



Northumberland
County Council

Health and poverty in rural Northumberland

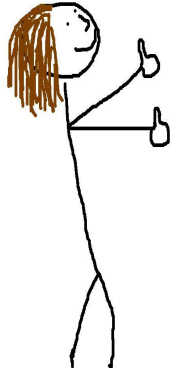
Annual Rural Northumberland Conference
June 12th 2018

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www.northumberland.gov.uk

Health?

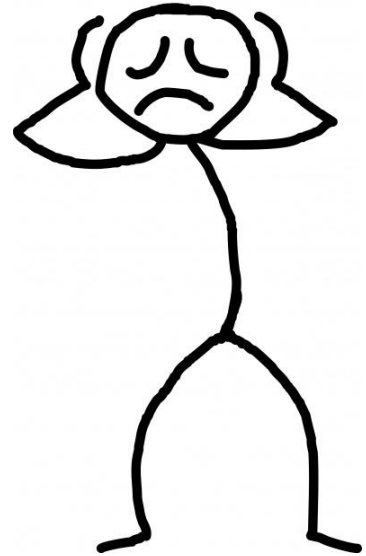
Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity, World Health Organisation



Poverty?

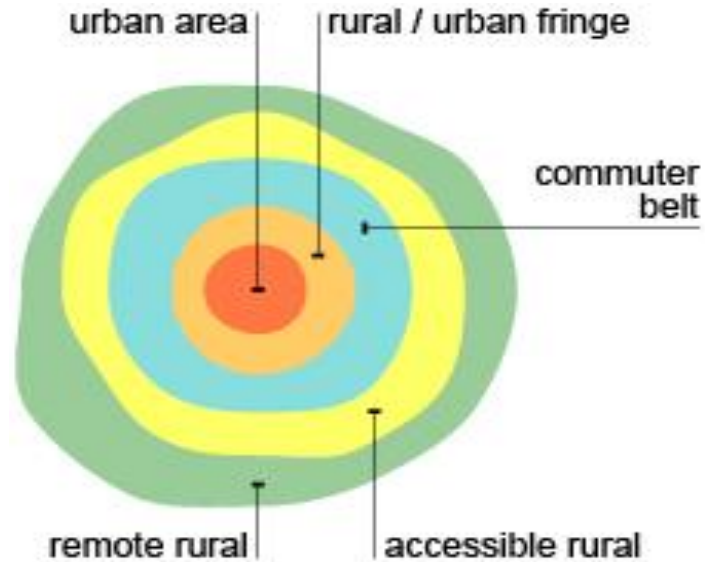
When a person can't afford an ordinary living pattern—they're excluded from the activities and opportunities that the average person enjoys, in their society.

- A household is in poverty if its income is below 60% of the median household income.
- Typically measure spending power, rather than earning power, so it counts incomes after taxes and benefits.
- Household poverty data is adjusted to take into account the number of adults and children who live there.



Rural?

Areas outside settlements with more than 10,000 resident population.

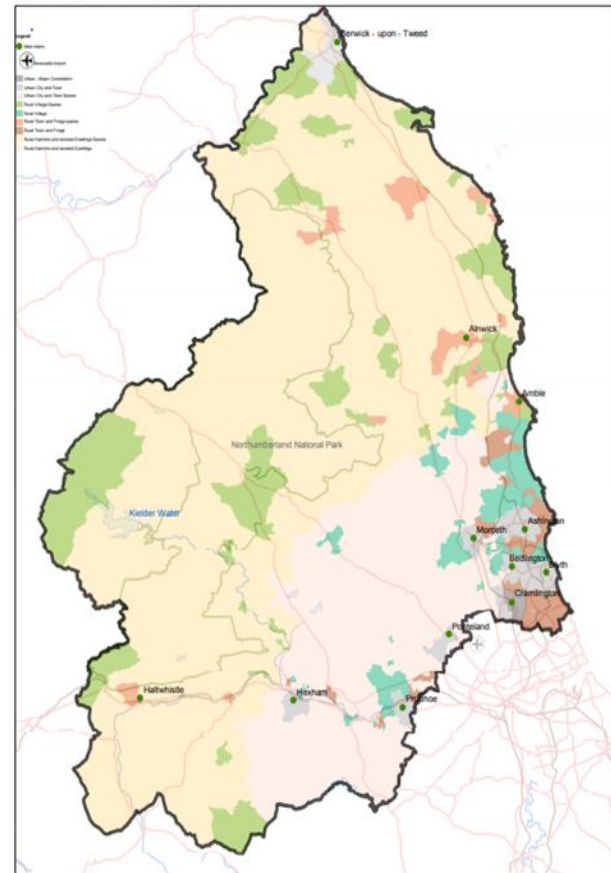


*GCSE Bitesize graphic

Northumberland is 96.7% rural

49.1%
live in a rural area

Around 156,000 people



Rural Life?



?

Consider:

- High employment
- Low wages/seasonal work
- Low skills / qualifications
- Frozen benefits
- Inflated prices

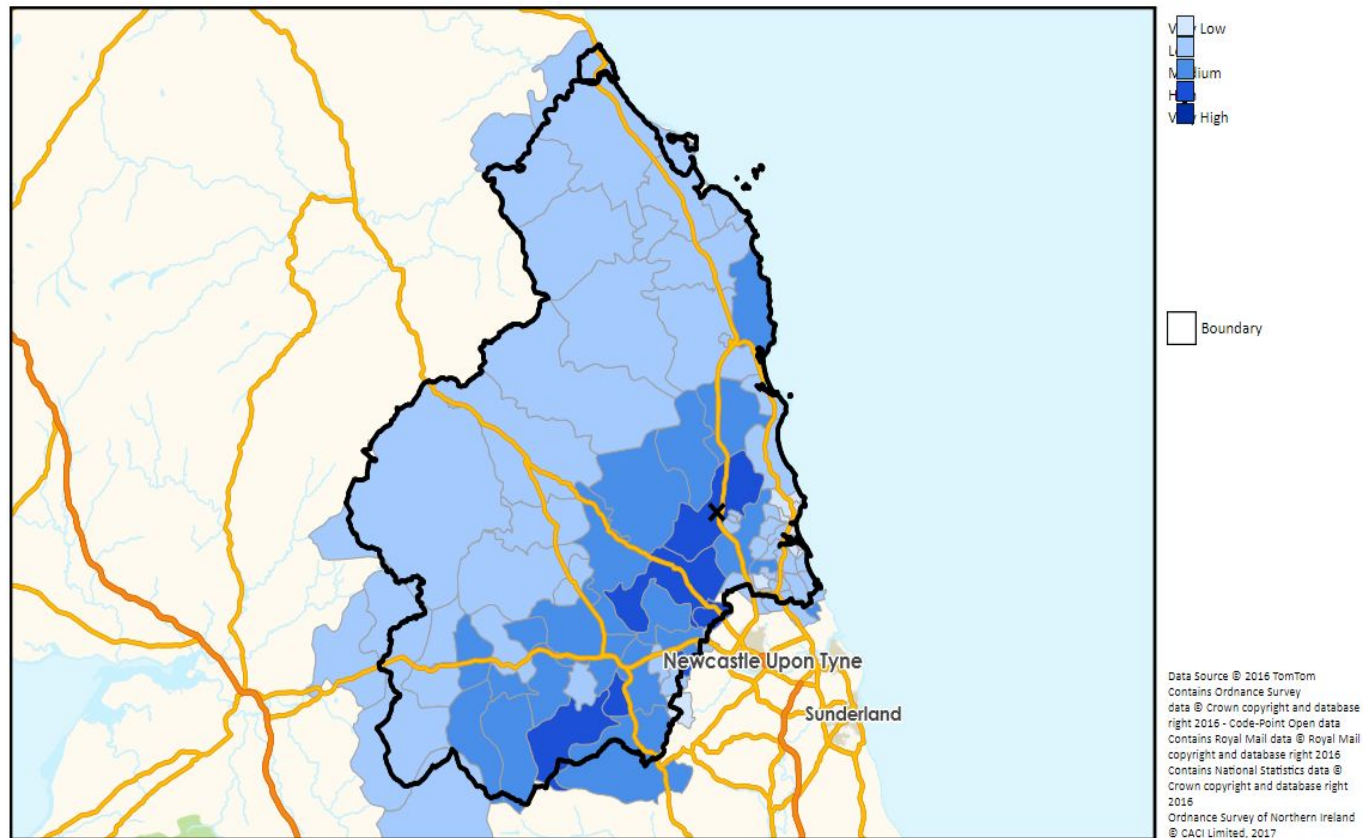
In a rural setting:

- Poverty premium / rural premium
- Housing costs
- Fuel
- Social isolation
- Digital
- Access to opportunity



		Northumberland		Great Britain	
Pay bands		Households	%	Households	%
Very low	£0-15k	33,110	23.29%	5,710,564	20.92%
Low	£15-30k	40,652	28.60%	7,553,413	27.67%
Medium	£30-45k	27,836	19.58%	5,455,778	19.98%
High	£45-60k	24,754	17.41%	5,011,943	18.36%
Very high	£60k+	23,855	16.78%	5,169,628	18.94%

13.9% of Northumberland workforce on National Living Wage or less
34,000 people not in employment



Rural food banks are providing approx 440 parcels per month
Urban foodbanks: approx 340 parcels per month



Council Tax Support

claims: 17 of the 20 highest
claiming parishes are rural.

Rural areas have lower take
up of benefit entitlement,
particularly among older residents

Fuel poor households increased by 17% last year

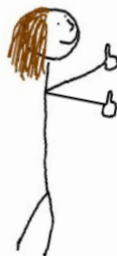
Average rural household disposable income dropped by 3% between
2013 and 2017, rising in urban areas by 4%

Remember this?



Health?

Health is a state of complete physical, mental and social well-being
and not merely the absence of disease or infirmity, World Health Organisation



Poverty is incredibly stressful



Poverty excludes people from experience and opportunity



Poverty makes maintaining healthy behaviours very, very difficult



Poverty prevents us investing in our futures

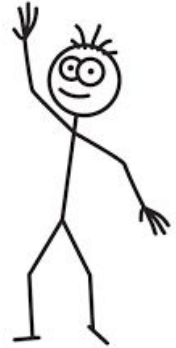


- Lower birth weight / breastfeeding rates
- Obesity prevalence more than double in children from deprived areas
- Children living in cold homes are 2x as likely to have respiratory conditions
- More than 1 in 5 health related benefits are claimed in connection with mental health
- Social Mobility Cold Spot : decent work and health relationship
- Loneliness and isolation
- GPs report more than 40% of appointments concern mental health
- Life expectancy / healthy life expectancy
- Poverty costs healthcare approx £29 billion per year



This is all rather bleak - Can we **change** it?

- ★ Strategic and organisation led intervention
- ★ Community responses: know yours, be part of it and tell others
- ★ Education responses: Think, encourage and celebrate
- ★ Business responses: Workforce today and of the future
- ★ Arts and Cultural responses: Visibly representative, fun and accessible





IN A WORLD
WHERE YOU CAN
BE ANYTHING,
BE KIND.



Thank you!
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