Rural Housing **BENEFITS**

It only takes a small amount of additional rural homes to deliver big benefits locally

Building just **10** affordable rural homes results in:





LOCATION 18% of English households live

The Urban / Rural Divide

in a rural area

URBAN

SPENDING

capital spending

in urban areas

(per person/ urban

area without a

major city)

44% more

Government

SERVICE

PREMIUM

It costs less to

deliver the same

services in urban

areas (e.g. firefighters/

RURAL DEMAND 61% increase in demand for rural living post COVID

LEVELLING

UP



RISING PRICES 21% rise in rural house prices in the last 5 years and rising twice as fast as urban areas



EFFICIENCY 21% of rural homes are energy inefficient (Compared with only 3% in urban areas)



DISPOSABLE **INCOME**

5% more disposable income spent in rural areas compared to urban (73% rural, 68% urban)

AFFORDABILITY

36% more affordable homes are built in urban areas (for every 100k people - 116 vs 158)

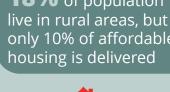
8% of rural homes classed as affordable compared to 19% in urban areas

18% of population live in rural areas, but only 10% of affordable housing is delivered



WAGE **INEQUALITY** 16% more per

hour earned by urban workers than rural ones



1. 'Investing in affordable rural housing will level-up and turbo-charge the rural economy' Research from CPRE - The Countryside Charity, English Rural and the Rural Services Network. https://englishrural.org.uk/investing-in-affordable-rural-housing-will-level-up-and-turbo-charge-the-rural-economy/

2. Rural Groups Warn 'Don't Leave Countryside Behind' Rural Services Network, Britain's Leading Edge, CPRE and English Rural https://englishrural.org.uk/fairer-rural-funding/

www.englishrural.org.uk info@englishrural.org.uk

ENGLISH RURAL 020 7820 7930