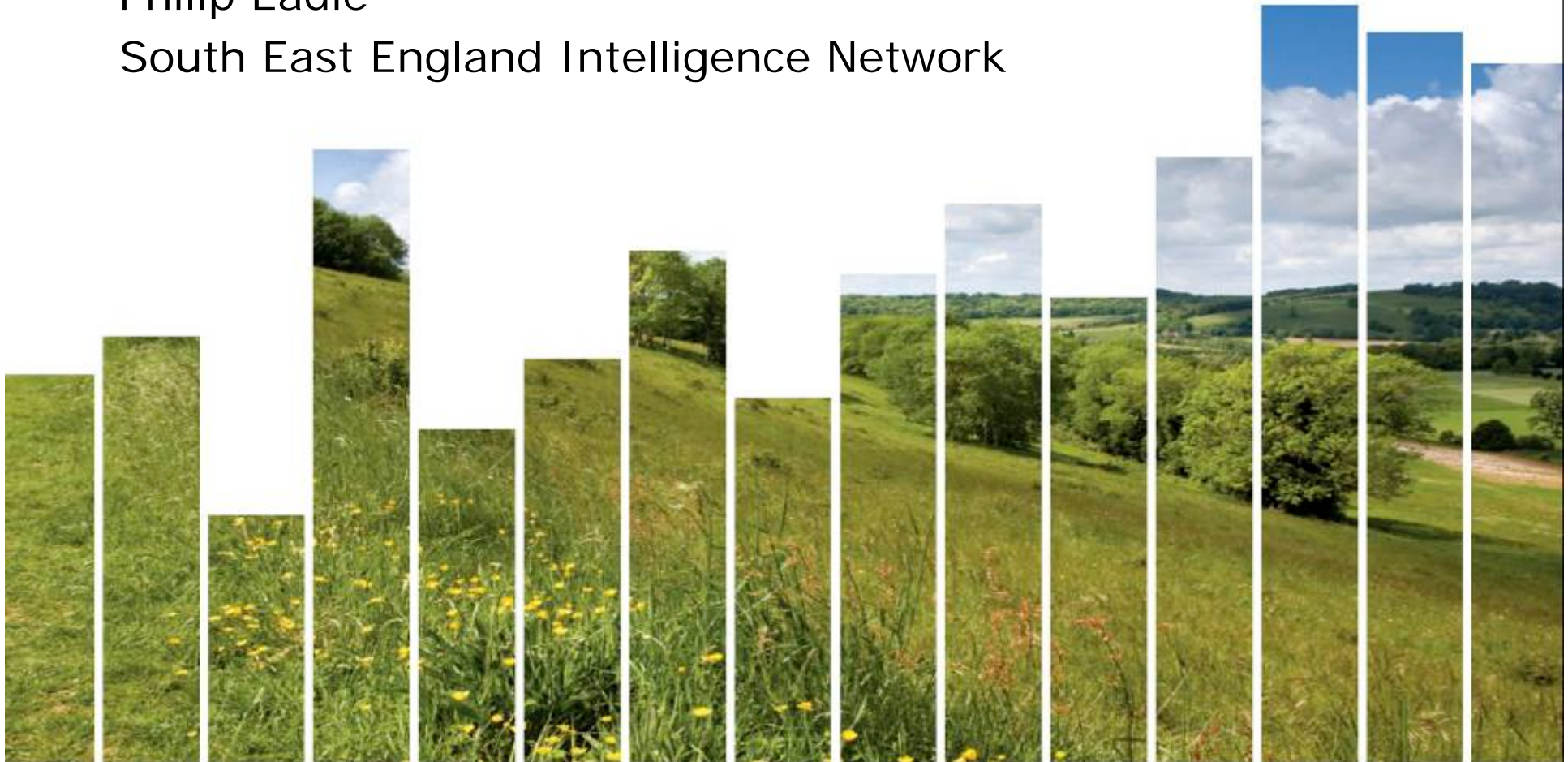


# The Rural South East

Philip Eadie

South East England Intelligence Network



# About SEE-IN

SEE-IN is the regional observatory for the South East.

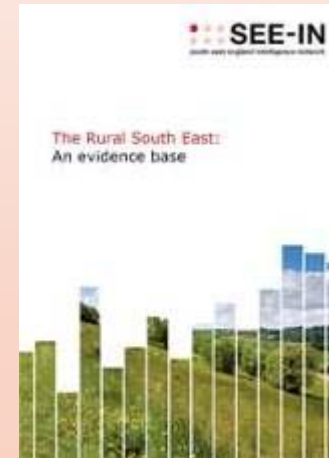
A partnership funded organisation working to:

- Promote access to data and intelligence;
- Increase the use of evidence based policy making;
- Encourage the sharing of data between national, regional and local partners;
- Reduce the duplication of research and analysis within the region.

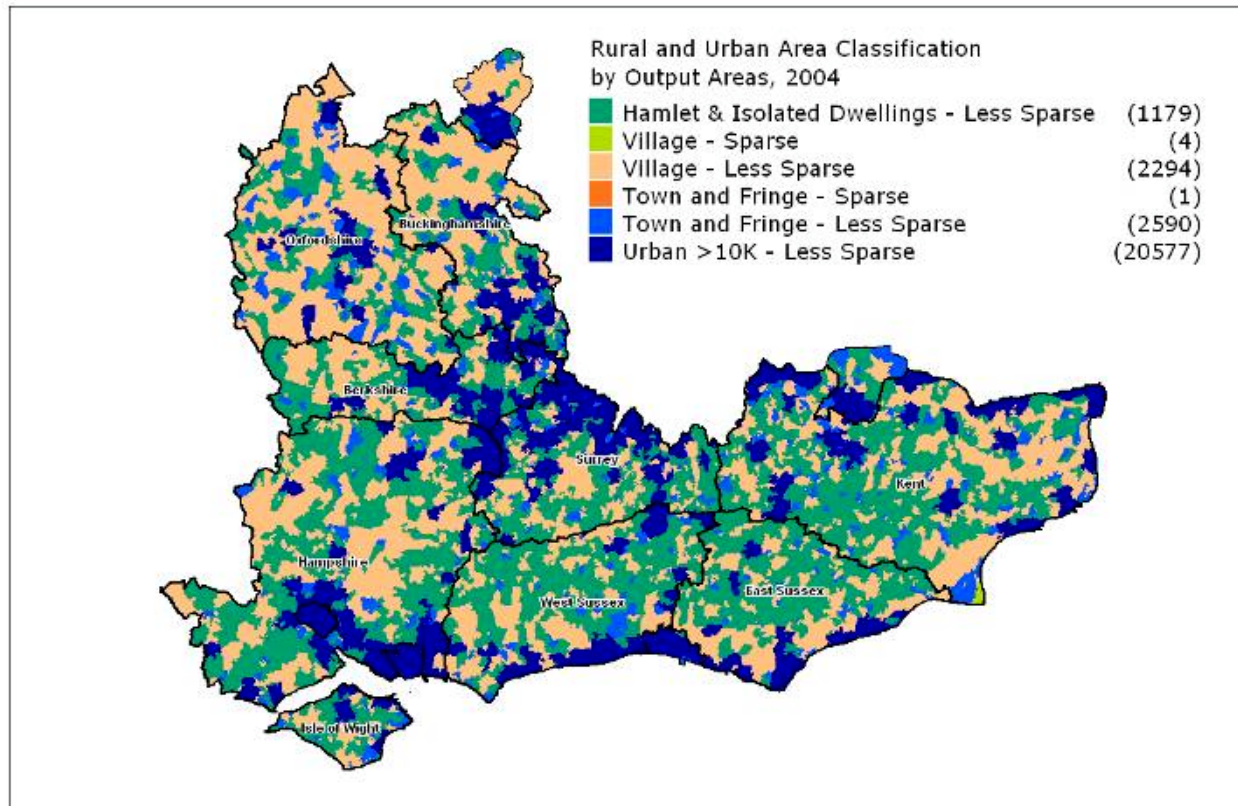


# The need for evidence

- Regional Rural Delivery Framework based more on knowledge than evidence.
- Lack of regional and local remit from national organisations.
- Continuing and increasing need for strong policies supported by robust evidence.
- Worked with SEEDA, GOSE, SERAF, CRC and others.
- Comprehensive look at the region at all levels of geography



# A rural region – the basics











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- Rural districts account for over half the area, but only 28% of the population.
- Only 4% of households are in hamlets or isolated dwellings.
- Rural population growth around 14% compared to 12% in urban areas.



# The detail

Indicator	Data	Better than Urban areas?
Economic Activity	82%	
Mean weekly pay	£449.90	
Median Household income	£38,436	
Crime	Down in 4/5 monitored offences	
Physical activity	23.8%	
5 A* - C grades	67%	
Households with broadband	45%	
Housing affordability	12.7	



# The gaps

Not as many as we may think...

- Availability at appropriate geography
- Environmental data hard to access
- Heritage/culture data lacking
- **A real lack of qualitative data and explanatory narrative**



**If you have the evidence, share it!**

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