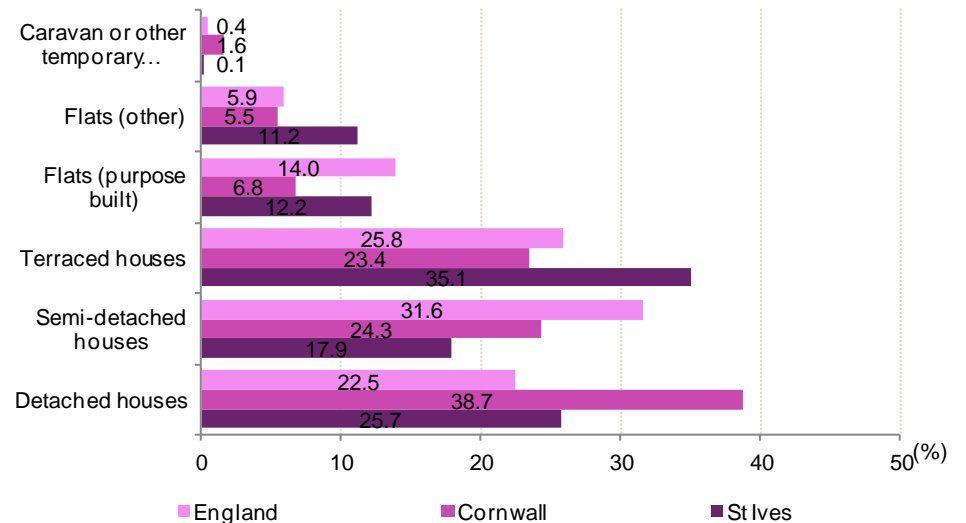
The following pages show data on housing tenure (owner occupied, social housing, private rented etc), affordable housing, and housing in poor condition.

The main source of housing data across the country is the Census. The 2001 census provides breakdowns of type of dwelling by access to central heating (www.data4nr.net/resources/housing--households/750/), tenure (www.data4nr.net/resources/housing--households/745/) and type of household space, i.e. shared dwellings etc. (www.data4nr.net/resources/housing--households/743/). In addition, the Land Registry publishes data on property sales by type of dwelling (www.data4nr.net/resources/50/). In addition, many local communities have carried out their own surveys to provide up-to-date information on the number and type of houses in the local area, as well as need for affordable housing.



Data is rounded to the nearest 5, so may not sum exactly to the total households figure. Also, this data refers to *all* housing in the area, so shows slightly different totals to later data for all *occupied* housing

Fig 14. Housing by type (2001)



More detailed data tables start on page 26, with details on the sources of the data on page 30





The mixture of owner-occupied, social rented and private rented accommodation in the area is an important component in the sustainability of the local community. With high house-prices, it may be difficult for less affluent people (for example younger people or families who have grown up in the area) to stay in, or move to, areas which have low levels of social or private rented housing.

Knowing this information may be useful in demonstrating evidence that there is a need for certain housing in the area, and has been used by communities to prioritise actions, such as supporting sympathetic development proposals that increase the stock of needed housing.

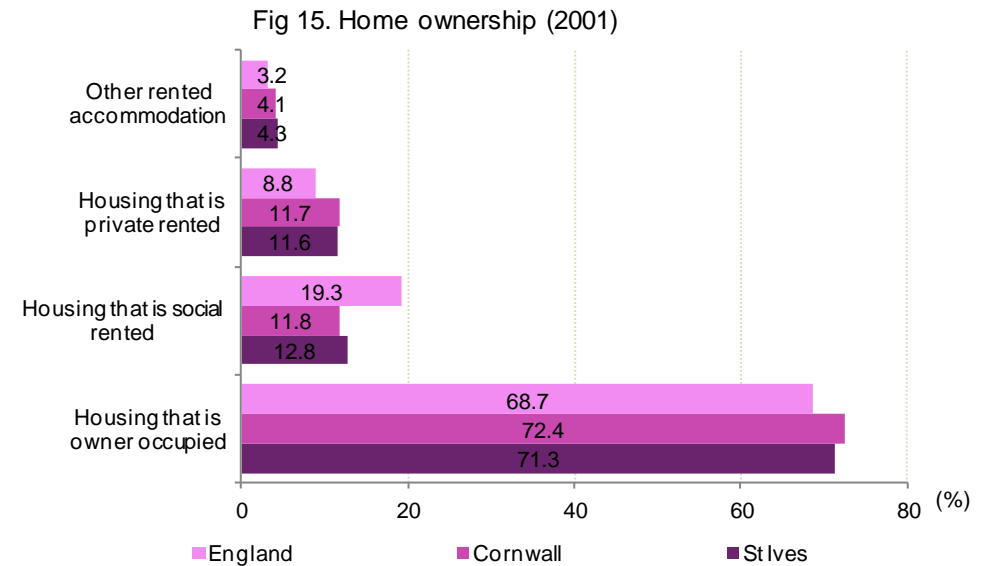
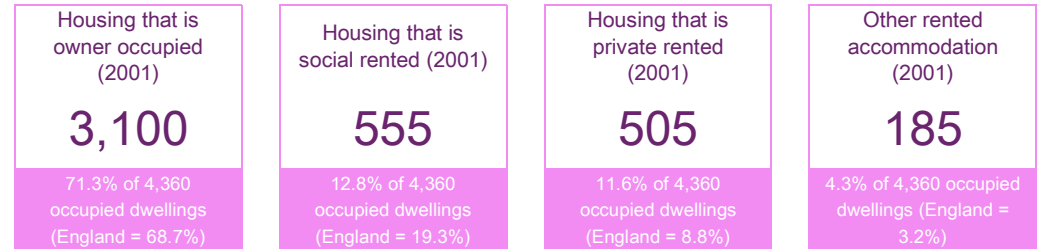
What information is shown here?

The data shows housing tenure in the local area. As with the housing type data, information is from Census 2001, so will not take into account housing developments over the last 10 years (Census 2011 data is due to be released towards the end of 2012).

Figure 15 shows how your area compares against the local authority and national averages on levels of owner occupation and renting.

What other information might be available?

Department for Communities and Local Government (DCLG) publish annual data on social housing stock levels, including Local Authority, Housing Association and Registered Social Landlord housing (www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsby/stockincludingvacants/livatables/).



More detailed data tables start on page 26, with details on the sources of the data on page 30





The need for affordable housing is a critical issue in rural areas, with house-prices increasingly beyond the reach of many groups wanting to stay in, or move to, the local area. Whilst many communities recognise the need for additional housing, development needs to be balanced with the impact on the character of the local area, as well as pressure on local services.

The information shown here can help local groups identify, and provide evidence for, the need for affordable housing. Some communities have supported specific housing developments, e.g. where such development might meet current (and future) needs for mixed housing, and offer affordable opportunities for people to stay living locally.

What information is shown here?

The housing affordability ratio is based on comparing house prices to earnings. Rather than compare average house prices and incomes, we have compared the “lowest quartile” (the lowest 25%) of prices to the lowest quartile of household incomes – which is more representative of groups trying to get onto the housing ladder. An affordability index of 10 would mean that lowest quartile house prices are 10 times as high as lowest quartile incomes. This data is only available for the local authority, not the local area.

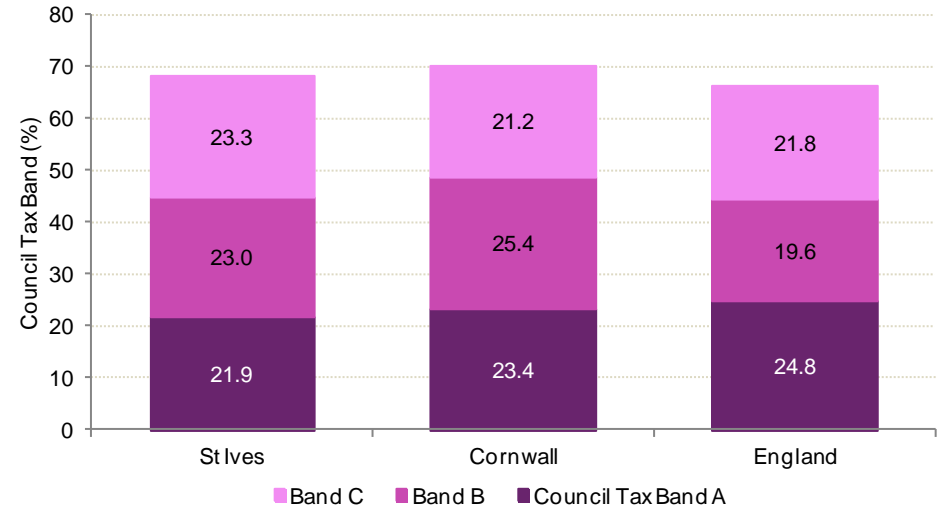
The data on Council Tax bands shows the number (and proportion) of houses in bands A, B or C (the lowest price bands) locally. These price bands are set nationally, so can be used to show how the cost of all local property (not just those properties that have recently been sold) compares with other areas; the chart compares your area against the local authority and national averages for these Council Tax bands.

What other information might be available?

The Land Registry tracks all housing transactions, with this data published by DCLG at local authority level (more detailed data may be available from commercial or estate agent sites), including median (www.data4nr.net/resources/housing--households/986/) and lower quartile (www.data4nr.net/resources/housing--households/987/) house-prices. The DCLG produce estimates of rental costs for social rented dwellings www.data4nr.net/resources/housing--households/991/

Affordable housing ratio (lowest 25% of house prices as ratio of lowest 25% of incomes) (2010)	Dwellings in Council Tax Band A (2011)	Dwellings in Council Tax Band B (2011)	Dwellings in Council Tax Band C (2011)
14.1	1,320	1,390	1,405
Data shown is for Cornwall (England = 10.9)	21.9% of 6,030 dwellings (England = 24.8%)	23.0% of 6,030 dwellings (England = 19.6%)	23.3% of 6,030 dwellings (England = 21.8%)

Fig 16. Dwellings in lower Council Tax Bands (2011)



More detailed data tables start on page 26, with details on the sources of the data on page 30





The highest levels of non-decent homes (that do not pass the Housing Health & Safety rating system) are found in smaller rural communities, particularly those more isolated areas. This is often due to the age of properties, with older housing (more common in rural areas) most likely to be in this condition.

Housing conditions can indicate other issues, for example overcrowded housing can highlight areas with pressing needs for more affordable housing. Where central heating is not present, fuel poverty is significantly more likely.

What information is shown here?

Whether a household is overcrowded is based on a standard definition using the number of inhabitants, and number of rooms. The data shown is taken from Census 2001. Housing without central heating is self-reported, also taken from Census 2001.

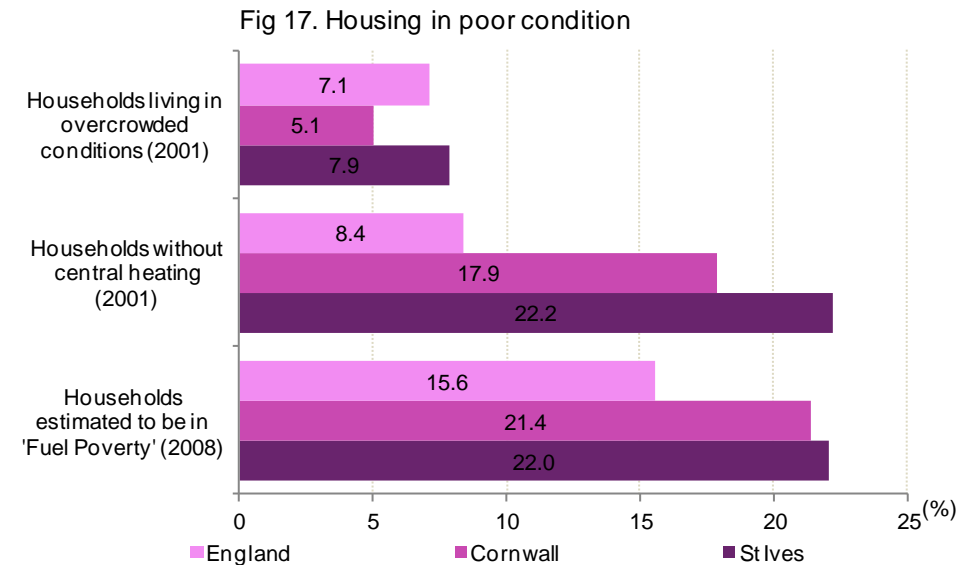
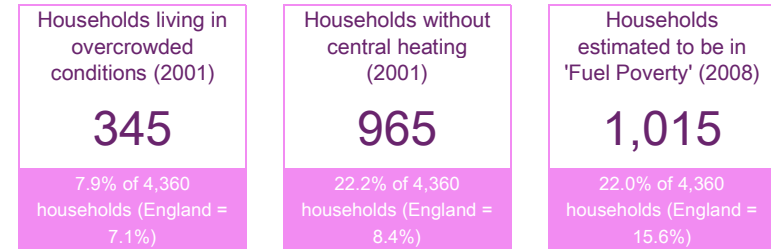
Fuel poverty has been defined as where a household needs to spend more than 10% of its income to keep the home heated to 21°C in the living room and 18°C in the rest of the house. It is calculated using the income of households, the cost of fuel they need for heating, and the ability of their home to retain heat (which tends to be worse for older / detached properties, both more common in rural areas). The data shows the number and proportion of households in the local area estimated to be in fuel poverty.

Figure 17 shows how the local area compares with the local authority and England averages on these three housing indicators.

What other information might be available?

DCLG publishes annual data on housing through the Housing Strategy Statistical Appendix, including the condition of private sector housing: www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsbylocalauthorityhousing/dataforms/hssabpsa1011/hssadatareturns1011/.

DCLG also compile a code for sustainable homes measuring the energy efficiency of homes, www.data4nr.net/resources/housing--households/1412/.



More detailed data tables start on page 26, with details on the sources of the data on page 30





People in rural areas rely more on private transport and, in general, spend more on transport than their urban counterparts (nationally, higher transport expenditure accounts for almost half the higher expenditure by rural households than urban ones)¹. Overall, the residents of rural hamlets and villages travel nearly twice as far by car each year compared to urban residents.

Combined with information on public transport and distance to services (see later sections), this information may help you evidence the need for improvements in public and community transport.

What information is shown here?

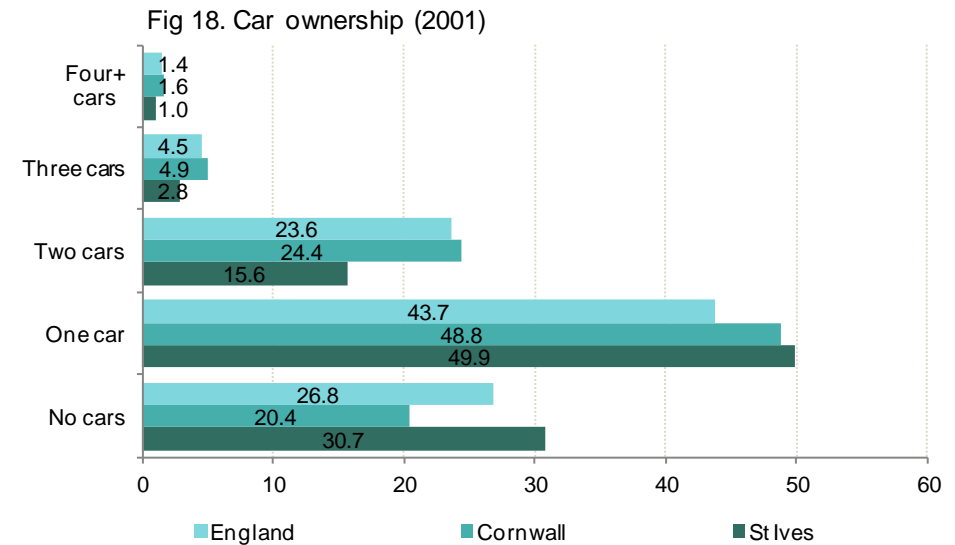
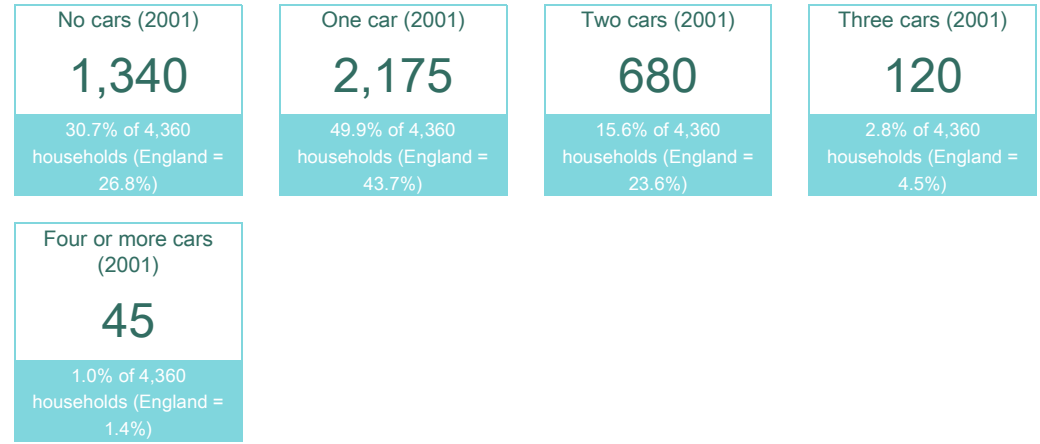
The data shows the number of households who do not have access to a car, as well as those households with one or more cars. Data is taken from Census 2001.

Figure 18 shows how your local area compares with the local authority and England averages.

What other information might be available?

Driver and Vehicle Licensing Agency (DVLA) data on local car registrations has been obtained by some local groups as part of their community planning, which provides data over time for the level of car ownership in the area.

Census 2001 data provides breakdowns for vulnerable groups with no access to car, including pensioners living alone, unemployed, and those with a limiting long-term illness (www.data4nr.net/resources/24).



More detailed data tables start on page 26, with details on the sources of the data on page 30

¹ Taken from the Office for National Statistics 2011 report "Rural and urban areas: comparing lives using rural/urban classifications".





There are typically fewer jobs in rural areas than urban, and those local jobs are often lower-paid than their urban counterparts. Many rural communities act as “commuter villages”, providing a higher quality of life for residents who commute to urban areas for work (although there can also be large numbers of people working from home).

Understanding how far people travel to work may help identify actions based on potential demand for local employment. For example, some communities may identify priorities to support local businesses and develop more opportunities for local employment, which could include actions such as supporting local planning applications for appropriate business premises or small business parks.

What information is shown here?

The data shown on how far people travel to work is taken from Census 2001, based on actual commuter data. The travel time data is from the Department for Transport (DfT), based on travel times (by car, cycle and public transport/ foot) to employment centres (which are defined as Super Output Areas with more than 500 jobs).

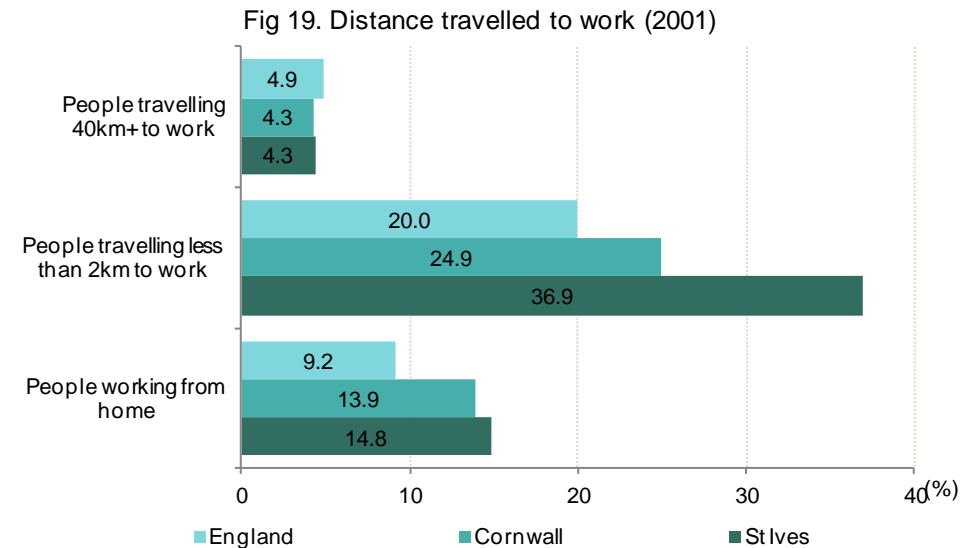
Figure 19 shows how your area compares to the local authority and England averages, in terms of how far people travel to work.

What other information might be available?

The 2011 Census data will start to be published this year, with detailed data on commuting patterns across the country updating the 2001 data used in the analysis opposite.

Your local authority may hold more detailed information on local commuting patterns, for example if they have carried out local transport and commuting surveys. In addition, many communities have carried out their own local surveys on how far residents travel to work, and whether they might be interested in employment opportunities nearer to home.

If there is a local train station, data may also be available on the numbers using the service, which can be useful to highlight where there is pressure on local amenities such as parking.



More detailed data tables start on page 26, with details on the sources of the data on page 30





Many rural communities highlight a lack of good public transport as a real barrier in accessing public services such as post-16 education, health, sport and leisure services, employment, financial services and training.

Knowing the average travel times by public transport – and the frequency of public transport – can help make the case for improving local public transport provision. For example, helping show that there is a need for additional community transport services, or alterations to existing routes, or additional evening / weekend services.

What information is shown here?

The travel time data is from the DfT, based on travel times (by car, cycle and public transport/ foot) to key amenities, and the people travelling to work is taken from Census 2001 commuter data.

Figure 20 shows how travel times from the local area to particular services compare to the national average.

What other information might be available?

The information shown here is based on published datasets, however these might not include all services available locally. Many communities have carried out local surveys to highlight where travel times affect people’s ability to use facilities or amenities.

More detail on estimated travel times by foot or public transport to key services is published by DfT in the ‘Core Accessibility’ dataset, at www.data4nr.net/resources/841.

Data on distance commuted by local residents to work is on the next page, and distance to key services is in the later section on Services.

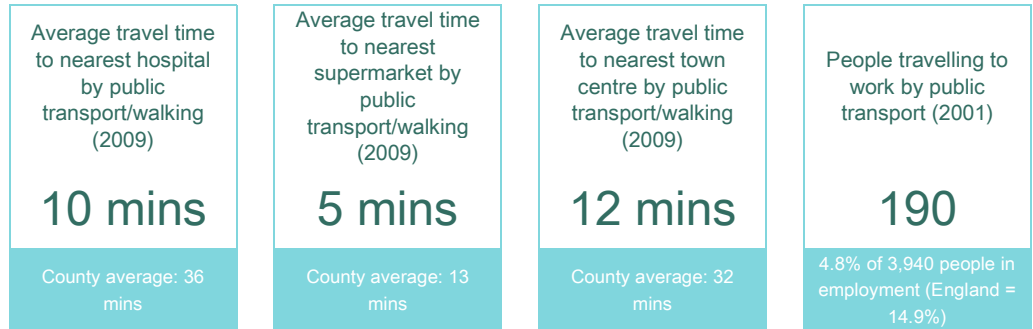
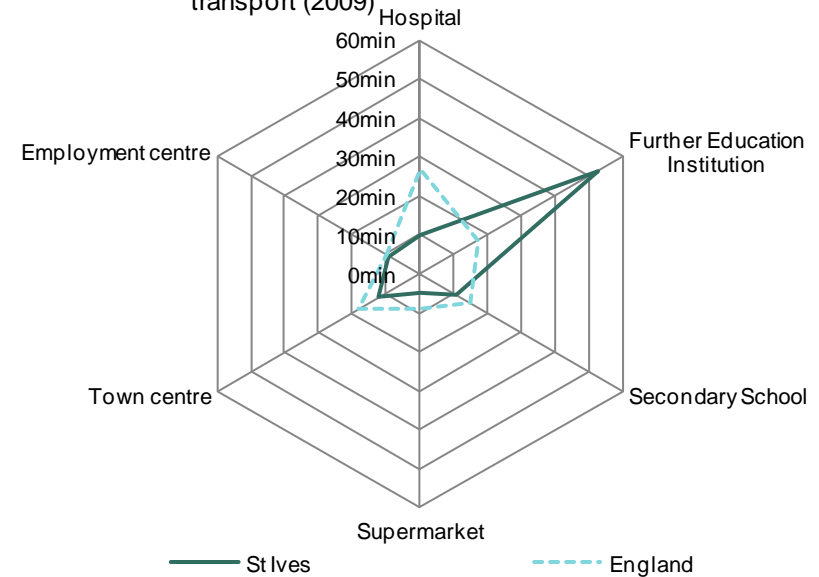


Fig 20. Travel times to key services by walking or public transport (2009)



More detailed data tables start on page 26, with details on the sources of the data on page 30





Access to services is a major factor in quality of life for people in rural communities, where services and amenities may be some distance away. This is especially likely to cause difficulties for people without cars or who are unable to drive, whose mobility is limited, and in areas where public transportation is poor.

Many rural communities have identified a lack of facilities and amenities as a priority locally. These facilities might include shops, post offices, pubs, leisure facilities, and meeting places for young people.

What information is shown here?

The data shown is taken from Commission for Rural Communities data on rural services, and shows average road distances from houses in the local area to a set of key services.

Figure 21 shows how the local area compares to the local authority and England averages in terms of road distances to these services.

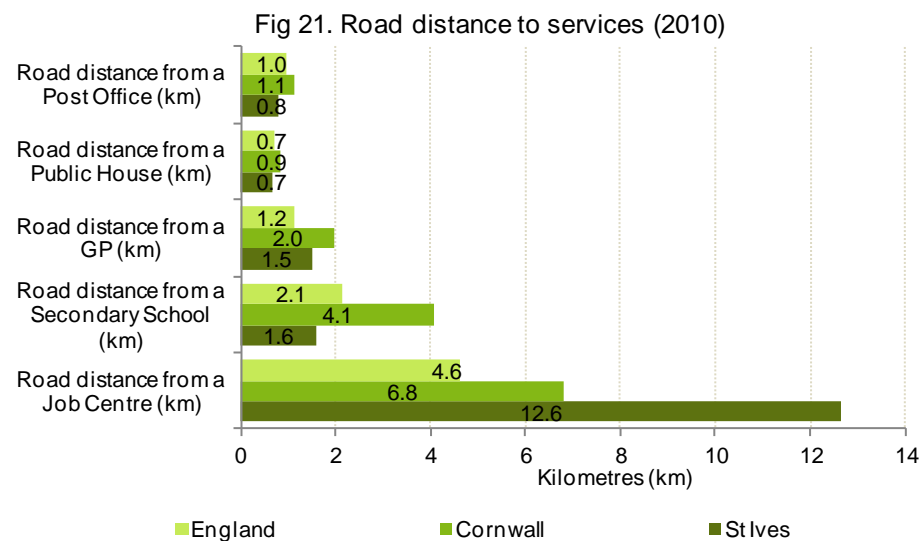
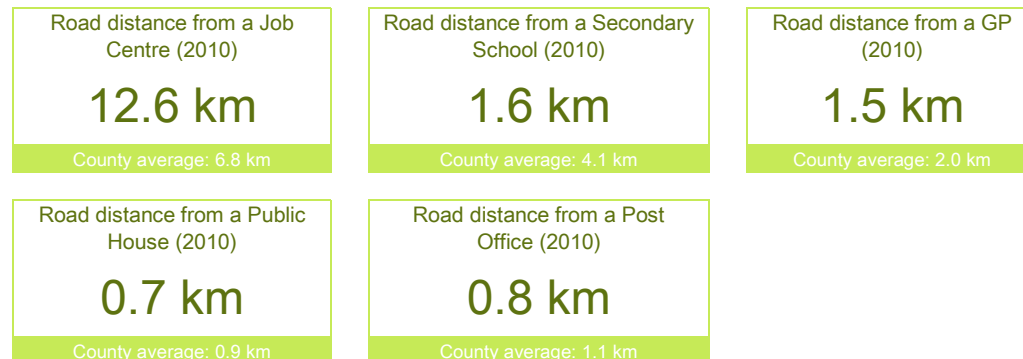
What other information might be available?

The information shown here is based on published data, however this might not include all services available locally. Many communities have carried out local surveys to highlight where people have difficulty using key services.

More detailed information on rural services data: service locations are used to calculate numbers of households within distance of key service indicators, www.data4nr.net/resources/820.

The Indices of Deprivation contains indicators measuring road distances to key services: primary school <http://www.data4nr.net/resources/1487/>; food shop <http://www.data4nr.net/resources/1485/>; GP <http://www.data4nr.net/resources/1486/>; Post Office <http://www.data4nr.net/resources/1484/>.

Data on distance commuted by local residents to work, and travel times to key services, are in the previous section on Transport & connectivity.



More detailed data tables start on page 26, with details on the sources of the data on page 30





The local environment can play a major role in quality of life in rural communities, and conserving and improving the quality of the environment is a priority in many community plans. Concerns often relate to local issues such as physical environment, including fly tipping, graffiti etc, environmental sustainability, including recycling, renewable energy use, and the built environment, including the character of housing developments. Wider issues can also be raised, such as actions to tackle climate change.

What information is shown here?

There is a lack of good environmental data available for local communities; data collected at local authority level includes data shown for CO₂ emissions and recycling.

Population density is based on the local population size and geographical area. Figure 22 shows how the population density compares to the local authority and England.

Data is also shown for the level of “outdoors environment deprivation” as measured in the Index of Multiple Deprivation (IMD) 2010. This is based on levels of air pollution, and road traffic accidents involving injury to pedestrians and/or cyclists. The data shows whether local areas are identified as having poor outdoors environment, based on the environment domain of the IMD 2010.

What other information might be available?

At local authority level there is data on the quality of green-space, parks, beaches etc. More detailed small area data is available from Department for Environment, Food and Rural Affairs on indicators relating to air emissions and background concentrations of pollutants, e.g. nitrogen oxide at www.data4nr.net/resources/environment/503/.

There is a lack of ‘hard’ data on climate change and other issues that might be identified as local priorities (although Local Authorities have been graded on their actions to mitigate climate change – www.data4nr.net/resources/environment/1246/).

Many local areas have also carried out their own surveys to identify priorities for improving the local environment.

CO₂ emissions per head (2008)

7.3Kt

Data shown is for Cornwall (England = 6.7Kt)

Household waste that is recycled or composted (2009)

32%

Data shown is for Cornwall (England = 35%)

Residual household waste per head (2009)

743kg

Data shown is for Cornwall (England = 618kg)

Population density (people per hectare) (2010)

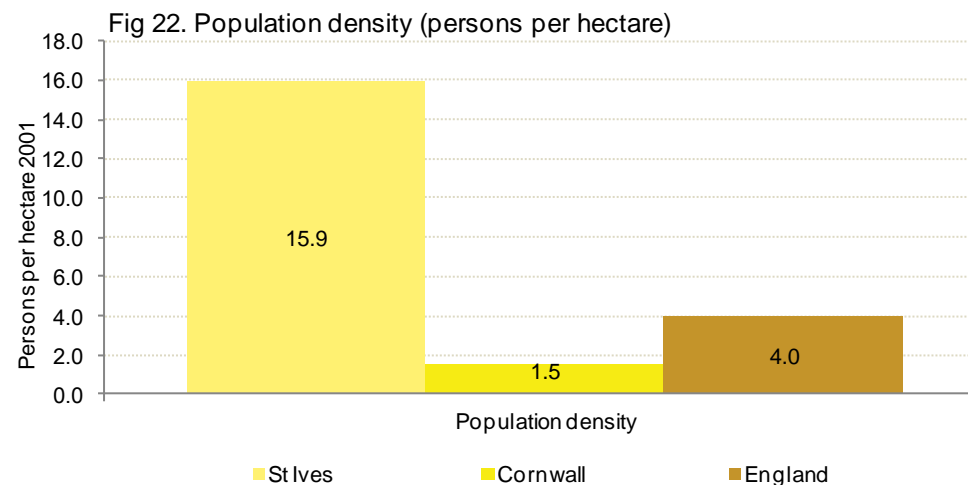
15.9

England average = 4.0 persons per hectare.

Do local areas have poor quality outdoors environment?

Yes

18.5% of all people in the local area live in the most deprived 20% of areas in England on the ID 2010 Outdoors Living Environment domain



More detailed data tables start on page 26, with details on the sources of the data on page 30





A national review carried out by John Egan highlighted that a “sustainable community” should be well-run, with effective and inclusive participation, representation and leadership. Some areas have found that the process of developing a community plan can help increase the engagement with people living and working locally; and other actions to improve engagement with particular local groups might also be seen as priorities for local community plans.

What information is shown here?

The data shown is from the national ‘Place Survey’, collected by all local authorities in 2008. Data is published only for the local authority area, however you may be able to get more detailed information, for example for your local area, from the local authority.

Figure 23 shows how your local authority compares with the national picture. Across England, nearly 30% of people asked felt they could influence local decisions, but less than half that number had actually participated in a group making such decisions in the past year.

What other information might be available?

Place Survey data may be available from your local authority, and provide more detailed measures of civic participation. Data from the electoral commission can also provide more information relating to voter participation in local, national and European elections (www.electoralcommission.org.uk/home).

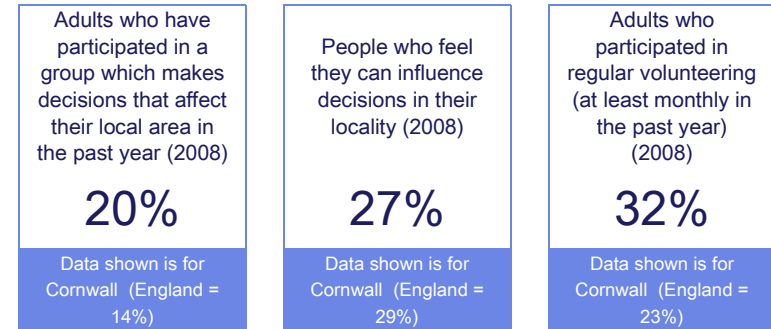
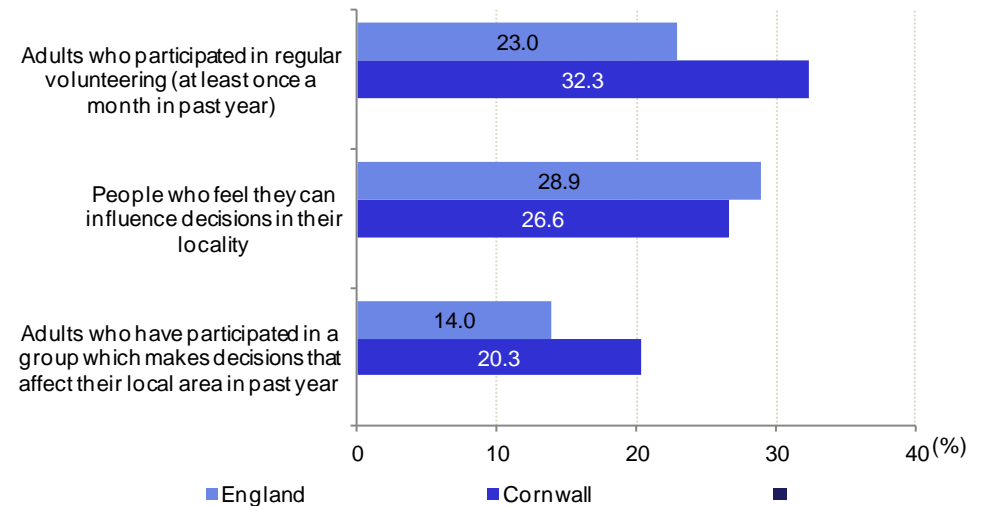


Fig 23. Indicators of civic participation (2008)



More detailed data tables start on page 26, with details on the sources of the data on page 30



Indicator	St Ives		Cornwall	Cornwall	England
	N	Rate	Rate	Rate	Rate
All People (2010)	9,725				
Males (2010)	4,625	47.6%	48.7%	48.7%	49.3%
Females (2010)	5,100	52.4%	51.4%	51.4%	50.7%
Aged 0-15 (2010)	1,390	14.3%	17.0%	17.0%	18.7%
Working age (2010)	5,835	60.0%	61.4%	61.4%	64.8%
Aged 65+ (2010)	2,510	25.8%	21.7%	21.7%	16.5%
White British (2001)	9,485	96.2%	97.1%	97.1%	87.0%
Other white (2001)	265	2.7%	1.9%	1.9%	3.9%
Non-white (2001)	110	1.1%	1.0%	1.0%	9.1%
All households (2001)	4,360				
Lone parent households with dependent children (2001)	255	25.0%	20.3%	20.3%	21.8%
Pensioner households (2001)	1,425	32.7%	28.5%	28.5%	23.7%
Lone pensioner households (2001)	865	60.7%	57.6%	57.6%	60.6%
Student households (2001)	0	0.0%	0.1%	0.1%	0.4%
One person households (2001)	590	13.5%	13.6%	13.6%	15.7%
Married households (2001)	1,330	30.5%	36.8%	36.8%	36.5%
Cohabiting households (2001)	355	8.2%	7.9%	7.9%	8.3%
Other households (2001)	405	9.3%	7.7%	7.7%	9.0%
% change in the population of retirement age (2001-2009)		7.2%	16.6%	16.6%	10.7%
Population turnover rate, total inflow (per 1,000 people) (2009)		115	108	108	94
Inflow of people aged 1-14 (per 1,000 people aged 1-14) (2009)		188	179	179	142
Inflow of people aged 15-24 (per 1,000 people aged 15-24) (2009)		136	133	133	108
Inflow of people aged 25-44 (per 1,000 people aged 25-44) (2009)		200	165	165	131
Inflow of people aged 45-64 (per 1,000 people aged 45-64) (2009)		78	67	67	51
Inflow of people aged 65+ (per 1,000 people aged 65+) (2009)		40	39	39	34
Population turnover rate, total outflow (per 1,000 people) (2009)		111	103	103	94
Outflow of people aged 1-14 (per 1,000 people aged 1-14) (2009)		173	187	187	147
Outflow of people aged 15-24 (per 1,000 people aged 15-24) (2009)		134	124	124	108
Outflow of people aged 25-44 (per 1,000 people aged 25-44) (2009)		198	157	157	131
Outflow of people aged 45-64 (per 1,000 people aged 45-64) (2009)		71	61	61	52
Outflow of people aged 65+ (per 1,000 people aged 65+) (2009)		42	38	38	35
"People from different backgrounds get on well together in local area" (2008)			79.7%	79.7%	76.0%
"I belong to the neighbourhood" (2008)			66.5%	66.5%	58.2%
"Satisfied with the local area as a place to live" (2008)			83.9%	83.9%	79.3%
Adults (aged 16+) participating in sport 3+ times each week (2009)			23.6%	23.6%	21.7%
People living in the 20% most deprived areas (ID 2010 Crime)	0	0	3.1	3.1	20
Overall recorded crime rate (per 1,000 people) (2010/11)			25.2	25.2	40.5
Burglaries (per 1,000 households) (2010/11)			4.4	4.4	12.2
Robberies (per 1,000 people) (2010/11)			0.2	0.2	1.4
Theft from a vehicle (per 1,000 people) (2010/11)			2.8	2.8	5.7
Theft of a vehicle (per 1,000 people) (2010/11)			0.9	0.9	2.1
Violent crime offences (per 1,000 people) (2010/11)			10.2	10.2	14.6
"Anti-social behaviour is a problem locally" (2008)			15.1%	15.1%	20.5%
"Parents take responsibility for childrens behaviour locally" (2008)			31.6%	31.6%	29.5%
"Drunk or rowdy behaviour is a problem locally" (2008)			27.4%	27.4%	29.4%
"Drug use or drug dealing is a problem locally" (2008)			27.7%	27.7%	30.9%



Indicator	St Ives		Cornwall	Cornwall	England
	N	Rate	Rate	Rate	Rate
People living in the most deprived 20% of areas (IMD 2010)	0	0.0%	9.8%	9.8%	19.8%
Working-age DWP benefit claimants (May-11)	780	13.4%	14.0%	14.0%	14.1%
Housing Benefit & Council Tax Benefit claimants (2005)	960	22.0%	21.6%	21.6%	22.2%
People who are 'income deprived' (ID 2010 Income Domain)	1,460	15.0%	14.2%	14.2%	14.7%
Income Support claimants (May-11)	205	3.5%	4.0%	4.0%	4.3%
Children who are 'income deprived' (ID 2010 Income Deprivation Affecting Children)	285	20.0%	18.8%	18.8%	21.7%
Pension Credit claimants (May-11)	710	28.2%	25.1%	25.1%	26.1%
Children in out-of-work families (2010)	220	12.9%	14.7%	14.7%	17.6%
People with a limiting long-term illness (aged 0-64) (2001)	1,115	14.8%	13.5%	13.5%	11.4%
Attendance Allowance claimants (aged 65+) (May-11)	445	17.7%	16.5%	16.5%	17.1%
Disability Living Allowance claimants (all ages) (May-11)	535	5.5%	5.8%	5.8%	5.0%
Economically active (2008/10)	4,560	75.1%	74.9%	74.9%	76.7%
Economically inactive (2008/10)	1,510	24.9%	25.1%	25.1%	23.3%
Full-time employees (2001)	1,875	26.5%	32.3%	32.3%	40.8%
Part-time employees (2001)	965	13.6%	13.3%	13.3%	11.8%
Self-employed people (2001)	995	14.1%	12.2%	12.2%	8.3%
People working for 49+ hours per week (2001)	680	17.0%	17.6%	17.6%	16.3%
People employed in 'public' sector jobs (2001)	800	20.3%	26.5%	26.5%	24.1%
People employed in 'private' sector jobs (2001)	3,140	79.7%	73.5%	73.5%	75.9%
People working from home (2001)	580	14.8%	13.9%	13.9%	9.2%
People who are 'employment deprived' (ID 2010 Employment Domain)	605	11.1%	10.3%	10.3%	9.9%
Jobseekers Allowance claimants (Oct-11)	140	2.4%	2.7%	2.7%	3.8%
Incapacity Benefit/Employment Support Allowance claimants (May-11)	410	7.0%	7.1%	7.1%	6.3%
People receiving out of work benefits (May-11)	530	9.1%	9.7%	9.7%	10.0%
People with no qualifications (2008/10)	735	12.3%	13.2%	13.2%	13.4%
People with highest qualification Level 1 (2008/10)	645	10.8%	16.0%	16.0%	15.1%
People with highest qualification Level 2 (2008/10)	1,340	22.3%	19.1%	19.1%	17.6%
People with highest qualification Level 3 (2008/10)	1,490	24.8%	24.6%	24.6%	21.2%
People with highest qualification Level 4/5 (2008/10)	1,785	29.7%	27.0%	27.0%	32.7%
People working in Real estate; renting & business activities (2001)	370	9.4%	8.8%	8.8%	13.2%
People working in Manufacturing (2001)	280	7.1%	11.2%	11.2%	14.8%
People working in Wholesale & retail trade; repair of motor vehicles (2001)	720	18.2%	18.2%	18.2%	16.9%
People working in Education (2001)	290	7.3%	7.5%	7.5%	7.7%
People working in Health & social work (2001)	375	9.6%	11.9%	11.9%	10.7%
People working in Construction (2001)	335	8.5%	8.1%	8.1%	6.8%
People working in Transport storage & communication (2001)	215	5.4%	5.2%	5.2%	7.1%
People working in Public administration & defence (2001)	135	3.4%	7.2%	7.2%	5.7%
People working in Hotels & catering (2001)	805	20.4%	8.6%	8.6%	4.7%
People working in Financial intermediation (2001)	60	1.5%	1.9%	1.9%	4.8%
People working in Agriculture; hunting; forestry (2001)	65	1.7%	4.2%	4.2%	1.5%
People working in Electricity, Gas & Water Supply (2001)	15	0.4%	0.5%	0.5%	0.7%
People working in Mining & quarrying (2001)	5	0.2%	1.3%	1.3%	0.3%
People working in Fishing (2001)	35	0.9%	0.4%	0.4%	0.0%
People working in Other employment (2001)	240	6.1%	5.3%	5.3%	5.2%



Indicator	St Ives		Cornwall	Cornwall	England
	N	Rate	Rate	Rate	Rate
Managers and senior officials (2001)	730	18.6%	13.7%	13.7%	15.3%
Professional occupations (2001)	275	7.0%	8.2%	8.2%	11.2%
Associate professional and technical occupations (2001)	405	10.3%	12.2%	12.2%	13.8%
Administrative and secretarial occupations (2001)	365	9.2%	10.6%	10.6%	13.4%
Skilled trades occupations (2001)	685	17.3%	17.0%	17.0%	11.6%
Personal service occupations (2001)	310	7.9%	8.0%	8.0%	6.9%
Sales and customer service occupations (2001)	345	8.8%	8.0%	8.0%	7.7%
Process, plant and machine operatives (2001)	210	5.3%	8.4%	8.4%	8.4%
Elementary occupations (2001)	620	15.8%	14.0%	14.0%	11.8%
Detached houses (2001)	1,370	25.7%	38.7%	38.7%	22.5%
Semi-detached houses (2001)	955	17.9%	24.3%	24.3%	31.6%
Terraced houses (2001)	1,870	35.1%	23.4%	23.4%	25.8%
Flats (purpose built) (2001)	650	12.2%	6.8%	6.8%	14.0%
Flats (other) (2001)	485	11.2%	5.5%	5.5%	5.9%
Caravan or other temporary accommodation (2001)	5	0.1%	1.6%	1.6%	0.4%
Housing that is owner occupied (2001)	3,100	71.3%	72.4%	72.4%	68.7%
Housing that is social rented (2001)	555	12.8%	11.8%	11.8%	19.3%
Housing that is private rented (2001)	505	11.6%	11.7%	11.7%	8.8%
Other rented accommodation (2001)	185	4.3%	4.1%	4.1%	3.2%
Ratio of lower quartile house prices to lower quartile earnings (2010)			14.06	14.06	10.89
Households in Council Tax Band A (2011)	1,320	21.9%	23.4%	23.4%	24.8
Households in Council Tax Band B (2011)	1,390	23.0%	25.4%	25.4%	19.6
Households in Council Tax Band C (2011)	1,405	23.3%	21.2%	21.2%	21.8
Households in Council Tax Band D (2011)	1,035	17.1%	15.9%	15.9%	15.3
Households in Council Tax Band E (2011)	545	9.1%	9.2%	9.2%	9.4
Households in Council Tax Band F (2011)	225	3.8%	3.3%	3.3%	5.0
Households in Council Tax Band G (2011)	105	1.7%	1.5%	1.5%	3.5
Households in Council Tax Band H (2011)	0	0.0%	0.1%	0.1%	0.6
Households living in overcrowded conditions (2001)	345	7.9%	5.1%	5.1%	7.1
Households without central heating (2001)	965	22.2%	17.9%	17.9%	8.4
Households estimated to be in 'Fuel Poverty' (2008)	1,015	22.0%	21.4%	21.4%	15.6
Households with no cars or vans (2001)	1,340	30.7%	20.4%	20.4%	26.8
Households with one car or van (2001)	2,175	49.9%	48.8%	48.8%	43.7
Households with two cars or vans (2001)	680	15.6%	24.4%	24.4%	23.6
Households with three cars or vans (2001)	120	2.8%	4.9%	4.9%	4.5
Households with four or more cars or vans (2001)	45	1.0%	1.6%	1.6%	1.4
People travelling less than 2km to work (2001)	1,465	15.0%	8.0%	8.0%	5.0
(2001)People travelling 2km to less than 5km to work (2001)	420	130.0%	46.0%	46.0%	13.0
People travelling 5km to less than 10km to work (2001)	340	53.0%	39.0%	39.0%	17.0
People travelling 10km to less than 20km to work (2001)	440	5.0%	7.0%	7.0%	6.0
People travelling 20km to less than 30km to work (2001)	150	11.0%	52.0%	52.0%	26.0
People travelling 30km to less than 40km to work (2001)	100	10.0%	36.0%	36.0%	27.0
People travelling 40km to less than 60km to work (2001)	30	5.0%	6.0%	6.0%	5.0
People travelling 60km and over to work (2001)	140	7.0%	22.0%	22.0%	9.0
People with no fixed place of work (2001)	220	11.0%	28.0%	28.0%	15.0



Indicator	St Ives		Cornwall	Cornwall	England
	N	Rate	Rate	Rate	Rate
Average travel time to FE Institution by car (mins) (2009)		15	8	8	5
Average travel time to FE Institution by cycle (mins) (2009)		130	46	46	13
Average travel time to FE Institution by public transport/walk (mins) (2009)		53	39	39	17
Average travel time to Hospital by car (mins) (2009)		5	7	7	6
Average travel time to Hospital by cycle (mins) (2009)		11	52	52	26
Average travel time to Hospital by public transport/walk (mins) (2009)		10	36	36	27
Average travel time to secondary school by car (mins) (2009)		5	6	6	5
Average travel time to secondary school by cycle (mins) (2009)		7	22	22	9
Average travel time to secondary school by public transport/walk (mins) (2009)		11	28	28	15
Average travel time to supermarket by car (mins) (2009)		5	5	5	5
Average travel time to supermarket by cycle (mins) (2009)		5	9	9	6
Average travel time to supermarket by public transport/walk (mins) (2009)		5	13	13	9
Average travel time to town centre by car (mins) (2009)		5	6	6	5
Average travel time to town centre by cycle (mins) (2009)		11	39	39	17
Average travel time to town centre by public transport/walk (mins) (2009)		12	32	32	18
Average travel time to employment centre by car (2009)		5	5	5	5
Average travel time to employment centre by cycle (2009)		6	13	13	7
Average travel time to employment centre by public transport/walk (2009)		9	16	16	10
Population density (persons per hectare) (2010)		15.9	1.5	1.5	4.0
People living in the most deprived 20% (ID 2010 Outdoors Living Environment)	0	0.0%	0.0%	0.0%	20.2%
Per capita CO2 emissions (ktonnes - kt) per year (2008)			7.3kt	7.3kt	6.7kt
Residual household waste per head per year (2009)			743kg	743kg	618kg
Household waste that is recycled or composted per year (2009)			32.5%	32.5%	34.8%
Road distance from a Job Centre (km) (2010)		12.6	6.8	6.8	4.6
Road distance from a Secondary School (km) (2010)		1.6	4.1	4.1	2.1
Road distance from a GP (km) (2010)		1.5	2.0	2.0	1.2
Road distance from a Public House (km) (2010)		0.7	0.9	0.9	0.7
Road distance from a Post Office (km) (2010)		0.8	1.1	1.1	1.0
"Participated in a group which makes decisions that affect the local area in past year" (2008)			20.3%	20.3%	14.0%
"Feel they can influence decisions in their locality" (2008)			26.6%	26.6%	28.9%
"Participated in regular volunteering (once a month in the last 12 months)" (2008)			32.3%	32.3%	23.0%



The main datasets used in this report are shown below. Full details of each indicator and data sources are available at <http://www.rural-evidence.org.uk/pages/metadata/>

Social and cultural

- Total population; Population aged 0-15; Working-age population; Pensionable age population; Male/Female population (Office of National Statistics (ONS) Mid Year Estimates, 2010)
- Non-white populations, Household composition (Census 2001)
- Population turnover rates (ONS, 2010)
- Place Survey community strength and community safety data: National Indicators 1, 2, 5, 17, 22, 41 and 42 (Communities and Local Government DCLG, 2008)
- Notifiable crime offences recorded by police (Home Office, 2010/11)

Equity

- Index of Multiple Deprivation, ID 2010 Income domain, Income Deprivation Affecting Children Index (IDACI) (DCLG, 2010)
- Working-age people receiving any DWP benefit, Income Support, Pension Credit, Disability Living Allowance, Attendance Allowance – Department for Work and Pensions (DWP, May-11)
- Housing Benefit/Council Tax Benefit claimants (DWP, 2005)
- Limiting long-term illness aged 0-64 (Census 2001)
- Children in out-of-work families (HM Revenue and Customs, 2010)

Economy

- Economic activity, Qualifications (Census 2001, modelled forward using Annual Population Survey, 2008-10)
- Industry of employment, Hours worked; Occupation group - Census 2001
- ID 2010 Employment domain (DCLG, 2010)
- Jobseekers Allowance; Incapacity Benefit/Employment Support Allowance (DWP, May-11)

Housing and the built environment

- Tenure; Housing type; Overcrowded households; Households lacking central heating (Census 2001)
- Council Tax bands (Valuation Office Agency: 2011)
- Affordable Housing Ratio (Annual Survey of Hours and Earnings/Land registry, 2010)
- Fuel poverty (Department for Energy and Climate Change, 2008)

Transport and connectivity

- Car and Van ownership, distance travelled to work (Census 2001)
- Core Accessibility Indicators: travel times to key services by public transport (Department for Transport, 2009)

Service

- Rural services data series: Road distance to key services (Commission for Rural Communities: 2010)

Environmental

- Population density - person per hectare (ONS, 2010)
- Per capita CO2 emissions (ktonnes - kt) per year (Department for Environment Food and Rural Affairs (DEFRA), 2008)
- Residual household waste per head per year (DEFRA WasteDataFlow system, 2009)
- Household waste that is recycled or composted per year (DEFRA WasteDataFlow system, 2009)

Governance

- Place Survey governance and participation data: National Indicators 3, 4 and 6 (CLG, 2008)





About Action with Communities in Rural England (ACRE)

Action with Communities in Rural England (ACRE) is the national umbrella body of the Rural Community Action Network (RCAN), which operates at national, regional and local level in support of rural communities across the country. We aim to promote a healthy, vibrant and sustainable rural community sector that is well connected to policy and decision-makers who play a part in delivering this aim. ACRE is nationally recognised for its expertise in ensuring rural community-led solutions are central to public policy debate. For contact details and more information go to www.acre.org.uk.

About Cornwall Rural Community Council

Cornwall Rural Community Council (CRCC) is a charitable company working for communities and the voluntary sector in Cornwall and the Isles of Scilly. A long-established local charity, founded in 1946, providing friendly, personal advice and on-going support to groups and individuals, such as for carers, people with mental health issues, for children and young people and assisting communities and volunteers to realize their potential and improve local conditions. CRCC's mission is to enable Cornish communities to be vibrant, sustainable and inclusive.

