

Rural Essex

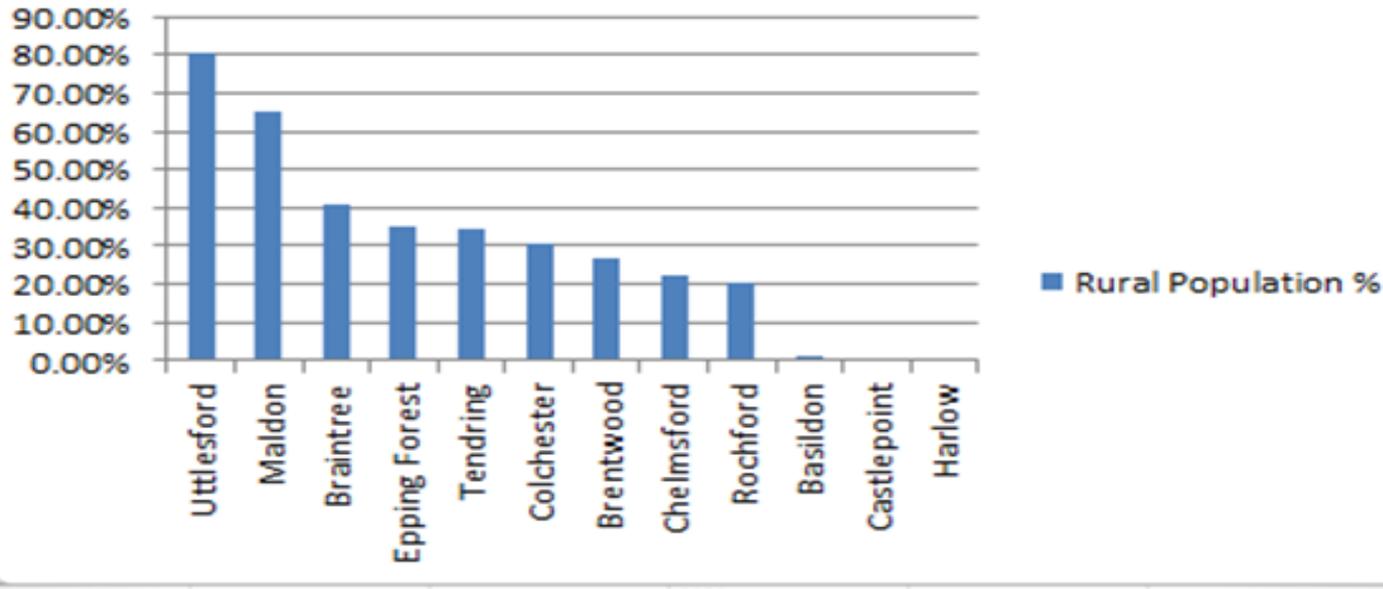
A data brief

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Population

Rural Population %



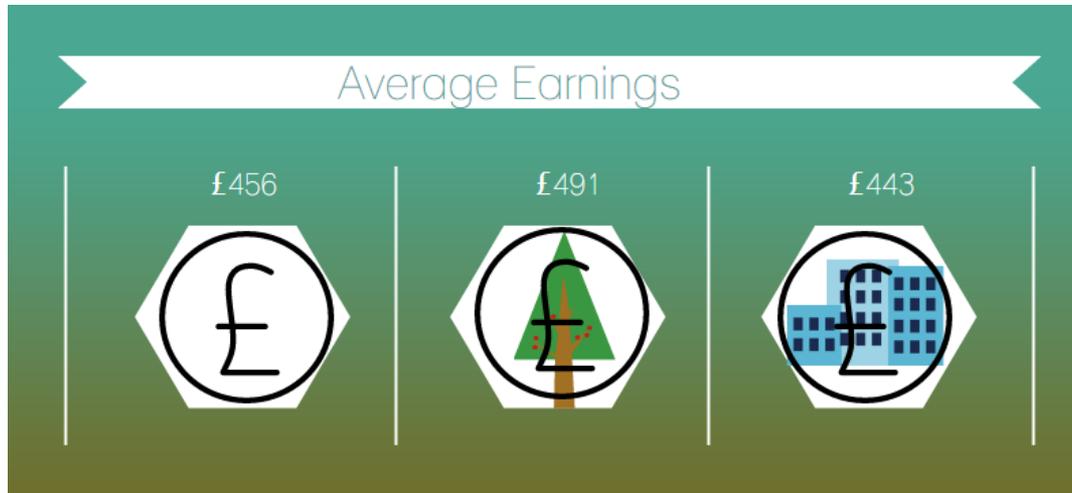
354,669 approximate total rural population in Essex

Education & Skills

- Pupils in early years education, who live in rural areas achieve results above the Essex average.
- KS4 (GCSE) results are over 10% below the Essex average for pupils who reside in Hamlets and Isolated dwellings.
- Pupils that live in villages perform slightly higher than those who live in urban settings.
- This may have some relationship with the travel time and distance to school which is significantly increased for rural pupils at secondary school.
- In relation to qualifications, the census information shows that there are slightly higher levels of people living in rural areas that have no qualifications.
- Across levels, 1, 2 and 3, the figures for rural and urban residents are similar.
- However, when it comes to degree level or above (level 4) this accounts for 26% of the rural population, compared to 22% of the urban population.



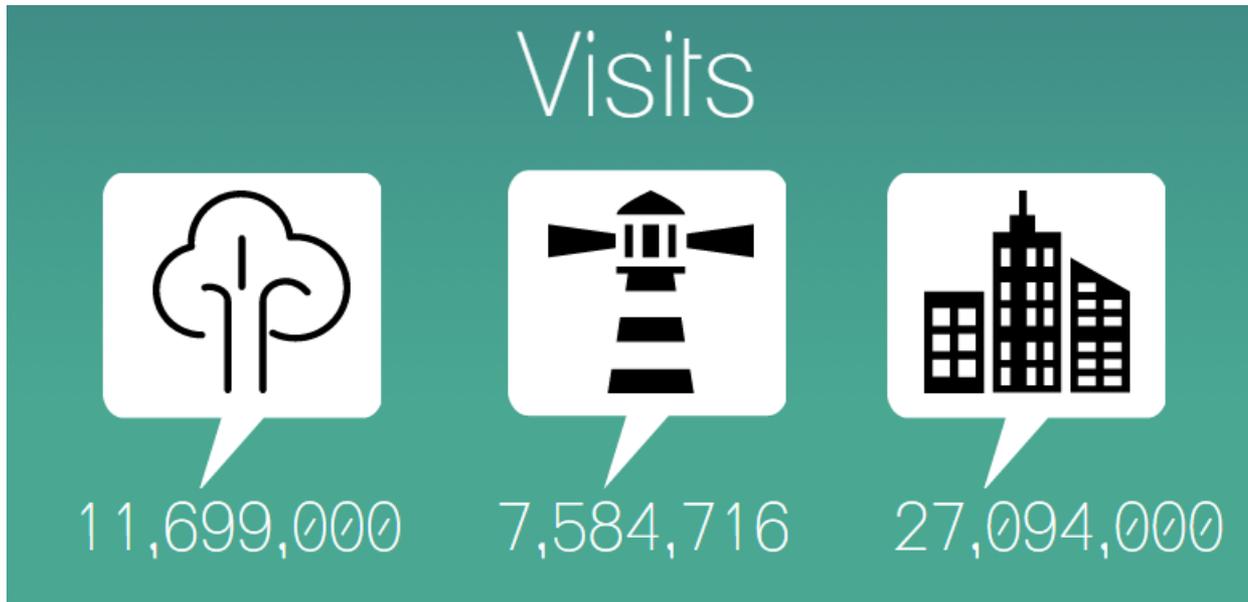
Economic Activity & Business



- ▲ 67% of working aged adults in rural area in employment
- △ 30% were economically inactive
- ▲ 3% were actively seeking employment

Job seekers claimant counts are higher in urban areas of all districts

Tourism



58% Urban Visits

25% countryside visits

Visits to Essex country parks are generally consistent but seasonal figures for 2015/16 show great improvement on recent years.

Income generated from parking machines was £629k in the last 12 months.



Essex County Council

Rural based businesses



Agriculture, forestry & fishing

8%



Wholesale & retail trade, repair of motor vehicles

15%



Professional, scientific & technical services

8%



Construction

16%



Tourism & Recreation

8%



Public Administration, Education & Health

6%



Administrative & support service activities

7%



Manufacturing

6%



Other

18%

Health access

- Travel times to GP services for rural areas are 30 minutes or more for rural areas in Braintree, Chelmsford, Epping Forest and Uttlesford. This increases to up to 90 minutes for accessing hospital services for some areas in Braintree and Maldon.
- 60% of rural households are within 2km of the nearest GP surgery
- 36% of rural households are within 2km of a dental practice

There census suggests low numbers of rural citizens providing unpaid care. This is broadly in line with the urban figures.



Travel Times

 11%

   11%

  36%

    5%

- People in rural areas travel 56% further than people in urban areas
- People in rural areas use more private transport (57% vs 47%)
- People in rural areas spend 11% of their travel time on holidays and day trips (8% urban) this is the only category with a statistical difference.



Housing



Urban Homes



Rural Homes

Detached houses are almost twice as common in rural areas

Terraced houses and all types of flats and maisonettes are significantly less common in rural areas

67% of all the total homes off of mains gas in Essex are rural homes

Housing of all types is more expensive in rural areas, though these figures vary significantly across the districts.



Broadband coverage

- The latest data from the Essex super-fast broadband project reports that as of February 2016, the upgrade to fibre optic broadband has been completed in 77% of rural and 27% of urban areas. Prior to this contract this level of broadband service was only available to 23% of rural postcodes.

