

**Coast to
Capital**



Local Industrial Strategy

**Rural Economy Study
November 2019**

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Methodology

Methodology

Methodology

A brief explanation of the methodology used to analyse the data in this report.

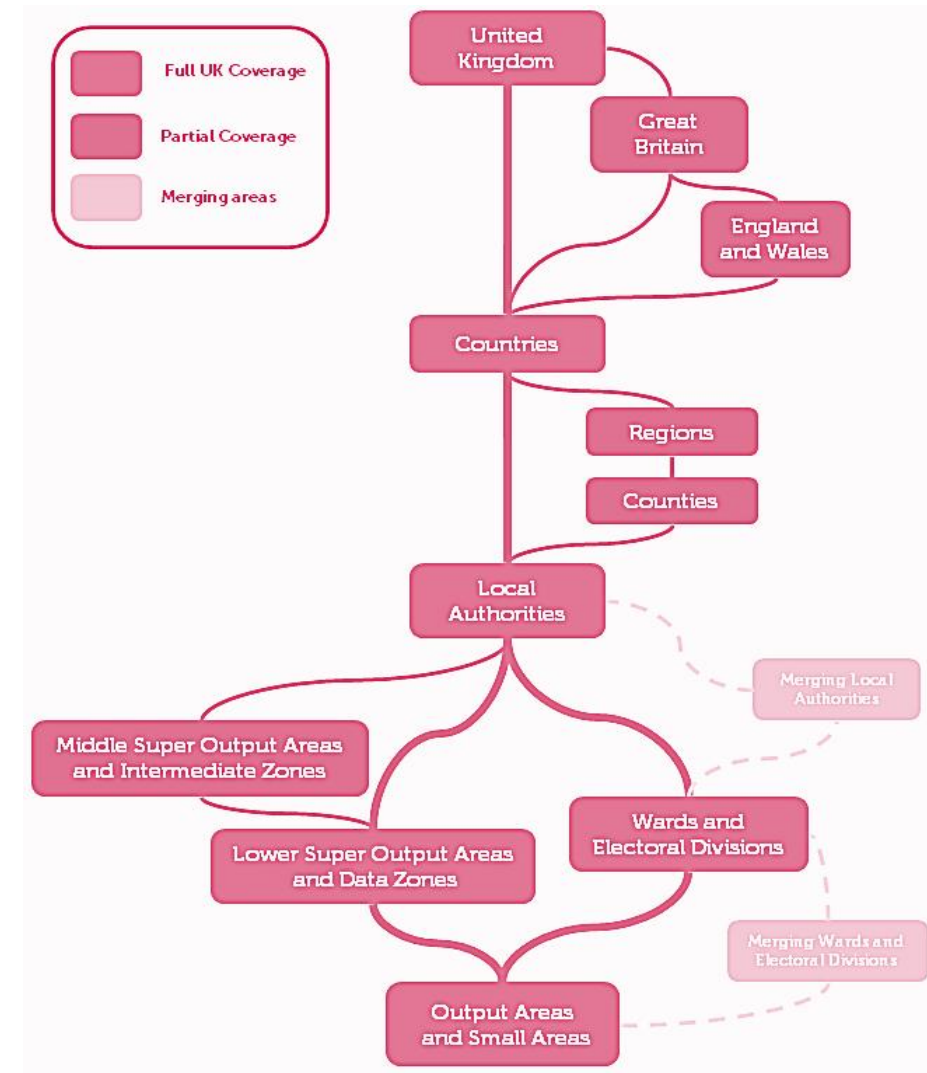
The Defra Urban Rural Classification 2011 (RUC) system has been used to analyse the data.

This is the official statistical method for distinguishing between rural and urban areas.

In the RUC, Output Areas, the smallest statistical geography, are assigned to one of four urban and six rural categories. They defined as urban if they have a population of 10,000 or more.

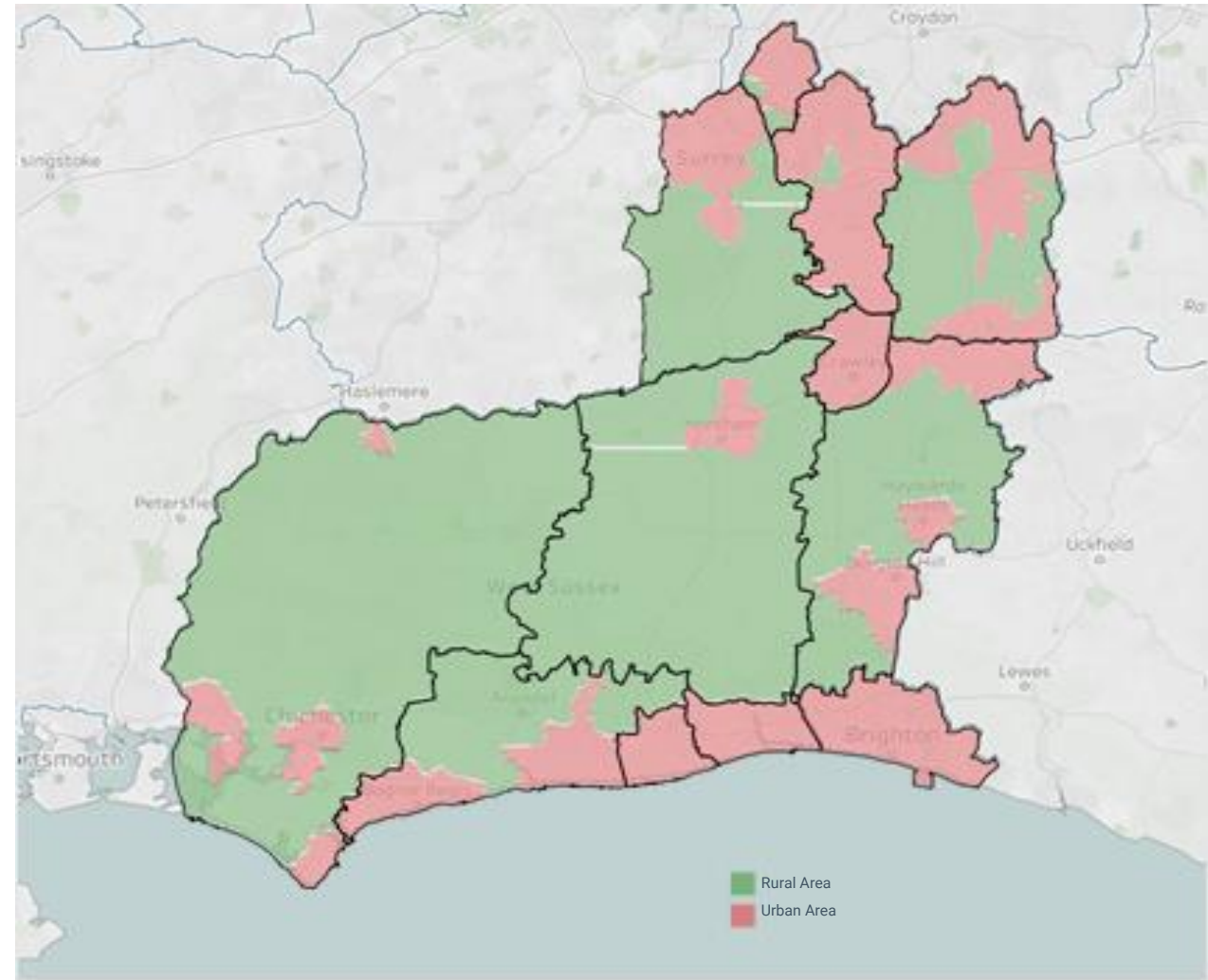
Not all data is available at Output Area level. For this report we have used the smallest level available for each dataset to make it as accurate as possible.

In practice, this has meant we have used Rural and Urban Lower Super Output Areas (LSOAs) in Coast to Capital to analyse most of the data but Middle Super Output Area (MSOAs) or Local Authorities where it is not available at a lower level.



Coast to Capital's Rural area

Using the RUC, the majority of Coast to Capital's land area is Rural



Coast to Capital rural businesses

Coast to Capital rural businesses

Coast to Capital rural businesses

Coast to Capital rural businesses

Coast to Capital rural businesses

Coast to Capital rural businesses

Coast to Capital rural businesses

Rural and urban business population

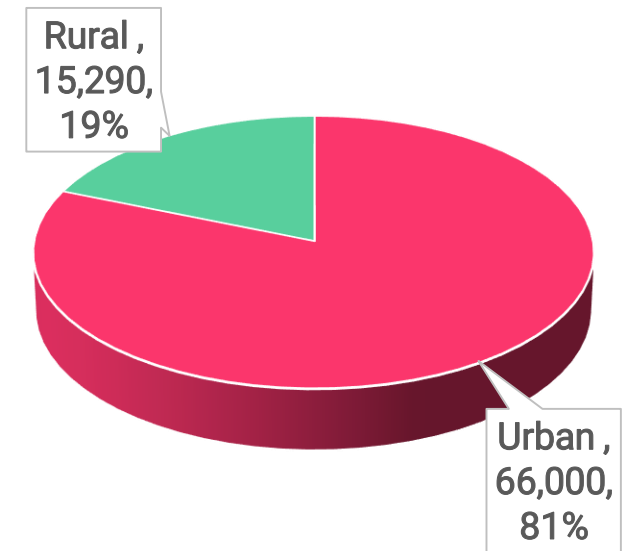
Source: ONS UK Business Counts (local units) 2017
(MSOA level analysis)

Urban businesses

Of the 81,290 businesses in Coast to Capital, 61,395 or 81.19% of businesses are in urban areas in Coast to Capital.

Rural businesses

15,290 or just under 18.81% of businesses are in rural areas in Coast to Capital.



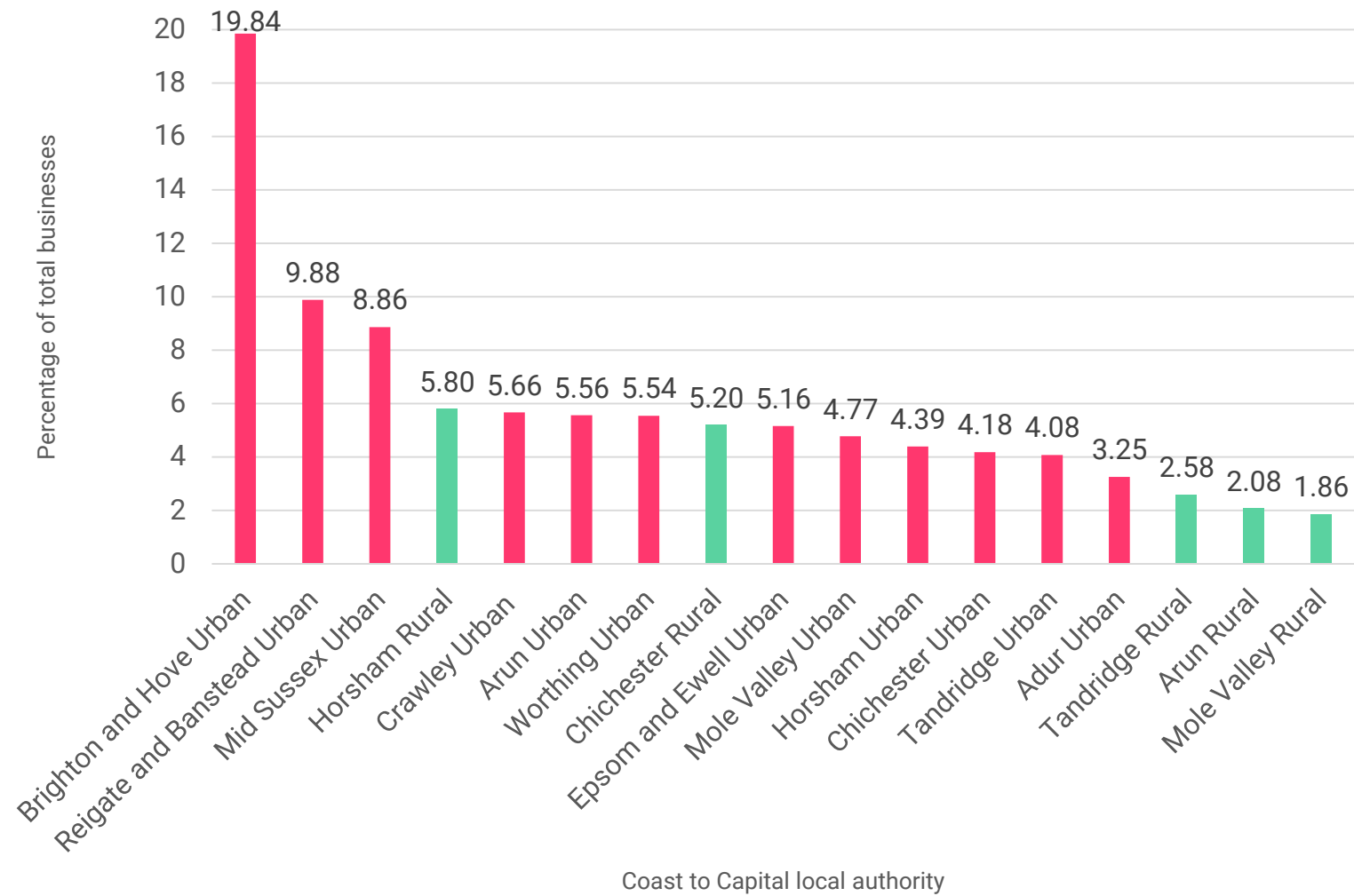
■ Urban ■ Rural

Coast to Capital's urban and rural businesses

The largest concentration of rural businesses is based in Rural Horsham where 5.8% of Coast to Capital's businesses are based, a slightly higher share than Crawley which has 5.7%.

Businesses tend to cluster in Brighton and Hove Urban area which has nearly 20% of Coast to Capital's businesses, followed by Urban Reigate and Banstead (9.88%) and Mid Sussex Urban area (8.86%).

Source: ONS UK Business Counts 2017



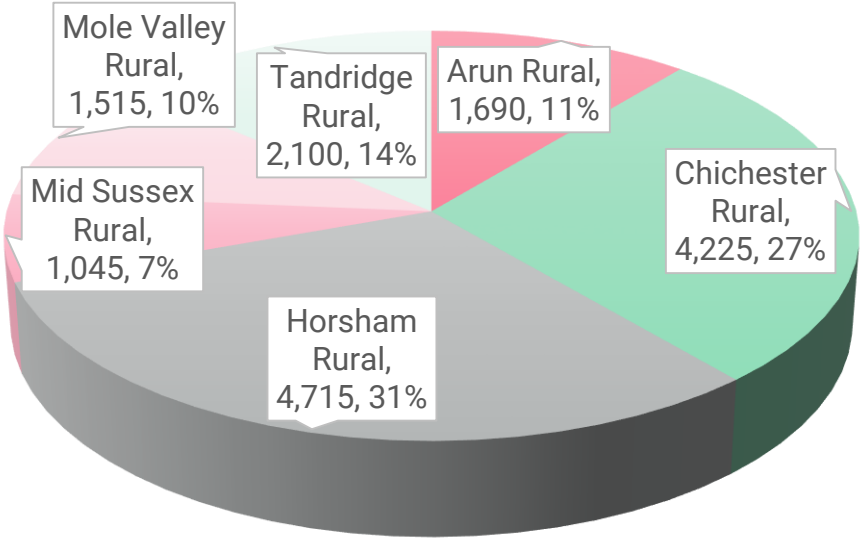
Rural businesses

Of the Rural business population of 15,290, Rural Horsham has the largest share (31%) of Coast to Capital's Rural business population followed by Rural Chichester with 27%.

Professional Scientific & Technical is the most numerous with 18.51% of businesses in Rural Coast to Capital in this sector.

Agriculture, Forestry & Fishing, makes up just 7.88% of rural businesses in Coast to Capital.

Source: ONS, UK Business Counts 2017



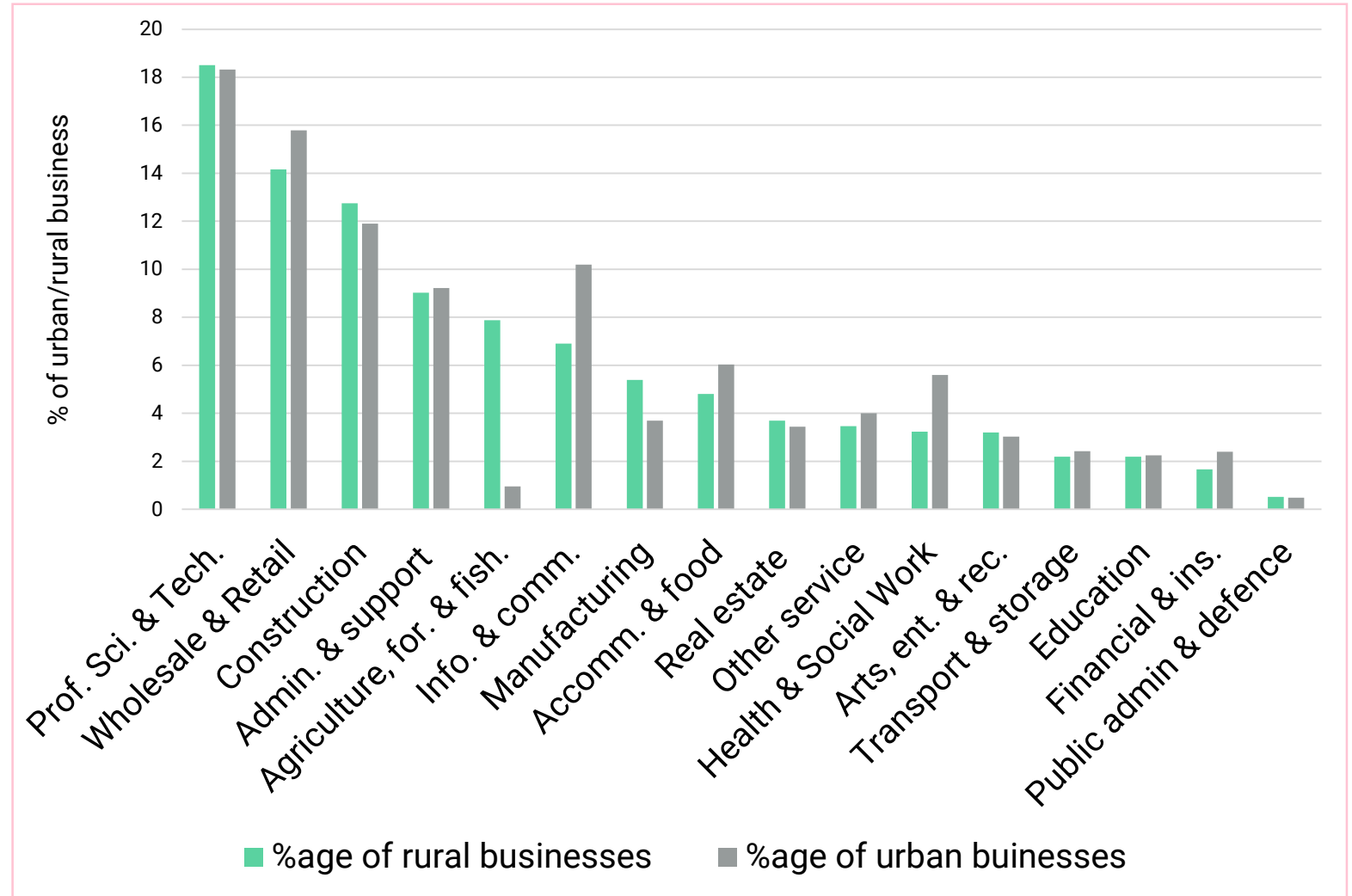
	Rural No.s	%age
Prof. Sci. & Technical	2,830	18.51
Wholesale & Retail	2,165	14.16
Construction	1,950	12.75
Admin. & support	1,380	9.03
Agriculture, for. & fishing	1,205	7.88
Info. & communication	1,055	6.90
Manufacturing	825	5.40
Accommodation & food	735	4.81
Real estate	565	3.70
Other service	530	3.47
Health & Social Work	495	3.24
Arts, ent. & recreation	490	3.20
Transport & storage	335	2.19
Education	335	2.19
Financial & insurance	255	1.67
Public admin & defence	80	0.52
Water & waste	55	0.36
Mining & quarrying	5	0.03
Total	15,290	100.00

Urban and Rural sectoral differences

In both rural and urban Coast to Capital, Professional, Scientific and Technical make up over 18% of all businesses but in rural areas there are higher percentages of businesses in Construction, Agriculture, Forestry & Fishing and Manufacturing.

Rural areas have significantly lower percentages of businesses in Information & Communication, a key knowledge economy sector.

Source: ONS UK Business Counts 2017



Rural economy at local level

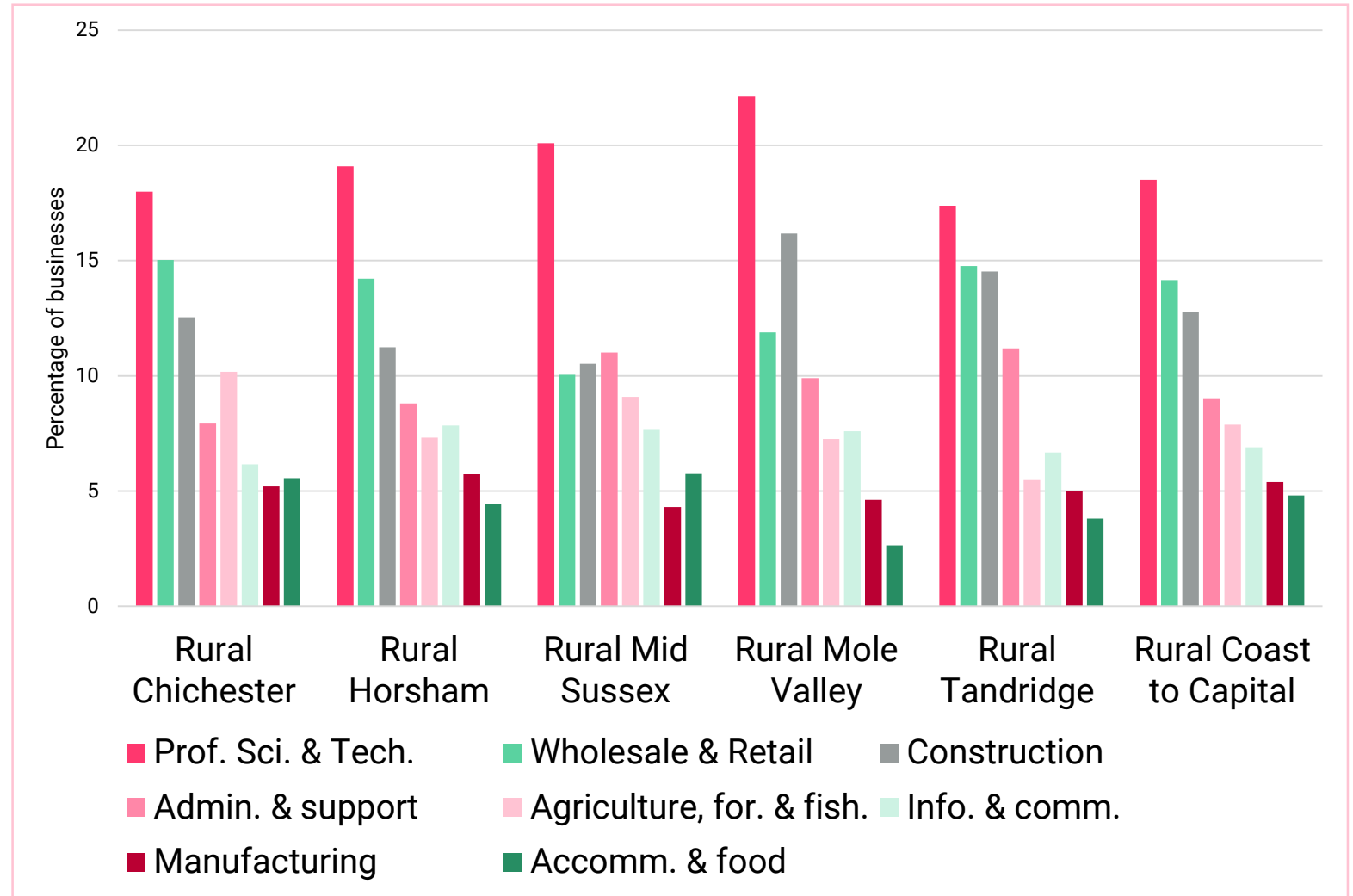
At local authority level in Coast to Capital, the sectoral make up of the rural economy varies.

Rural Mole Valley has the highest concentration of Professional Scientific & Technical businesses (22.11%) and it also has the largest concentration of Construction (16.71%).

Rural Chichester has the biggest percentage of Agriculture, Forestry & Fishing (10.18%), probably due to the presence of horticulture.

Rural Horsham has the highest percentage of rural Manufacturing (5.73%).

Source: ONS UK Business Counts 2017 (Top 8 sectors only)



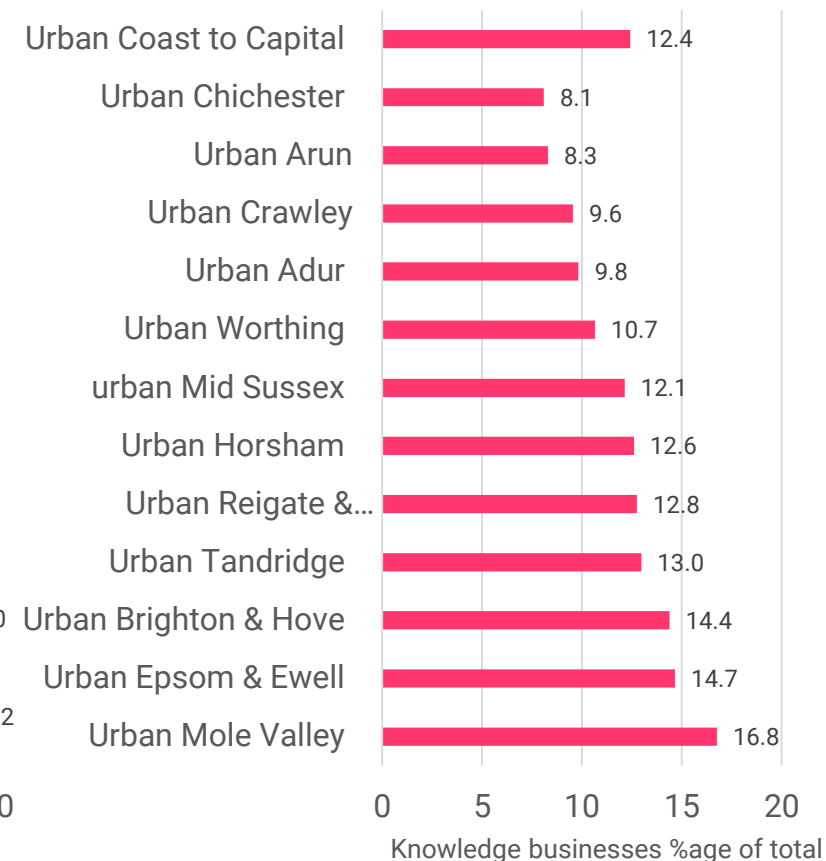
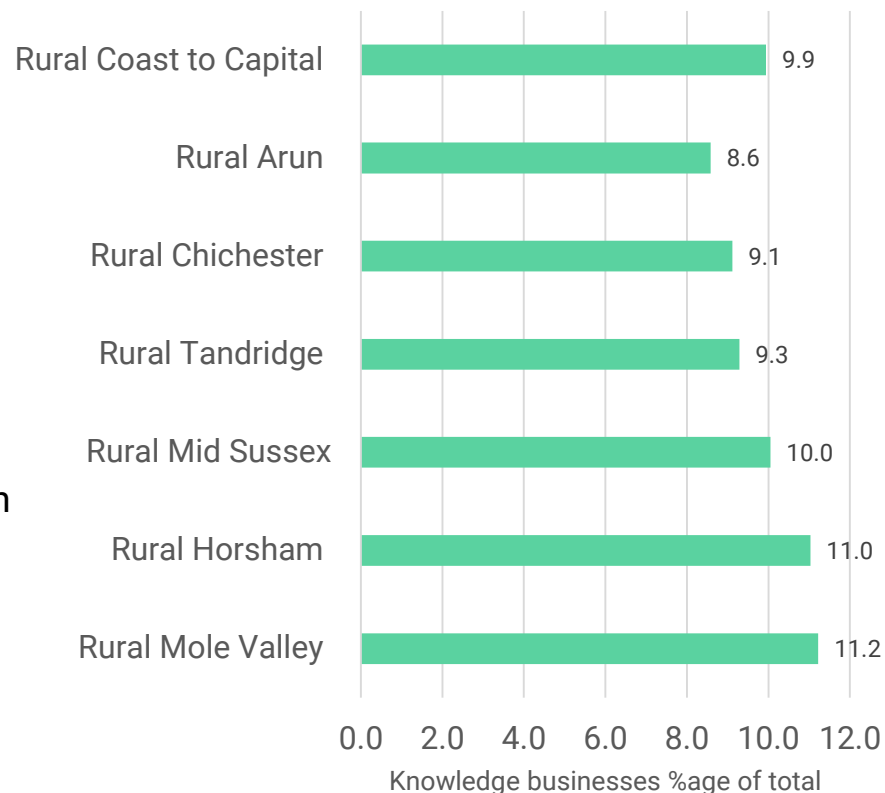
The knowledge economy

The knowledge economy is the part of the economy with greater dependence on knowledge, information and high skills levels and is a driver of increased productivity. The rural economy is less knowledge-intensive than the urban economy in Coast to Capital with 9.9% of businesses in Knowledge Economy sectors compared to 12.4% in urban areas

Mole Valley leads on knowledge economy in both rural and urban areas, while both Rural and Urban Arun and Chichester have the lowest percentages of knowledge economy businesses.

The knowledge economy is heavily concentrated along the M25 corridor in the north and Brighton & Hove in the south.

Source: ONS UK Business Counts 2017



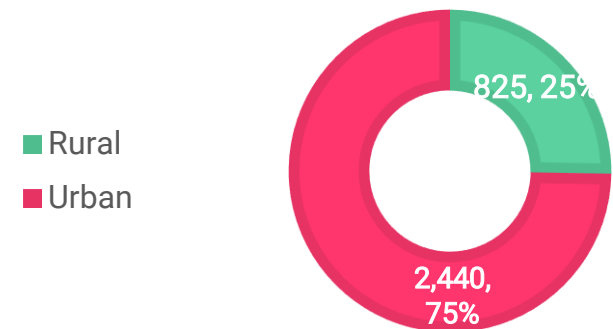
Rural Manufacturing

5.4% of all businesses in Rural Coast to Capital are in Manufacturing compared to 3.7% in Urban Areas.

Of the 3,265 Manufacturing businesses in Coast to Capital, 25% are in Rural and 75% are in Urban Coast to Capital.

Employment shows a similar distribution with 26,600 (75%) of Coast to Capital’s 35,410 manufacturing jobs in Urban areas and 8,810 (25%) in Rural Coast to Capital.

MANUFACTURING BUSINESSES



The majority of Rural manufacturing is in Rural Horsham and Rural Chichester, both of which have a larger average number of employees per manufacturing business.

The highest concentration of Advanced Manufacturing and Engineering (AME) is in Rural Horsham with 35% of rural Manufacturing in this category.

	Rural Arun	Rural Chichester	Rural Horsham	Rural Mid Sussex	Rural Mole Valley	Rural Tandridge	Rural Coast to Capital
Firms	115	220	270	45	70	105	825
Jobs	700	3,500	3,000	700	300	600	8,810
Jobs/firm	6.09	15.91	11.11	15.56	4.29	5.71	10.68
AME	30	60	95	5	20	35	245
%age AME	26.1%	27.3%	35.2%	11.1%	28.6%	33.3%	29.7%

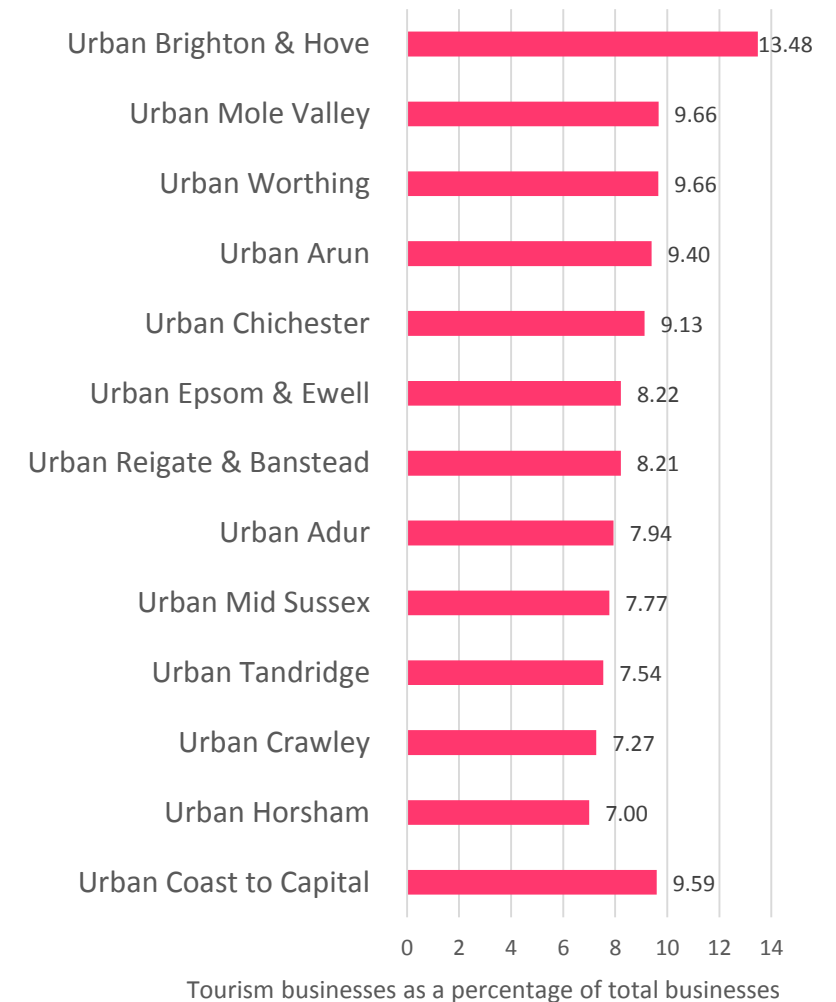
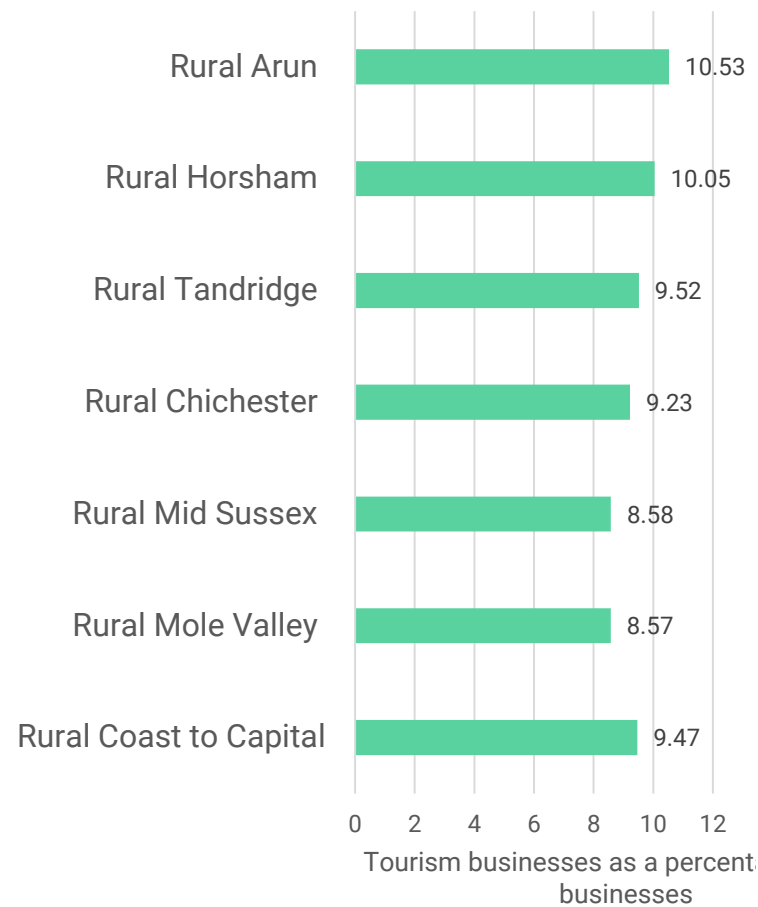
The visitor economy

Both Urban and Rural Coast to Capital have just under 10% of businesses in the visitor economy.

Urban tourism is clustered in Brighton Hove with over 13% of businesses in the sector.

Rural Arun and Rural Horsham are popular locations for tourism businesses, while Mole Valley has the second highest concentration of urban tourism after Brighton and Hove. Much of Rural Mole Valley is protected landscape and this tends to limit business growth.

Source: ONS UK Business Counts using ONS Tourism definition (includes transport)



Rural Economy

Key Findings

- Nearly a fifth or 19% of Coast to Capital's businesses are base in the Rural Area.
- Of the 15,290 rural business population, Horsham has the most with 31% followed by Chichester (27%)
- The biggest sector in Rural Coast to Capital is Professional, Scientific & Technical (18.51%) followed by Wholesale & Retail (14.16%) and Construction (12.75%) while Agriculture, Forestry & Fishing makes up 7.88% of businesses.
- There are differences in the make up of the Urban and Rural business base. Rural Coast to Capital has higher shares of Construction, Agriculture, Forestry & Fishing and Manufacturing and lower shares of Information & Communication and Health & Social work than Urban Coast to Capital
- At local level, there are differences in the rural economy as Rural Chichester is relatively more dependent on Agriculture, Rural Horsham has the highest concentration of rural manufacturing and Rural Mole Valley has the highest concentration of Professional, Scientific & Technical businesses
- The Coast to Capital rural economy is less knowledge intensive than the urban economy with fewer than 10% of businesses in knowledge-intensive sectors compared to 12.4% in Urban areas.
- However, this is largely a problem of the underperformance of the Coastal economy with Rural Arun and Rural Chichester performing particularly poorly on this metric.

Rural Economy

Key findings continued

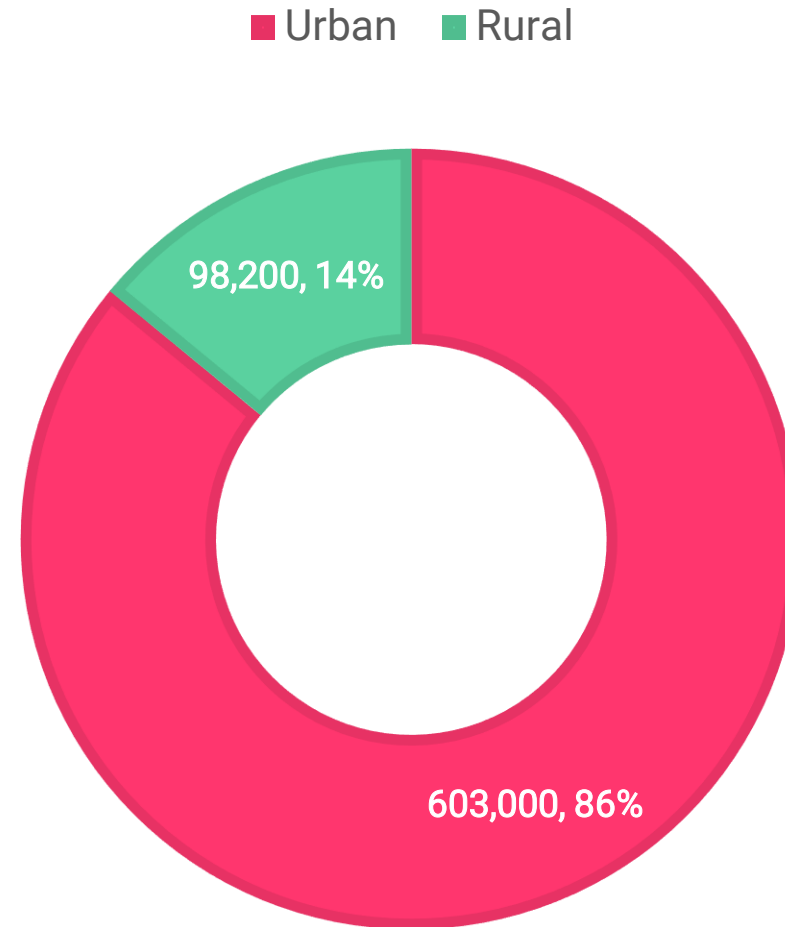
- Manufacturing is a particularly important sector in Rural Coast to Capital. A quarter of Coast to Capital's manufacturing businesses are in rural areas.
- The 825 rural manufacturing businesses provide 8,810 jobs or 25% of Coast to Capital's manufacturing employment.
- The majority of rural manufacturing is based in Rural Chichester and Rural Horsham. Manufacturing firms in these areas tend to have higher numbers of employees per business.
- The highest percentage of rural Advanced Manufacturing and Engineering (AME) is in Rural Horsham where 35% of firms are in this category compared to 30% in Rural Coast to Capital as a whole.
- The visitor economy is an important sector in Rural Coast to Capital where, as in urban areas, it makes up just under 10% of all businesses.
- Rural Arun and Rural Horsham have the highest concentrations of rural tourism businesses but Urban Brighton & Hove outperforms both all other Urban and Rural areas with 13.48% of its businesses in the visitor economy.

Coast to Capital Rural Employment

Urban and Rural jobs

- Of the 701,200 jobs in Coast to Capital, 86% or 603,000 are in urban areas and 14% or 98,200 are in rural areas.
- As 19% of the business population is in Rural Coast to Capital, this implies that rural businesses are smaller than their urban counterparts.
- Rural businesses have an average of 6.41 employees while urban businesses have an average of 7.42 employees

Source: ONS Business Register and Employment Survey (BRES) 2017 Includes self employed/sole proprietors. Does not include farm based employment.



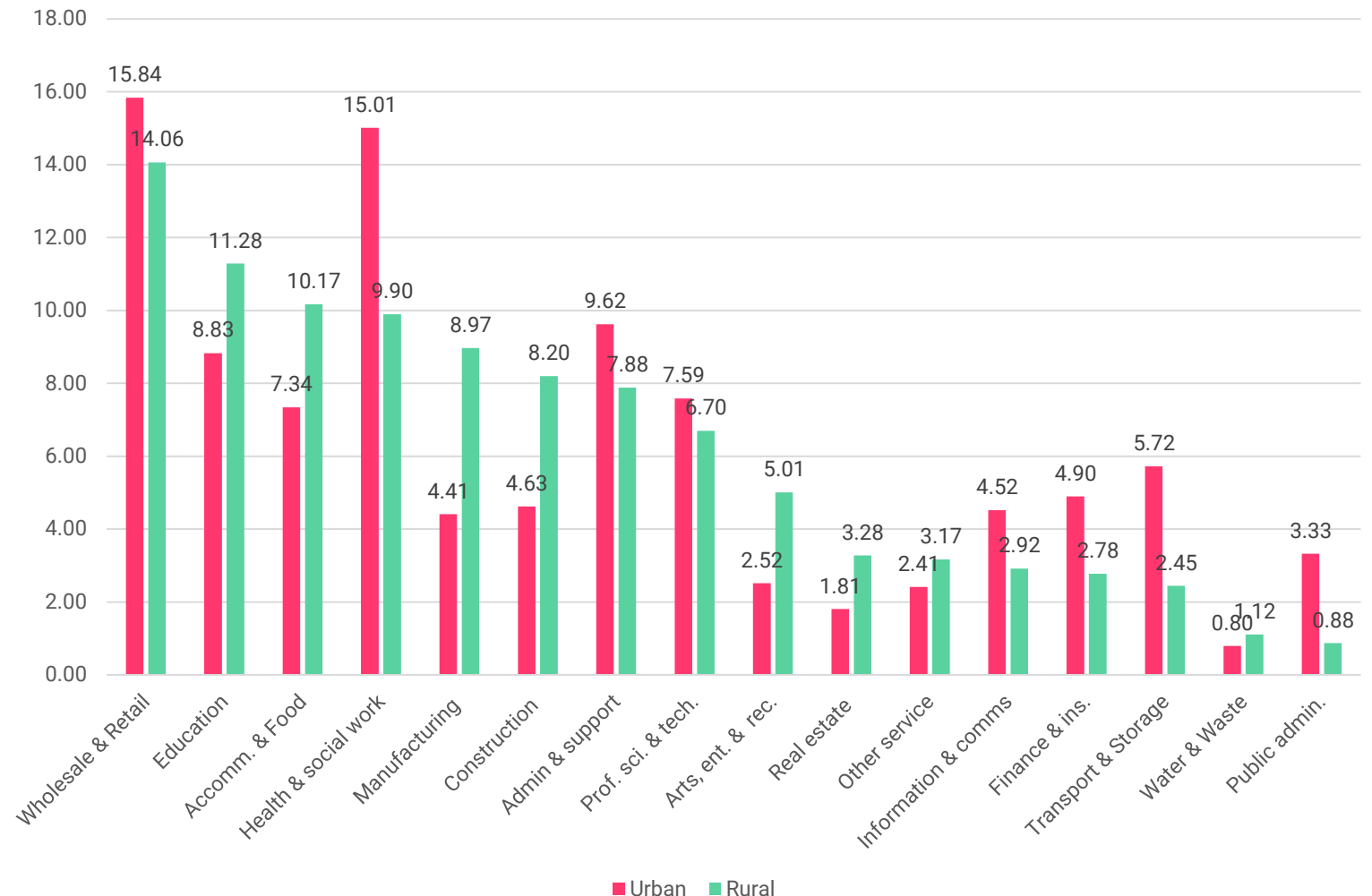
Urban and rural jobs by sector

Just as with business composition, there are differences between urban and rural employment structure in Coast to Capital.

Although Wholesale & Retail provides the highest percentage of jobs in both urban and rural areas, Rural Coast to Capital has significantly more jobs in Education, Accommodation & Food, Manufacturing, Construction and Arts, Entertainment & Recreation.

Urban Coast to Capital has more jobs in knowledge-intensive sectors such as Health, Professional, Scientific and Technical, Information & Communication and Finance & Insurance as well as Public Administration.

Source: ONS Business Register and Employment Survey (BRES) 2017. N.B. Does not include Agriculture as farm-based employment is not included in BRES.



Rural jobs

In numerical terms, the highest numbers of rural jobs are in Rural Horsham ,with 31,000 or 30% reflecting its proximity to Gatwick and the availability of employment space in a number of industrial estates.

The second highest provider of rural jobs is Rural Chichester with 26,000 jobs including 3,500 jobs in Wholesale & Retail and a similar number in Manufacturing.

The largest numbers of jobs in each sector is highlighted in red in the table showing Rural Horsham's and Rural Chichester's importance as employment centres.

Source: ONS Business Register and Employment Survey (BRES) 2017. N.B. Does not include Agriculture as farm-based employment is not included in BRES

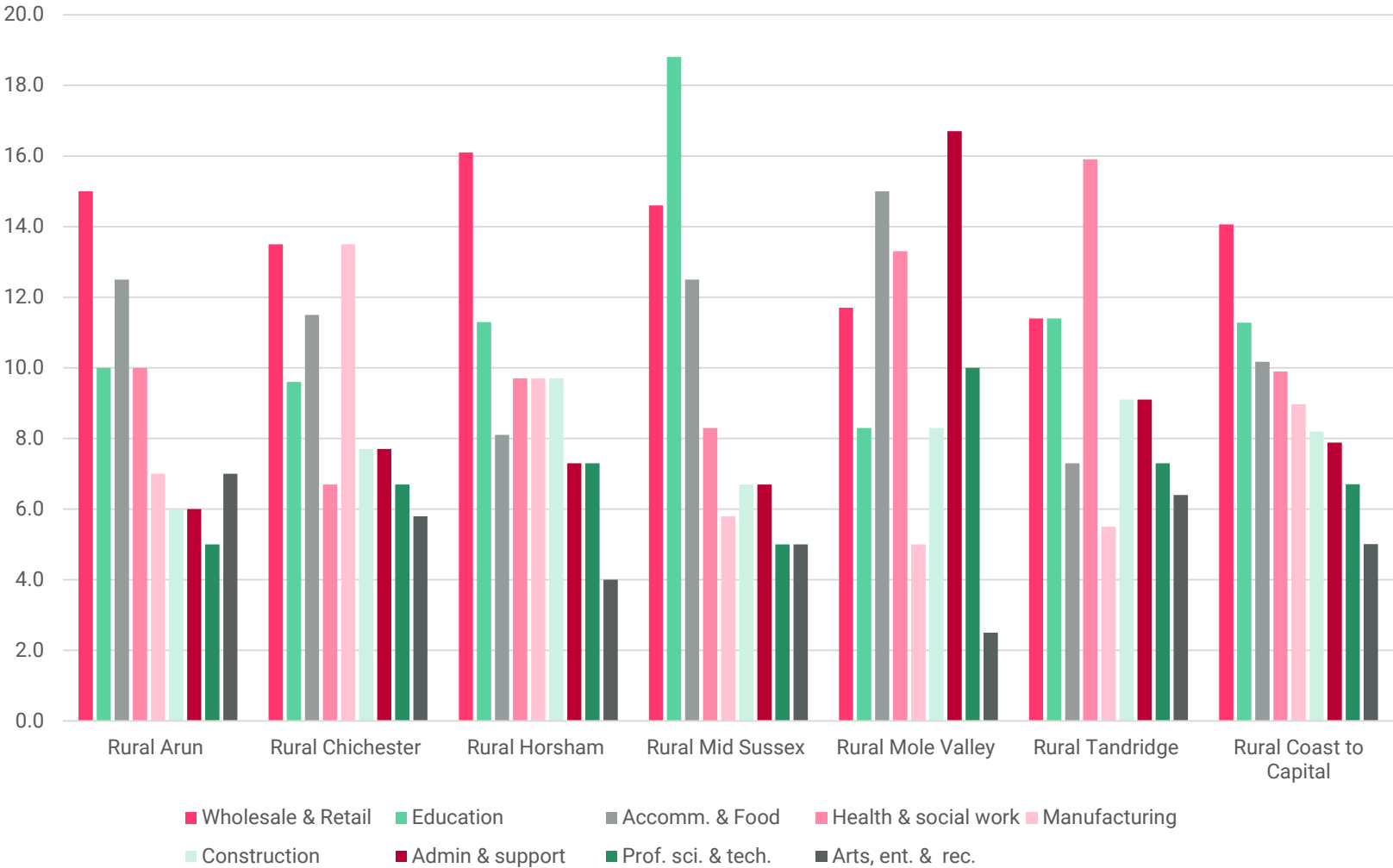
	Rural Arun	Rural Chichester	Rural Epsom & Ewell	Rural Horsham	Rural Mid Sussex	Rural Mole Valley	Rural Reigate & Banstead	Rural Tandridge	Rural Coast to Capital
Wholesale & Retail	1,500	3,500	35	5,000	1,750	700	75	1,250	13,810
Education	1,000	2,500	50	3,500	2,250	500	30	1,250	11,080
Accomm. & Food	1,250	3,000	0	2,500	1,500	900	35	800	9,985
Health & social work	1,000	1,750	400	3,000	1,000	800	20	1,750	9,720
Manufacturing	700	3,500	5	3,000	700	300	5	600	8,810
Construction	600	2,000	50	3,000	800	500	100	1,000	8,050
Admin & support	600	2,000	40	2,250	800	1,000	50	1,000	7,740
Prof. sci. & tech.	500	1,750	35	2,250	600	600	45	800	6,580
Arts, ent. & rec.	700	1,500	10	1,250	600	150	10	700	4,920
Real estate	200	1,250	0	1,000	400	150	20	200	3,220
Other service	175	700	10	1,250	450	225	0	300	3,110
Information & comms	175	500	25	1,250	450	175	40	250	2,865
Finance & ins.	600	500	5	225	175	50	1,000	175	2,730
Transport & Storage	350	400	30	700	300	125	0	500	2,405
Water & Waste	350	75	0	300	125	150	20	75	1,095
Public admin.	250	200	0	125	35	150	0	100	860
Electricity, gas etc.	0	100	0	10	0	0	0	30	140
Mining & Quarr	10	15	0	15	10	0	0	10	60
Column Total	10,000	26,000	700	31,000	12,000	6,000	1,500	11,000	98,200

Rural jobs at local level

At local authority level, there are some notable differences in the rural job structure.

Wholesale & Retail, the sector with the highest percentage of jobs in Rural Coast to Capital as a whole, is concentrated in Rural Arun, Rural Chichester and Rural Horsham while Education is heavily based in Rural Mid Sussex. Above average concentrations of Accommodation and Food are found in Rural Mid Sussex, Rural Arun and Rural Chichester, while Rural Manufacturing jobs are over-represented in Chichester with over 13% of all jobs in Manufacturing.

Source: ONS Business Register and Employment Survey (BRES) 2017. N.B. Does not include Agriculture as farm-based employment is not included in BRES



Rural and urban wages

Coast to Capital Rural residents' median weekly wages are £32 or 6.02% higher than those of their urban counterparts.

Those with the skills in affluent urban areas will tend to commute to better paid jobs elsewhere.

The situation is reversed for workplace wages which are £10 per week or 1.9% lower, reflecting the less knowledge intensive nature of the rural economy and its dependence on low value added employment.

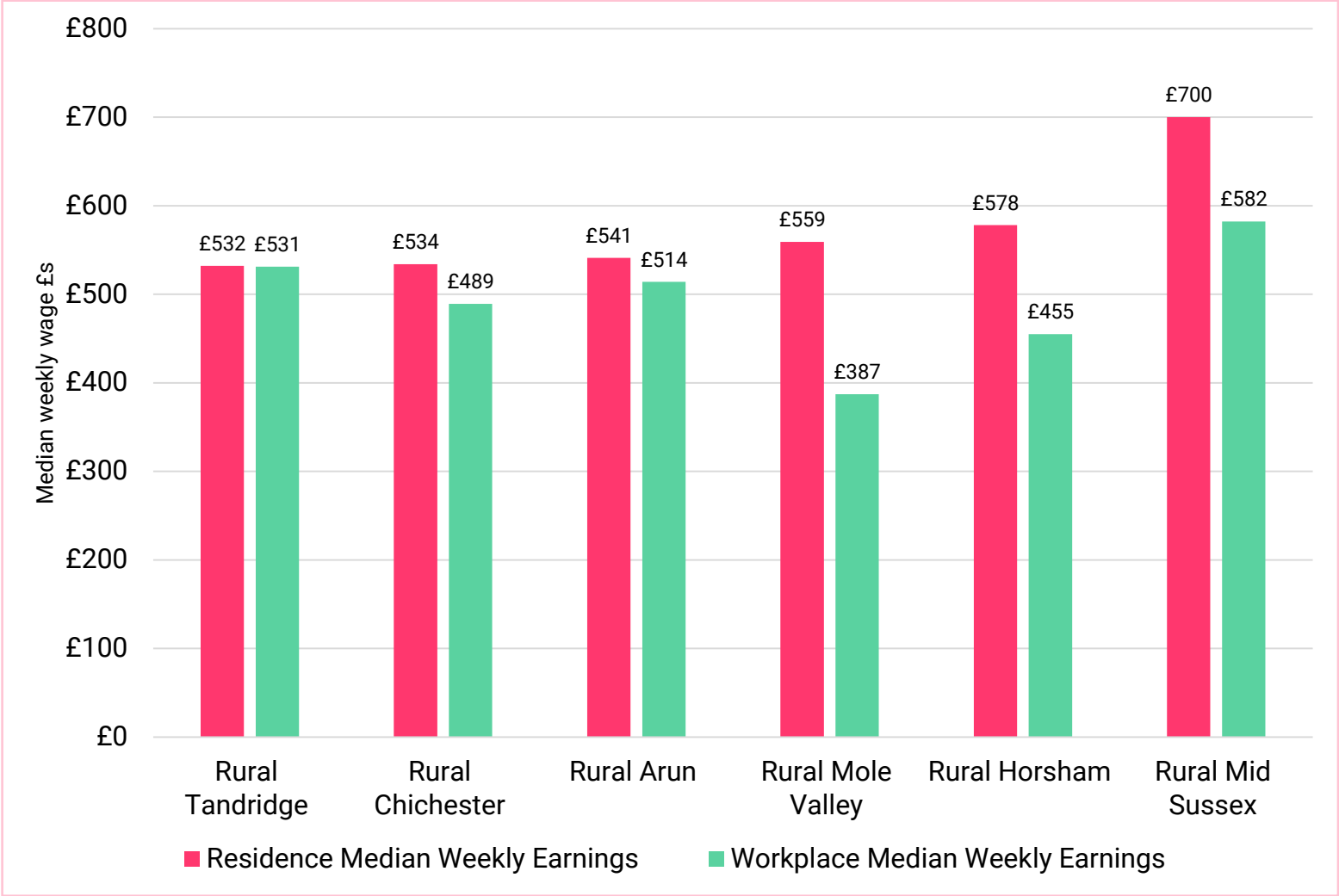


Rural residence and workplace wages

Across Rural Coast to Capital, both residence and workplace based median weekly wages vary quite considerably.

Median residence-based weekly wages range from £700 in Rural Mid Sussex to £532 in Rural Tandridge, 24% lower.

The highest rural workplace wages are also in Rural Mid Sussex while the lowest are in Rural Mole Valley, at £387, a difference of over a third.



Rural employment

Key findings

Note: Farm based employment data are not included in BRES statistics as they are provided separately by Defra and are not included as they are not compatible.

- 98,200 or 14% of Coast to Capital's jobs are in rural areas, lower than the percentage share of the LEP's business population and indicating that rural businesses have fewer employees than urban ones.
- The Wholesale & Retail sector provides the greatest numbers of jobs in both rural and urban areas but Rural Coast to Capital is slightly less dependent on this sector. This could make it more resilient to further shrinkage in the retail sector, along with the lower presence of multiples in many rural towns.
- Rural Coast to Capital has significantly more jobs in Education, Accommodation & Food, Manufacturing, Health & Social Work and Construction.
- Together with Wholesale & Retail, these sectors are the biggest employers in rural areas.
- Urban Coast to Capital has more jobs in knowledge intensive sectors such as Professional, Scientific & Technical, Information & Communication and Finance & Insurance.
- Rural Horsham and Rural Chichester provide the highest percentages of rural jobs and are important employment centres with 57,000 jobs or 58% of Rural Coast to Capital jobs between them.
- Rural Manufacturing, Accommodation & Food and Arts, Entertainment & Recreation jobs tend to be concentrated in Rural Chichester, while Rural Horsham leads on Wholesale & Retail and Education. Rural Reigate and Banstead has a high concentration of Finance and Insurance businesses.
- The highest residence based wages are in rural Coast to Capital but rural workplace wages are lower than urban workplace wages. The gap between the well off with skills in rural areas who commute out to higher paid employment and those who work locally in lower value jobs is evident.

Coast to Capital GVA

Coast to Capital GVA

GVA

GVA data are not available below Local Authority level. Defra's Rural Urban Classification (RUC) system identifies, 2 Coast to Capital Districts, Tandridge and Mole Valley, as including significantly rural areas and 2, Chichester and Horsham as being largely rural.

Lewes and Croydon have been included for comparison purposes

GVA data at local authority level indicates that GVA growth has been below Coast to Capital average in 3 out of the 4 more Rural local authorities between 2012 and 2016, the latest year for which data are available.

Source: ONS Regional Productivity Data (balanced method)

	GVA £sm 2016	GVA growth 2012-16	Defra Rural/Urban Classification (RUC)			
Crawley	4,977	29.91	Urban w. City & Town			
Lewes	2,049	25.17	Urban w. Significant Rural inc. hub towns			
Brighton & Hove	7,349	19.36	Urban w. City & Town			
Horsham	3,573	17.80	Largely Rural inc. hub towns			
Adur	1,169	15.74	Urban w. City & Town			
Mid Sussex	3,622	14.15	Urban w. City & Town			
Coast to Capital	50,752	13.70	N/A			
Tandridge	2,225	13.46	Urban w. Significant Rural inc. hub towns			
Mole Valley	3,503	11.81	Urban w. Significant Rural inc. hub towns			
Croydon	7,727	11.15	Urban w. Major Conurbation			
Epsom & Ewell	1,989	9.11	Urban w. Major Conurbation			
Arun	2,549	8.89	Urban w. City & Town			
Chichester	3,132	7.67	Largely Rural inc. hub towns			
Reigate & Banstead	4,302	4.47	Urban w. City & Town			
Worthing	2,586	1.02	Urban w. City & Town			

GVA per job

The more rural districts of Mole Valley, Tandridge and Horsham perform well on GVA per job. If Croydon is not included, they are the top three local authority districts in Coast to Capital.

Manufacturing is an important contributor to productivity so the higher concentration of manufacturing in rural areas may be a factor.

However, the very poor performance of Chichester on this metric would tend to go against the trend.

Source: ONS Regional Productivity Data (balanced method)

	GVA per Job	Defra's Rural Urban Classification (RUC)			
Mole Valley	77,844	Urban w. Significant Rural inc. hub towns			
Tandridge	69,531	Urban w. Significant Rural inc. hub towns			
Croydon	66,043	Urban w. Major Conurbation			
Horsham	64,964	Largely Rural inc. hub towns			
Epsom & Ewell	64,161	Urban w. Major Conurbation			
Reigate & Banstead	63,265	Urban w. City & Town			
Mid Sussex	61,390	Urban w. City & Town			
Coast to Capital	59,920	N/A			
Adur	58,450	Urban w. City & Town			
Lewes	56,917	Urban w. Significant Rural inc. hub towns			
Arun	55,413	Urban w. City & Town			
Worthing	55,021	Urban w. City & Town			
Brighton & Hove	53,642	Urban w. City & Town			
Crawley	53,516	Urban w. City & Town			
Chichester	51,344	Largely Rural inc. hub towns			

Coast to Capital GVA

Key findings

Note: GVA data are not available below Local Authority District Level and 2016 is the most recent year available

- Growth in output (GVA) between 2012 to 2016 has been below the LEP average in 3 out of the 4 more rural local authority districts, i.e.:
 - Tandridge (Urban with Significant Rural)
 - Mole Valley (Urban with Significant Rural)
 - Chichester (Largely Rural)
 - Horsham's growth has been above average.
- Total output from the four more rural Local Authority Districts was £12,433m in 2016, or just over 30% of Coast to Capital output of £40,976m. (not including Croydon and Lewes)
- These four more rural local authorities contain 27,340 businesses, or 33.6% of the LEP's business base.
- ON GVA per job, Horsham, Tandridge and Mole Valley perform above average.
- If Croydon is not included, they are the top three on this measure.
- This may be in part due to the above average presence of manufacturing which tends to have high GVA per job.
- However this does not account for the poor performance of Chichester on this measure which has the lowest GVA per job of all Coast to Capital local authorities.

Coast to Capital Rural Population

Rural Urban population split

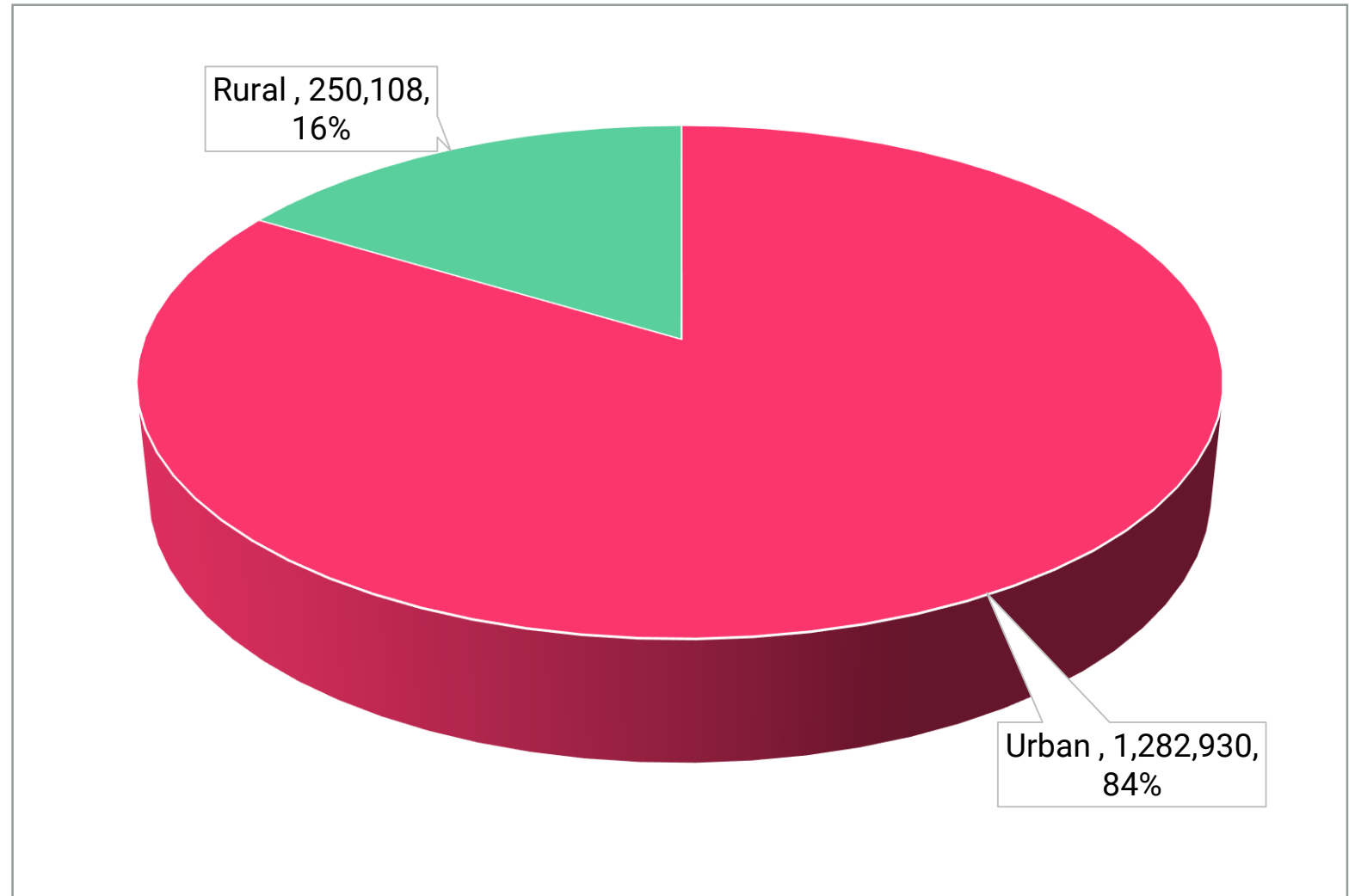
Just over a quarter of a million or 16% of Coast to Capital's population live in the rural area.

This is lower than the Rural area's 20% share of the business population and means that Rural Coast to Capital has more businesses per head than Urban Coast to Capital .

There are 611 businesses per 10,000 population in Rural Coast to Capital compared to 450 in England

There are 479 businesses per 10,000 population in Coast to Capital compared to 380 in England (excluding London)

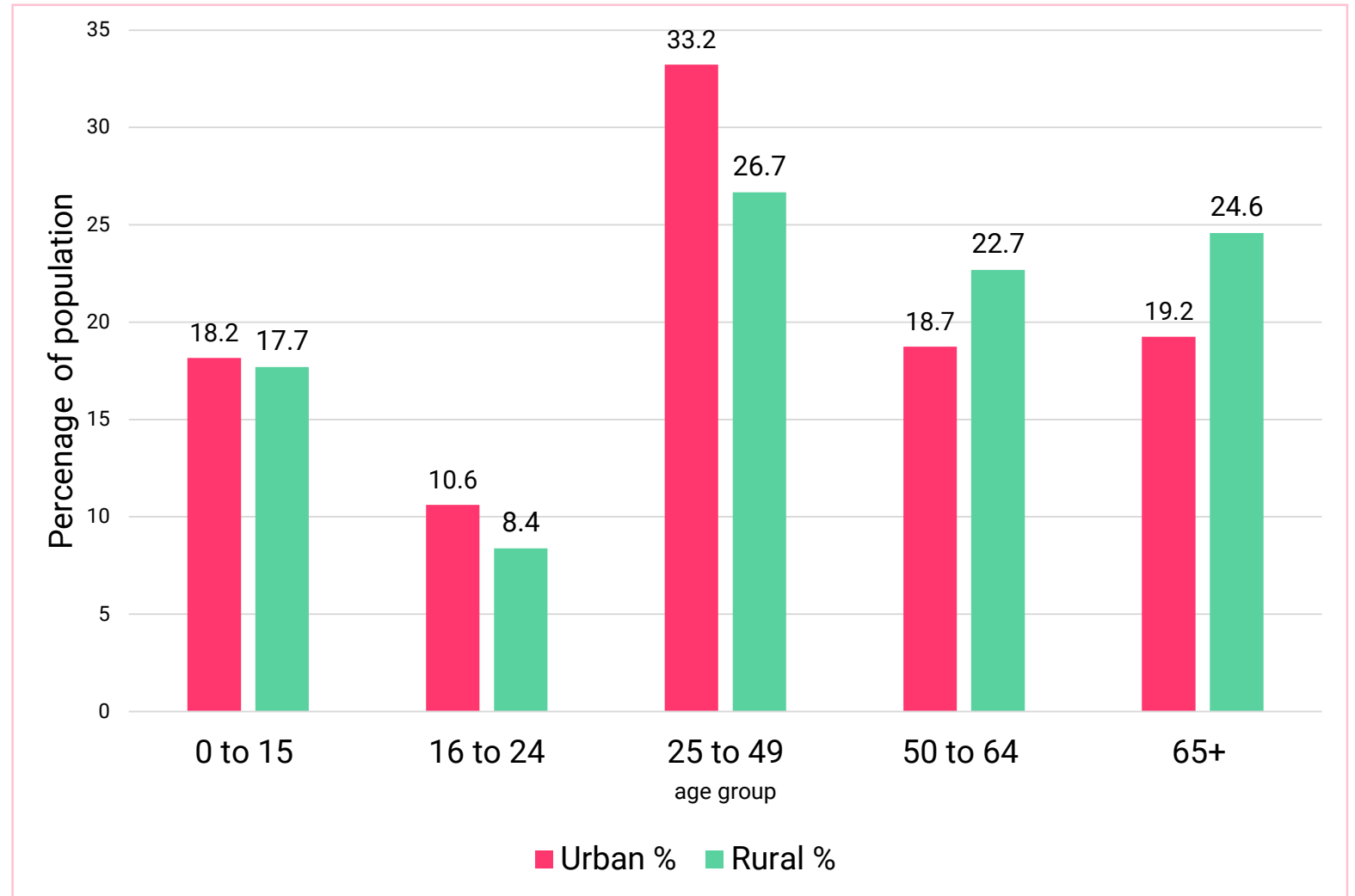
Source: ONS Mid Year Population estimates 2017



Coast to Capital Rural Urban Population Age Profile

Rural Coast to Capital has a lower percentage of population in the under 50s and a higher percentage of its population in the 50+ and 65+ age brackets.

Source: ONS Mid Year Population Estimates 2017

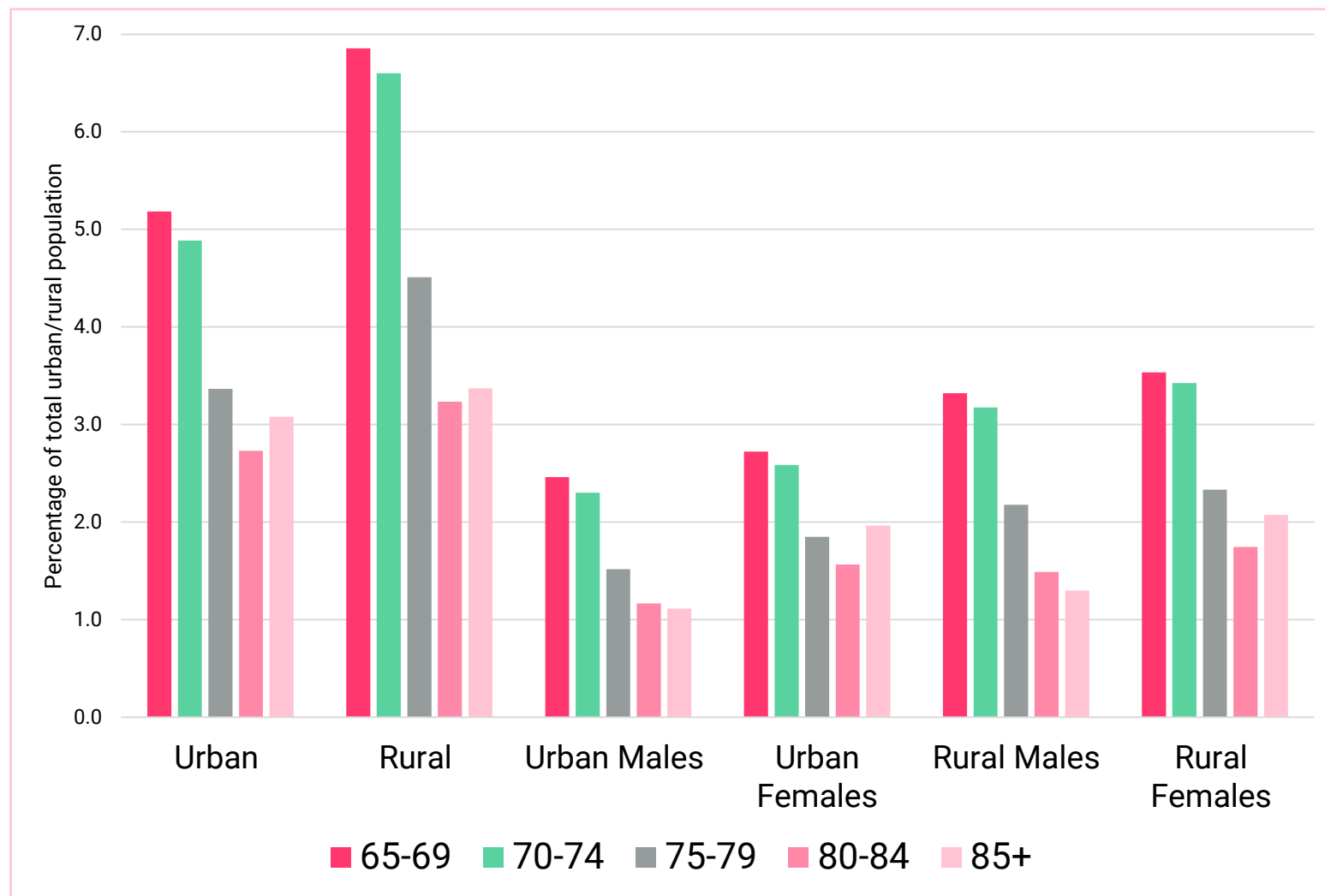


Ageing population

There are significantly more rural residents in the 65-69, 70-74 and 75-79 age brackets but in the over 80s, the disparity is less obvious.

There are more females than males in all the older age groups but, when split by gender, the highest percentages of older people are rural females.

Source: ONS Mid Year Population Estimates 2017



Population growth

The urban population grew at a faster rate than the rural population in Coast to Capital between 2011 and 2017. The urban population increased by 5.47% compared to 4.01% in the rural area.

In both urban and rural fastest rate of growth was in the 70 to 74 age bracket with an increase of 38.96% in Rural Coast to Capital and 32.36% in Urban Coast to Capital.

The Rural area experienced a net decline in population in the 16 to 49 age range, contributing to the faster population ageing in rural areas.

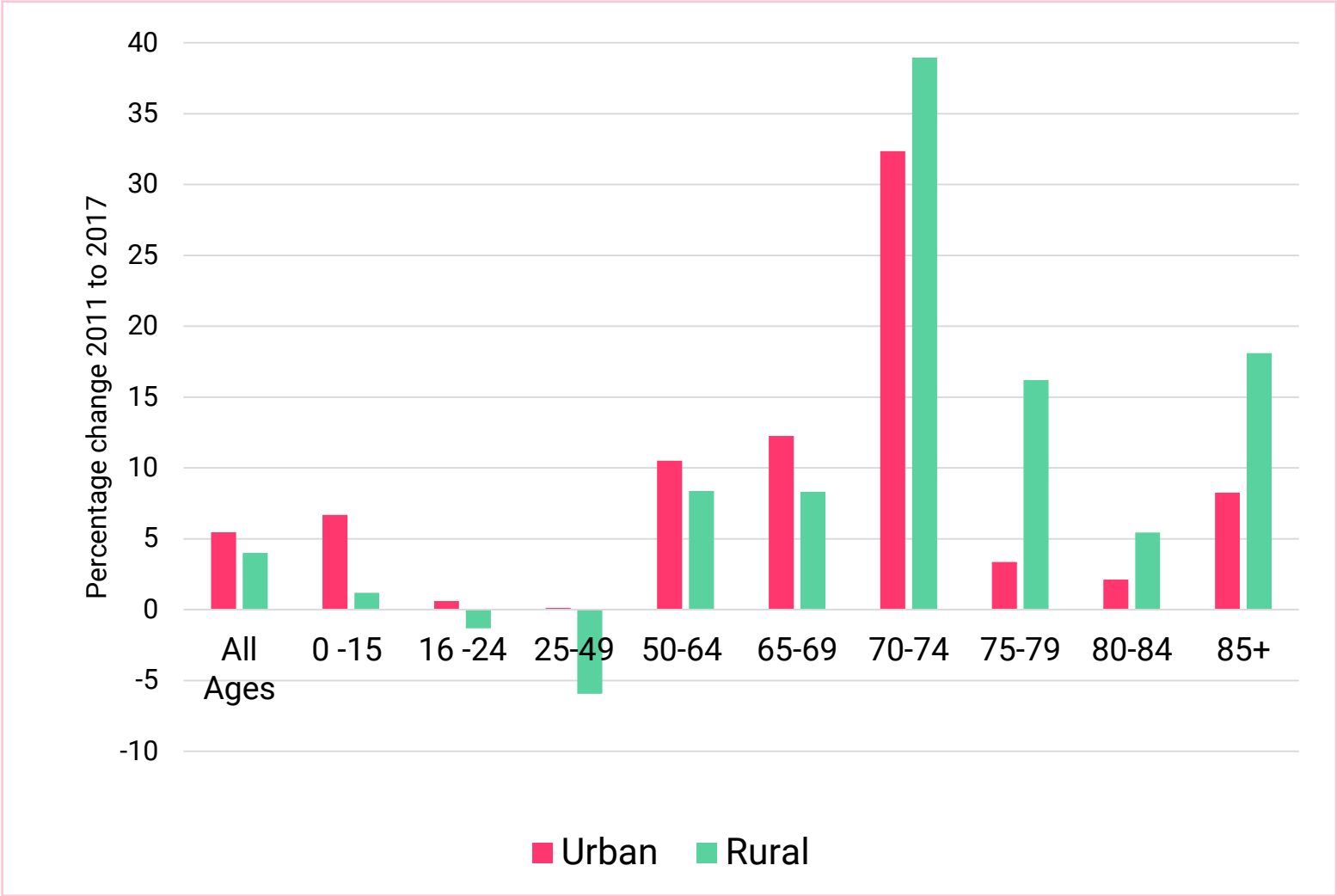
Source: ONS Mid Year Population Estimates

Age	Rural change No.s 2011-2017	Rural %age change 2011-2017	Urban change No.s 2011-2017	Urban %age change 2011-2017
All Ages	9,646	4.01	66,487	5.47
Aged 0 to 15	523	1.20	14,601	6.69
Aged 16 to 24	-279	-1.31	808	0.60
Aged 25 to 49	-4,212	-5.94	488	0.11
Aged 50 to 64	4,386	8.38	22,854	10.50
Aged 65-69	1,317	8.32	7,264	12.27
Aged 70-74	4,628	38.96	15,324	32.36
Aged 75-79	1,572	16.19	1,404	3.36
Aged 80-84	418	5.45	730	2.13
Aged 85+	1,293	18.10	3,014	8.26
Total	28,520		160,710	

Population Growth

The chart illustrates graphically the faster rate of ageing in Rural Coast to Capital compared to Rural Coast to Capital with the rural population aged 70 and above showing significantly higher increases as the “baby boomer bulge” works its way through with implications for demand for housing and social care in the near future.

Source: ONS Mid Year Population Estimates



Coast to Capital Rural Population

Key findings

- Just over a quarter of a million people or 16% of Coast to Capital's population live in the rural area.
- This is lower than Rural Coast to Capital's share of the LEP's business population, meaning that there are fewer businesses per head than in Urban Coast to Capital.
- Rural Coast to Capital has a lower percentage of people in the under 50 age bracket and a higher percentage in the 50+ age groups than Urban Coast to Capital.
- The gap is particularly significant in the 65 to 79 age group, but less obvious in the over 80s.
- The highest percentages of older people in all age groups are female.
- The population grew by 5.5% in Urban Coast to Capital and 4.0% in Rural Coast to Capital between 2011 and 2017.
- The rural population is growing faster than the urban population in the LEP.
- The fastest rate of growth is in the 70 to 74 age bracket which increased by 4,628 people or 39% in Rural Coast to Capital between 2011 and 2017 as the "baby boomer bulge" works its way through.

Deprivation

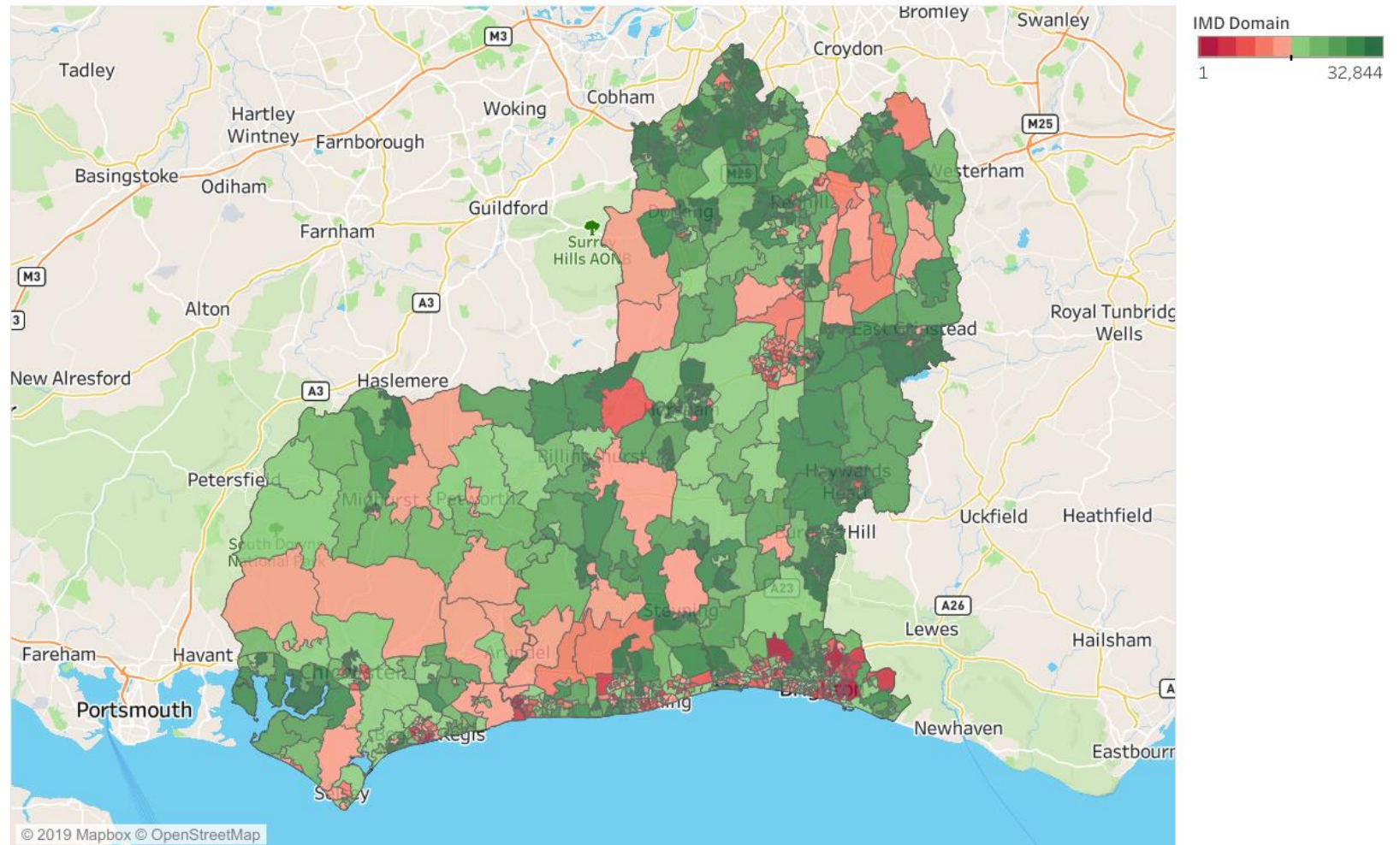
Deprivation

Deprivation in Coast to Capital

The map shows the deprivation at Lower Super Output Area (LSOA) level across the whole of Coast to Capital, rural and urban where 1 (dark red) is in the most deprived nationally.

The majority of the areas in the most deprived decile are along the coast, particularly in Brighton & Hove and Arun.

Source: Index of Multiple Deprivation
2019

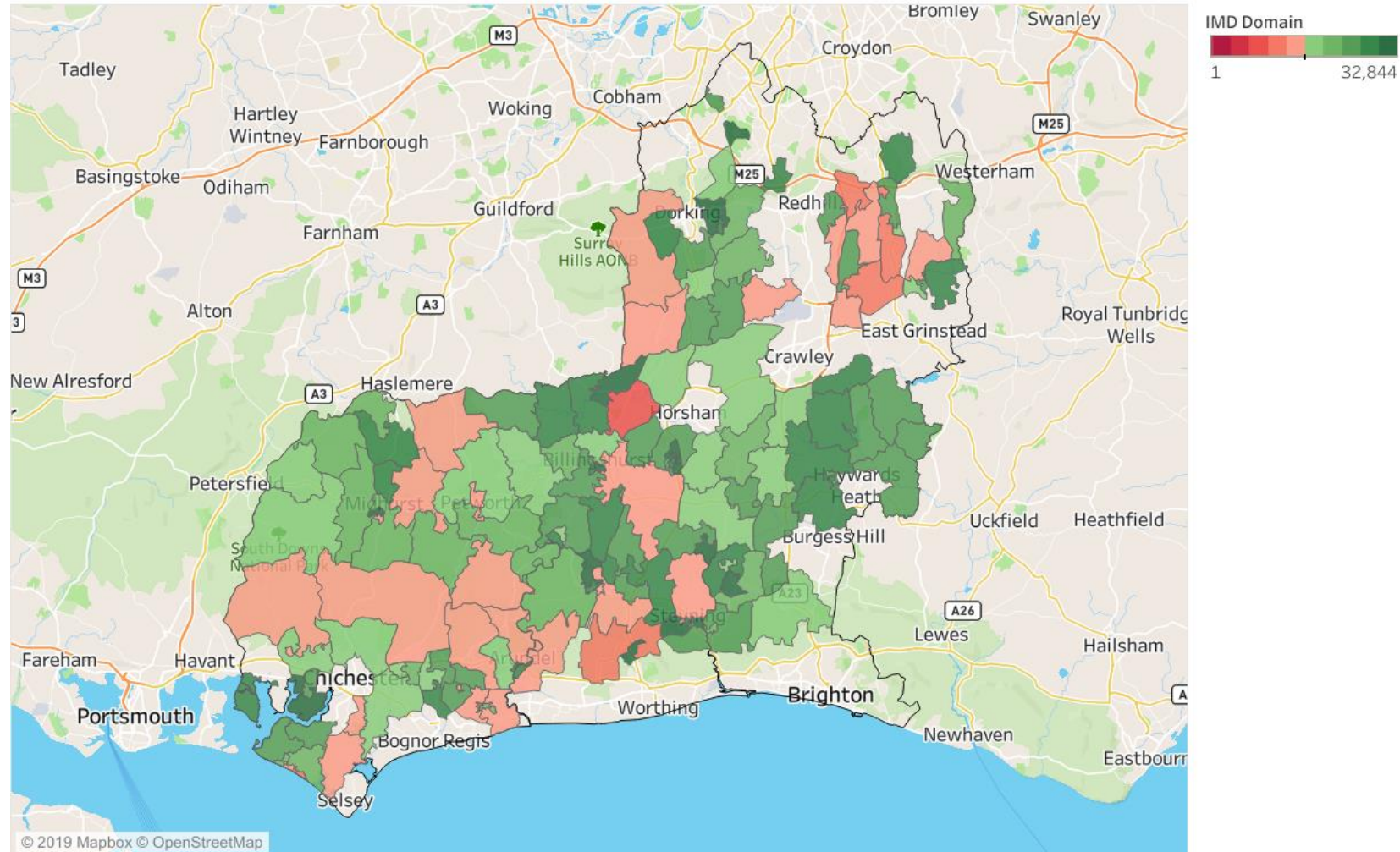


Rural deprivation

Deprivation as a whole is more acute in urban areas.. The map shows the rural LSOAs only in Coast to Capital and although the pink areas are in the bottom half of LSOAs nationally, they are largely in the fifth decile.

However, 3 rural LSOAs in Tandridge and 1 rural LSOA in Worthing are in the fourth decile and one rural LSOA in Horsham is in the top 30% of the most deprived areas nationally on the IMD.

Source: Index of Multiple Deprivation 2019



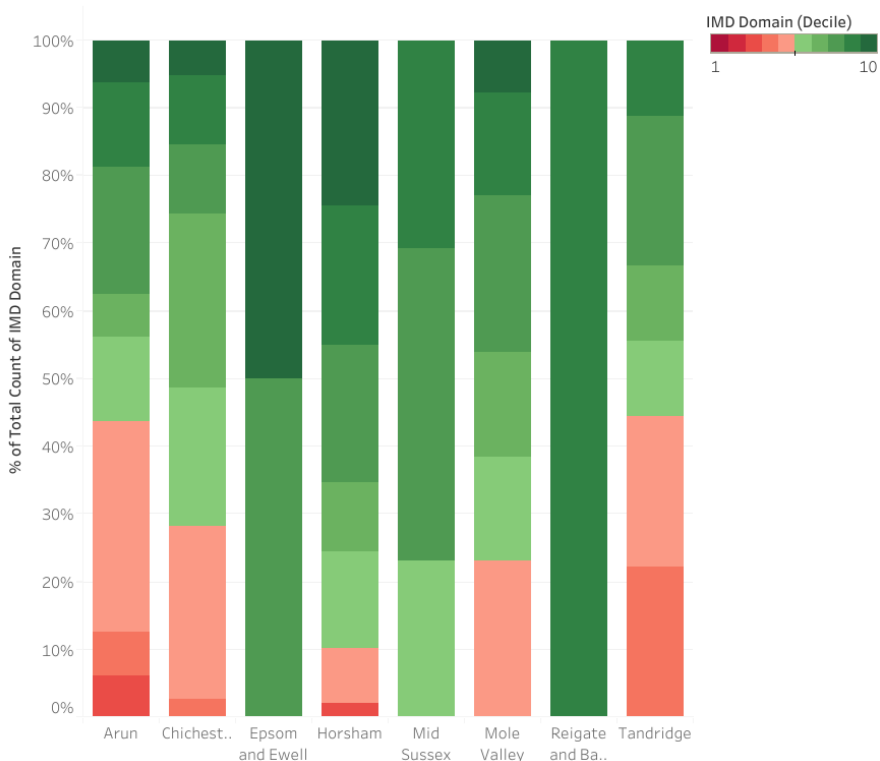
Rural and urban deprivation by local authority

The charts show the percentage of LSOAs in each IMD decile by Local Authority, split by rural and urban classification. They show a pattern of more severe deprivation along the urban coastal districts and Crawley.

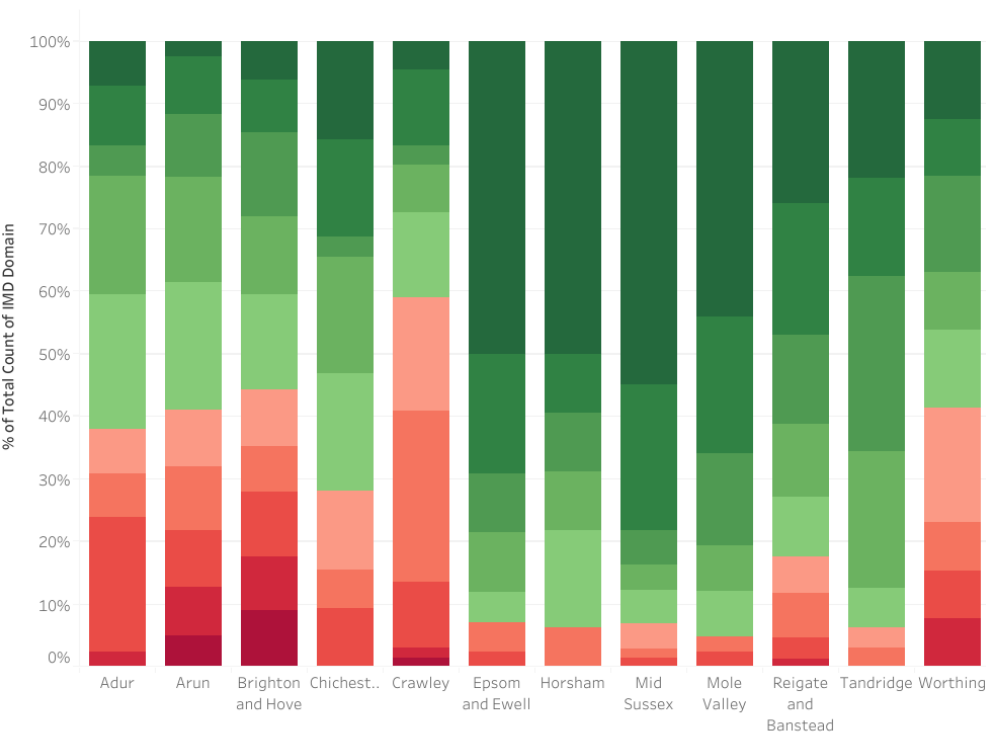
Rural Arun and Rural Tandridge are the most deprived in Rural Coast to Capital but Urban Crawley scores least well over all with nearly 60% of its LSOAs ranked in the bottom half nationally.

NB: four local authorities have no rural area: Adur, Brighton & Hove, Crawley and Worthing.

Rural LSOAs (Decile)



Urban LSOAs (Decile)

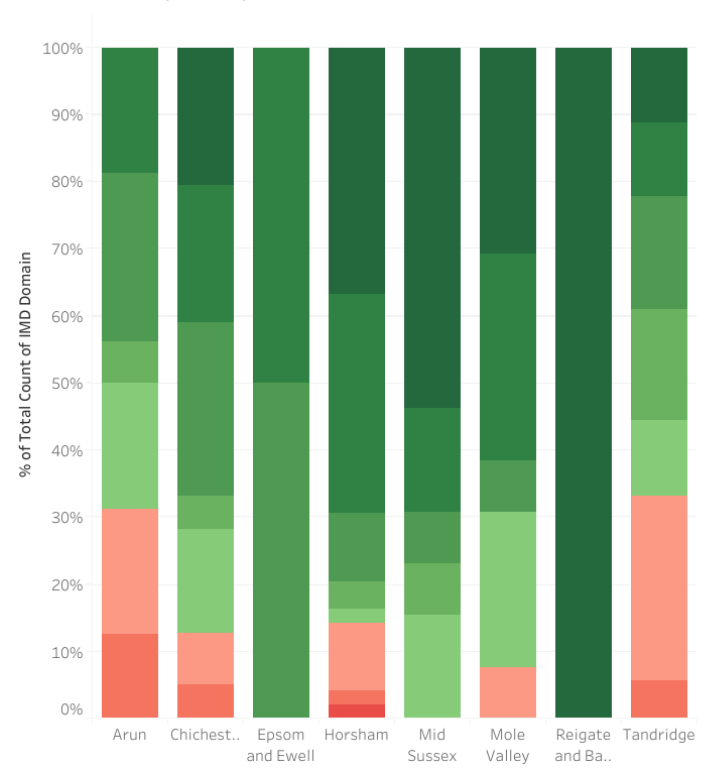


Employment domain

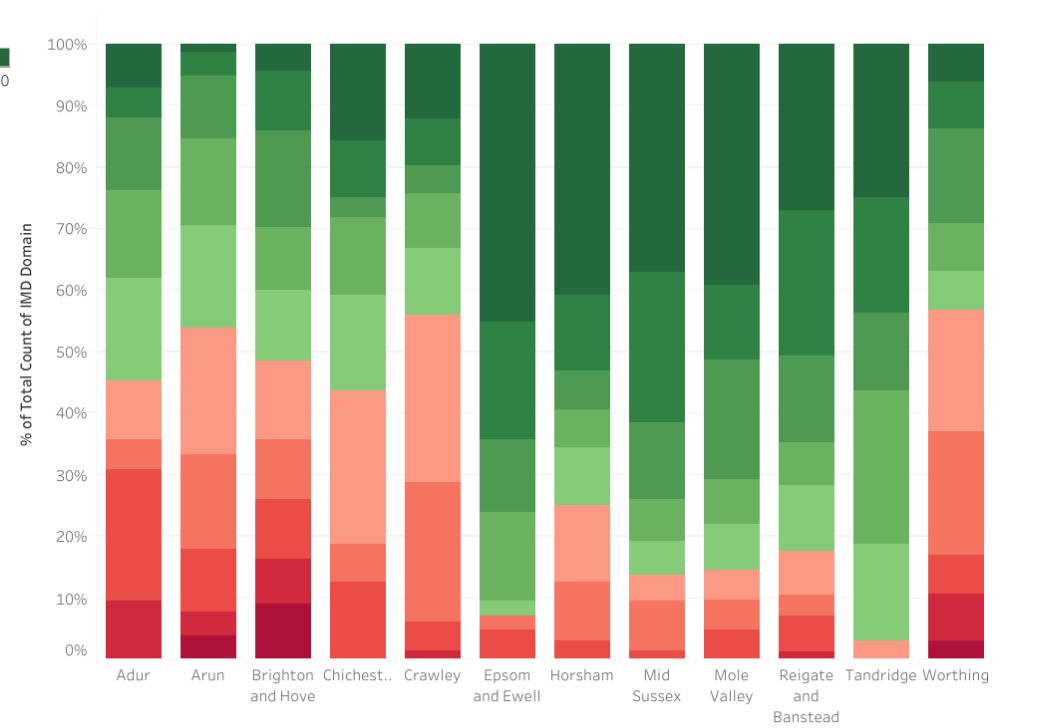
Rural Arun and Rural Tandridge are ranked the most deprived on the employment domain in Rural Coast to Capital although Crawley and Worthing, which are both predominantly urban local authorities, are ranked highest overall on this metric with Arun in third place.

This domain measures the proportion of the working age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.

Rural LSOAs (Decile)



Urban LSOAs (Decile)

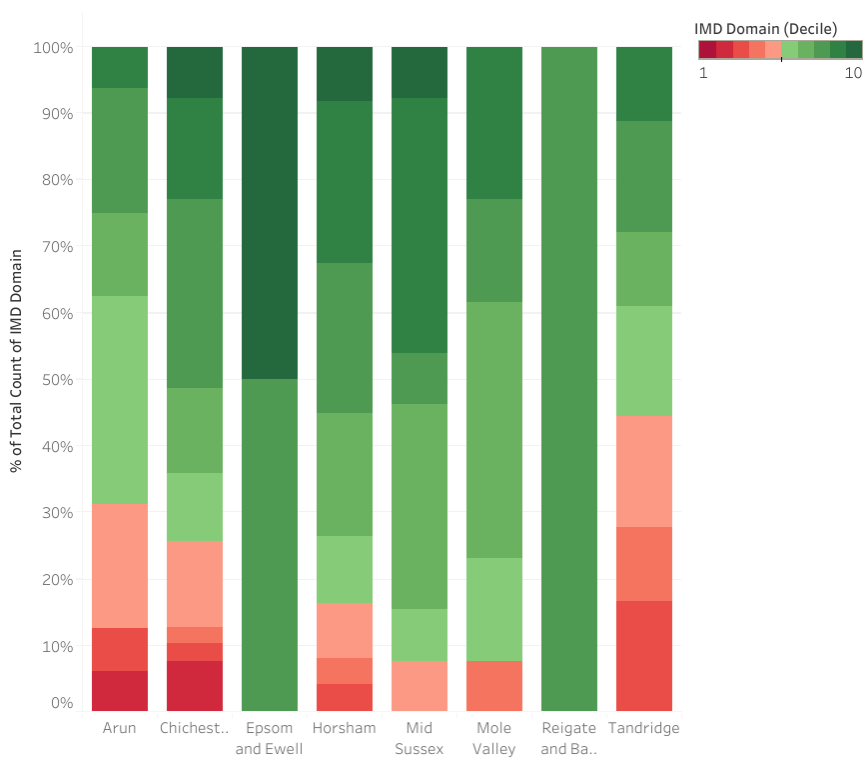


IMD Education domain

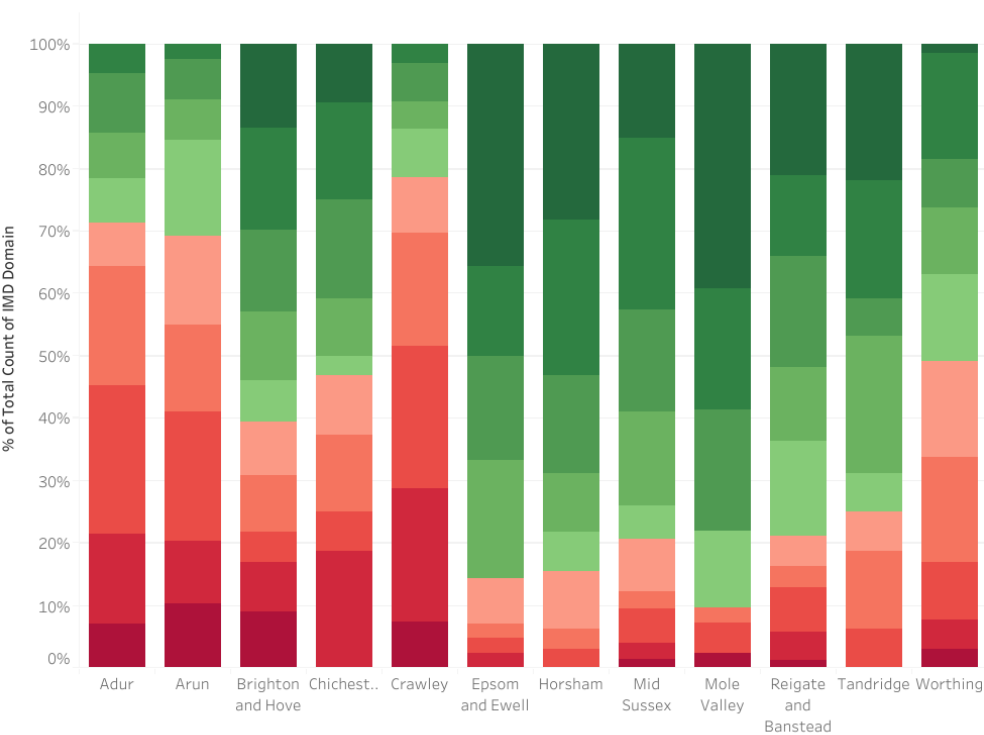
On the education domain, Rural Tandridge and Rural Arun face the highest levels of deprivation in Rural Coast to Capital but it is urban Coast to Capital where the situation is more challenging; Adur, Arun and Brighton & Hove all have more than two thirds of their LSOAs ranked in the bottom half nationally.

The Education, Skills and Training Deprivation Domain measures the lack of attainment and skills in the local population. The indicators fall into two sub-domains: one relating to children and young people, and one relating to adult skills.

Rural LSOAs (Decile)



Urban LSOAs (Decile)

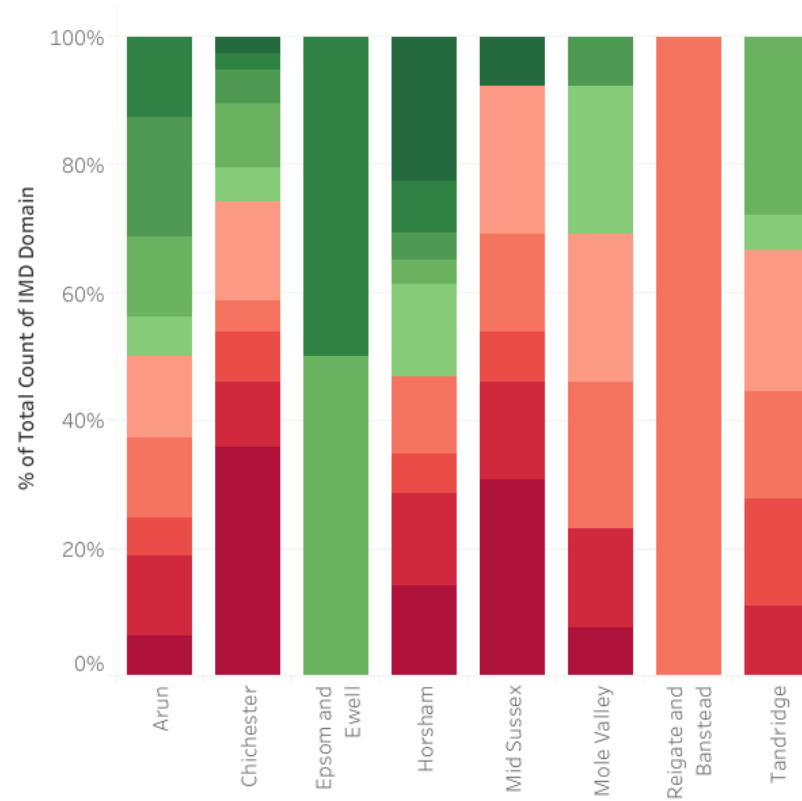


IMD Living Environment

Residents in Rural Coast to Capital are significantly more disadvantaged in terms of living environment than their urban counterparts in the same local authorities. However, the majority of LSOAs in the predominantly urban areas of Adur and Brighton & Hove and Worthing are in the bottom 50% nationally on this metric.

The Living Environment Deprivation Domain measures the quality of the local environment. The indicators fall into two sub-domains. The indoors living environment measures the quality of housing; while the outdoors living environment contains measures of air quality and road traffic accidents

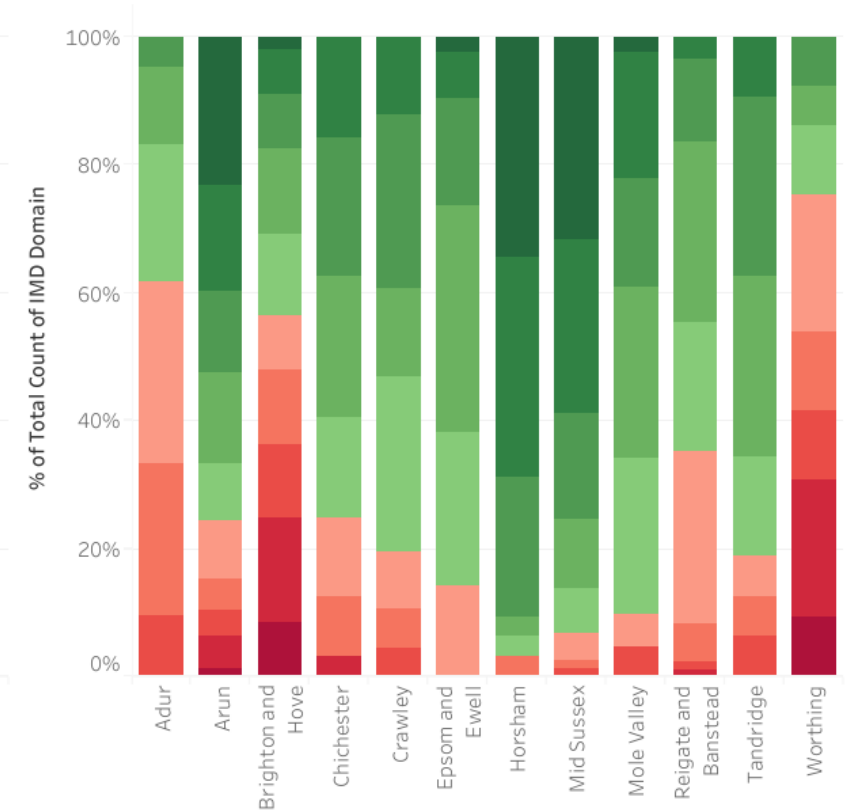
IMD Domain
Living Environment



IMD Domain (Decile)



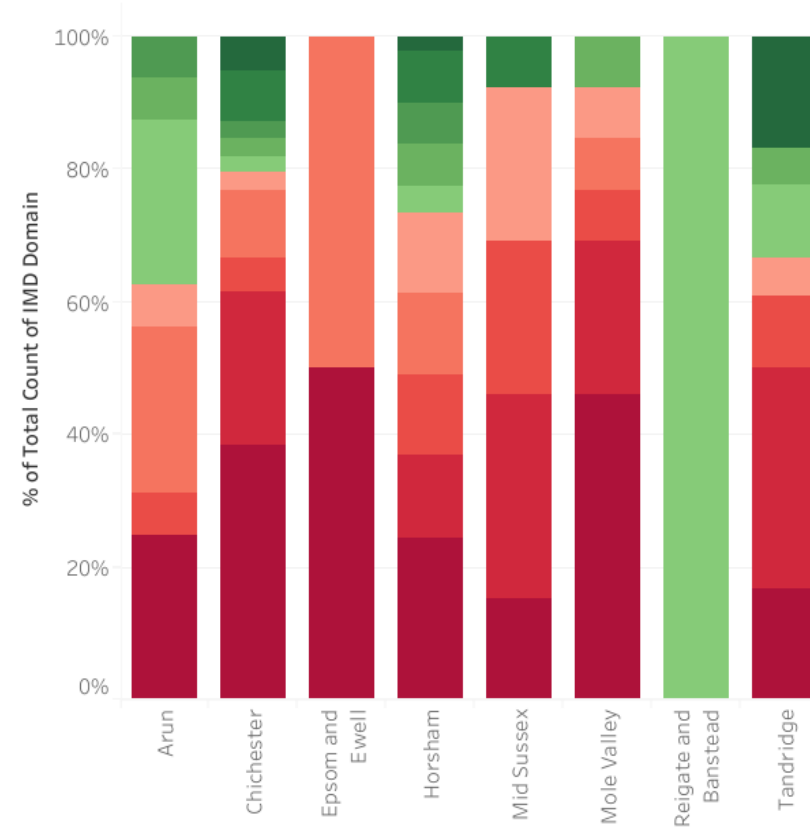
Urban LSOAs (Decile)



IMD Housing

Both Urban and Rural Coast to Capital have face barriers to housing and services with only Rural Reigate and Banstead having no LSOAs in the bottom 50% nationally.

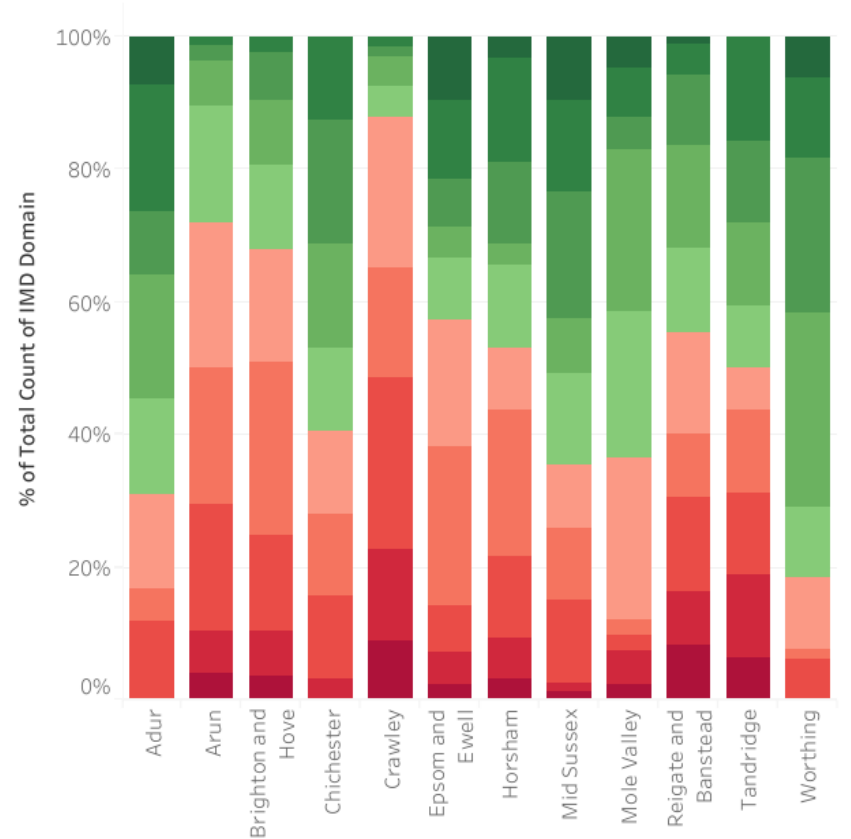
This domain measures how easily residents can access housing, whether due to physical or financial barriers. There are two sub-domains: 'geographical barriers,' which refer to the closeness and convenience of local services, and 'wider barriers' which includes issues of affordability.

IMD Domain
Housing

IMD Domain (Decile)



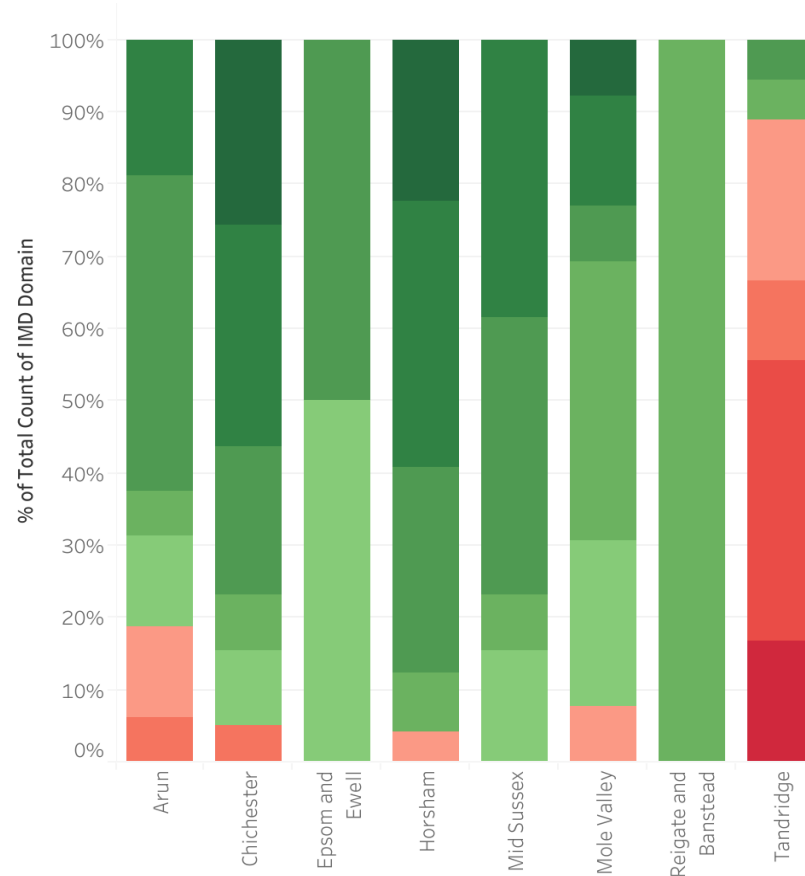
Urban LSOAs (Decile)



IMD Crime

Crime is a relatively low issue in Rural Coast to Capital, the exception being Tandridge, where it affects around 90% of LSOAs. Crime is more generally an issue in the urban LSOAs, particularly in Crawley, Epsom & Ewell, Reigate & Banstead, and Brighton & Hove,

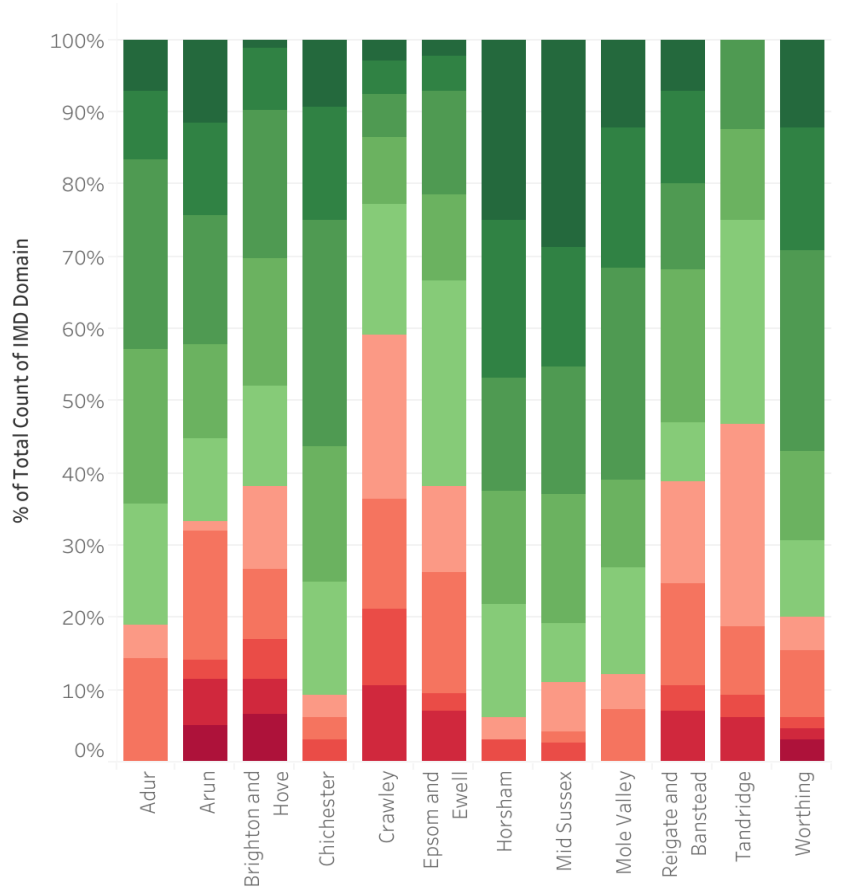
The crime domain measures the risk of personal and material victimisation at a local level.

IMD Domain
Crime

IMD Domain (Decile)



Urban LSOAs (Decile)



IMD Health

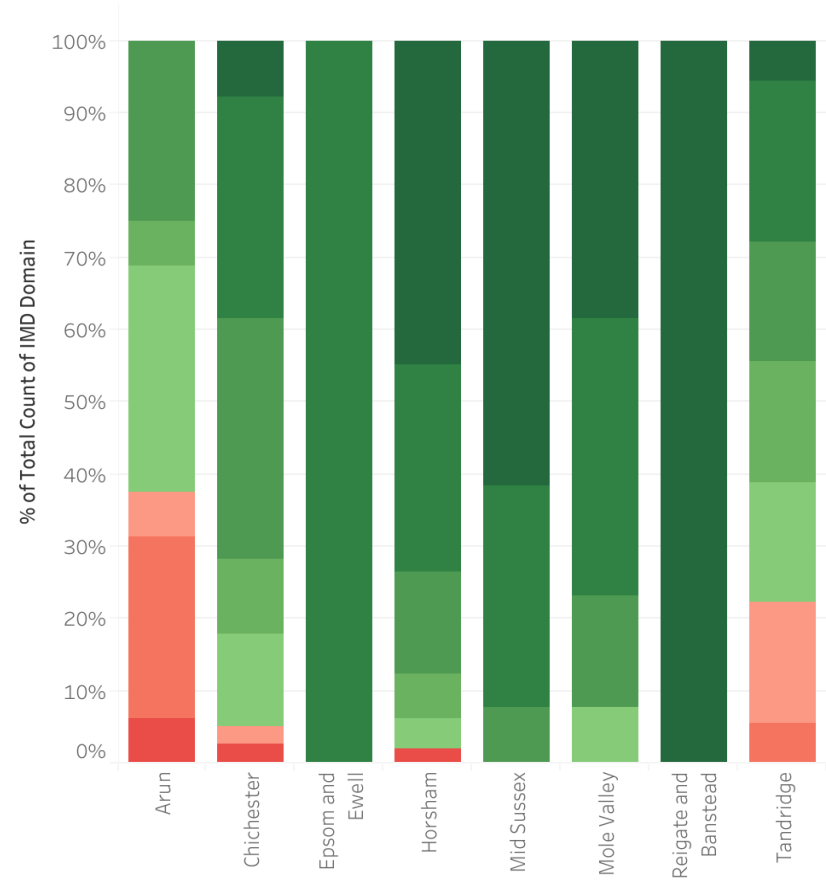
With the exception of Tandridge, Rural Coast to Capital residents experience fewer health issues than their counterparts in Urban Coast to Capital. Health is more of an issue along the coast and in highly urban Crawley.

The Health Deprivation and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation.

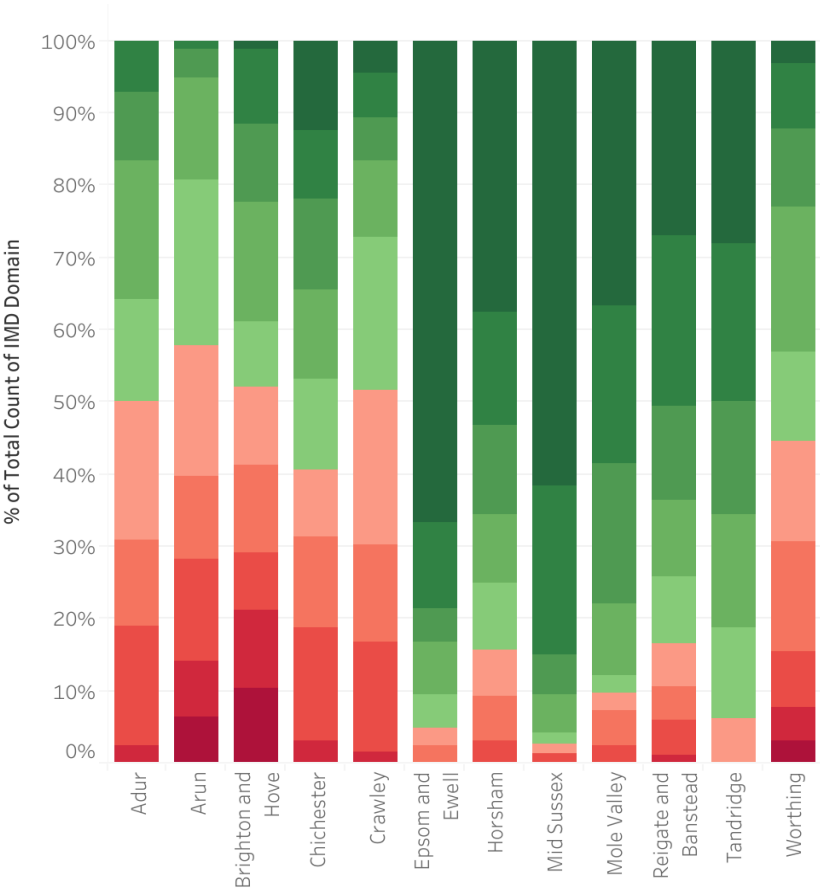
IMD Domain
Health



Rural LSOAs (Decile)



Urban LSOAs (Decile)



Coast to Capital

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