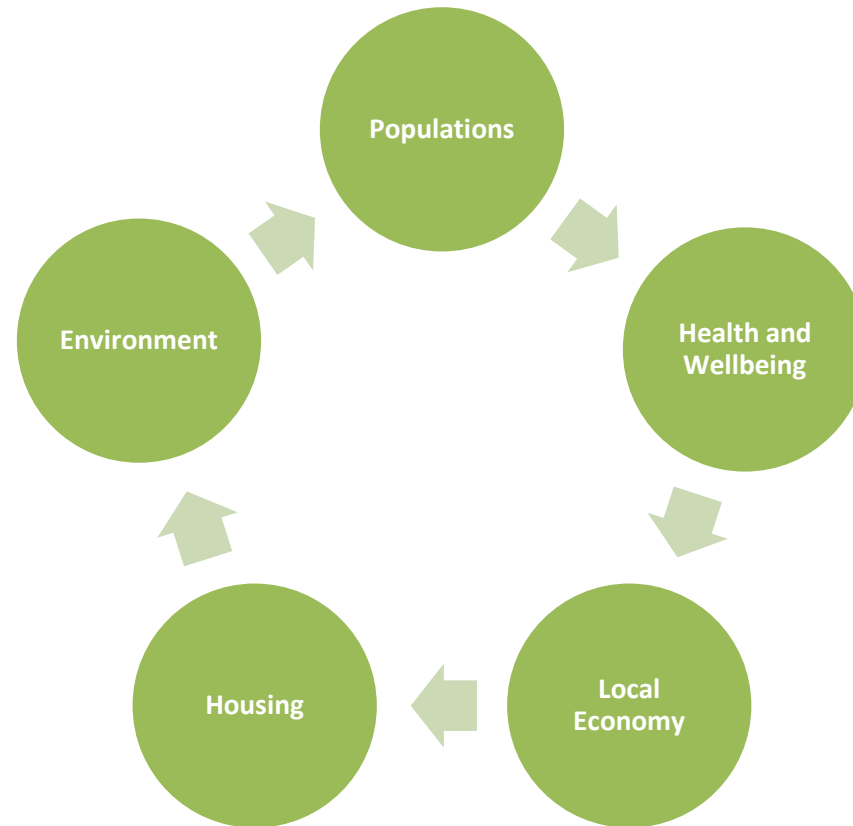


# State of The District Report: Rother



# State of the District report: Rother

October 2019

## Programme Office & Policy

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# POPULATION

**Population: 95,656 residents: (2018) projected to be over 101,000 by 2026**

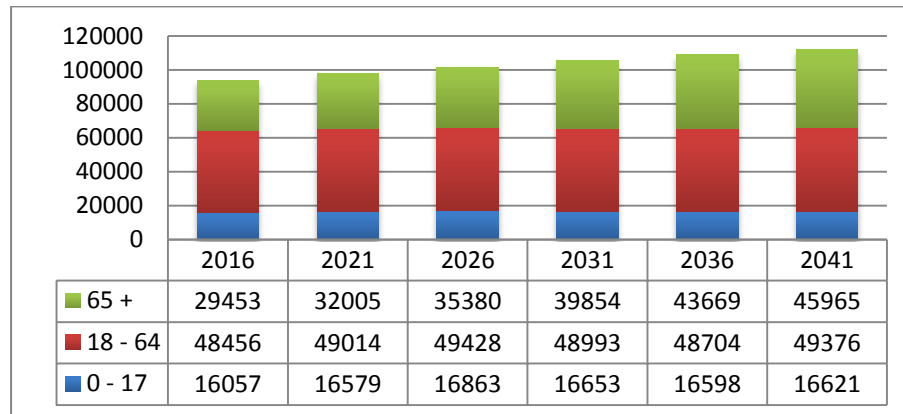


Chart 1: **Population Projections**, Rother, by age  
 Dataset: Population projections (trend-based), 2016-2041 – Rother  
 ONS Projections released May 2018

The population in Rother is projected to increase by over 6,000 by 2026 and a further 10,200 by 2041.

Population increases are not due to natural change. Births and deaths bring a net loss of 600 residents a year. Population increases come from internal migration from somewhere else in England, primarily East Sussex (mainly Hastings), Kent and London. International migration is very low. The noteworthy projected change is in the older age group. Over 65s are projected to increase 20% by 2026 and 55% by 2041. By 2041 it is expected over 9,000 Rother residents will be over the age of 85. There are serious implications here for the planning of future health and care services, and challenges to the local labour market and wider economy.

**Household composition: 34% of Rother is made up of single person households. Almost 20% are aged 65 or over.**

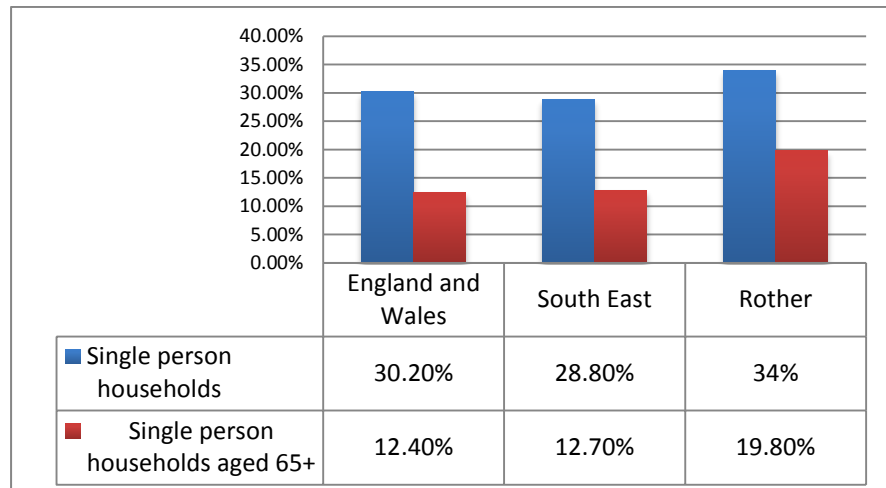


Chart 2: **Single Person Households**, England & Wales, South East, and Rother  
 Dataset: Household composition in 2011 - parishes  
 Source: Office for National Statistics (ONS), KS105.

Rother has more single person households and a smaller average household size compared to the South East and nationally.

34% of Rother is made up of single person households, with almost 20% being aged 65 or over. This is the highest in East Sussex.

This has policy implications, particularly in terms of housing provision, but consideration should also be given to the rise in social isolation and loneliness. Certain groups are associated with an increased risk of loneliness, such as those with a long-term disability (above average in Rother), widowed homeowners, unmarried middle-agers, and young renters. A recent House of Commons briefing paper on tackling loneliness (no. 8514, 5 August 2019) has quoted studies which show links between loneliness (or social isolation) and poorer health outcomes such as early death, higher rates of depression and cognitive decline. This may lead to higher costs in the public and private sector due to greater service usage, absences and productivity losses.

## HEALTH AND WELLBEING

**Life Expectancy:** Life expectancy for females in Rother is 83.6, and 80.5 for males. Whilst life expectancy is slightly lower in Rother than the South East, it is higher than the English average for both male and female.

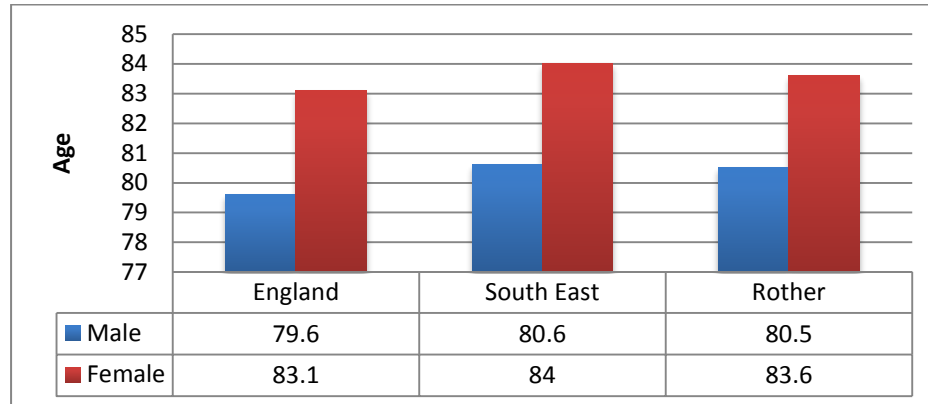


Chart 3: **Life expectancy at Birth**

Dataset: Life expectancy at birth by gender, Rother 2015-2017  
Office for National Statistics, Life expectancy at birth statistics.

Life expectancy is an estimate of the average number of years a new born baby would survive if he or she experienced the particular area's age-specific mortality rates for that time period throughout his or her life.

The figure reflects those living in the area in each time period, rather than those born in each area.

These figures vary throughout Rother with there being some correlation between life expectancy and deprivation; Sidley having the lowest life expectancy (78.4 years) and highest levels of deprivation, whilst Ewhurst and Sedlescombe have the highest life expectancy (85.2 years) and low levels of deprivation.

**Disabilities and long term illness:** Over 23% of Rother residents have a disability or long term illness.



Chart 4: **Residents with disabilities and long term illnesses**

Dataset: Residents with limiting long-term illness in 2011  
Office for National Statistics (ONS), KS301.

A long-term health problem or disability is one that limits a person's day-to-day activities, and has lasted, or is expected to last, at least 12 months.

This includes problems related to old age.

In the 2011 Census, people were asked to assess whether their daily activities were limited a lot or a little by such a health problem, or whether their daily activities were not limited at all.

Rother residents are more likely to have a disability or suffer from a long term illness than those living in the South East or England and Wales; this may be connected to the high levels of older people living in Rother.

## THE LOCAL ECONOMY

**Employment and income:** 71.4% of Rother residents are economically active (in employment), however Rother residents earn less and are more likely to be in part-time work.

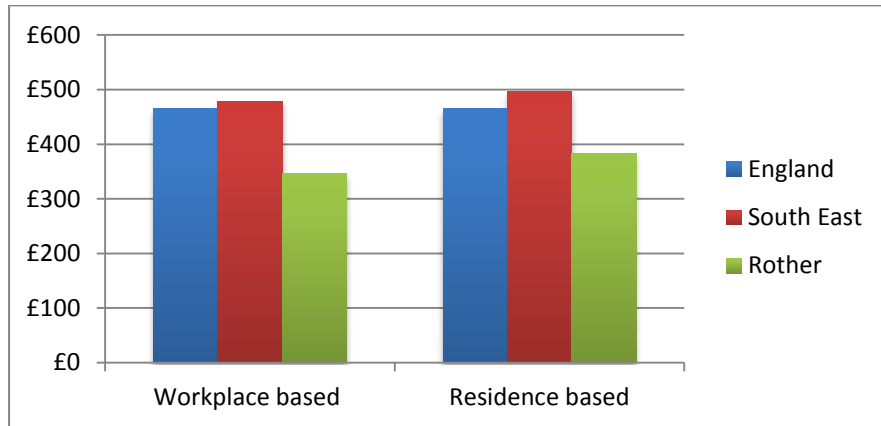


Chart 5: **Workplace and residence based weekly earnings, 2018**  
 Dataset: Average (median) earnings, residence-based, 2018  
 Source: Annual Survey of Hours and Earnings (ASHE), Office for National Statistics

Median earnings, based on where the employee works and, separately, where the employee lives. It is worth noting that employment based in Rother is generally low paid; Rother residents are likely to be paid slightly more if working outside of the district.

This shows that Rother residents and those working in Rother are paid less per week, on average, than in the South East and nationally. Rother residents are also more likely to be in part-time work. This may be because Rother has more businesses in lower paid sectors that use more part-time workers.

71.4% of Rother residents were economically active in 2018, this is lower than the national figure of 78.7% (Nomisweb.co.uk, 2018)

**Unemployment:** The proportion of residents claiming benefits is in line with regional and national rates.

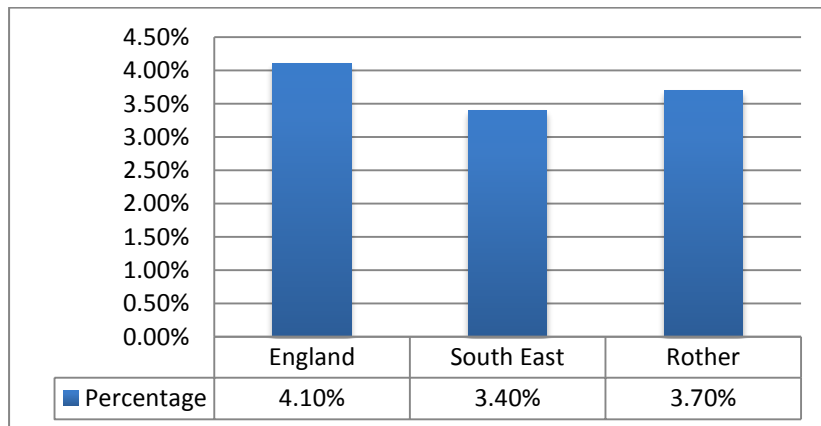


Chart 6: **Unemployment rates 2018**, England, South East, and Rother  
 Dataset: Unemployment estimates, 2018 - England, South East, Rother  
 Source: Model-based estimates of unemployment, Nomis/ONS

The unemployment rate in Rother, at 3.7%, is slightly lower than the national rate (4.10%), but slightly higher than that of the South East (3.4%). The proportion of residents claiming benefits (Jobseekers, Universal Credit) is in line with regional and national rates, but the overall working age employment rate is low.

The job density (the ratio of the number of jobs in an area to the resident working-age population of that area) at 0.71 in Rother is lower than the national density (0.87) and that of the South East (0.87) (Nomis/Office for National Statistics), meaning it is harder for residents to obtain employment.

**Business:** Rother has below average rates for new start-up businesses and new businesses make up a smaller proportion of all businesses.

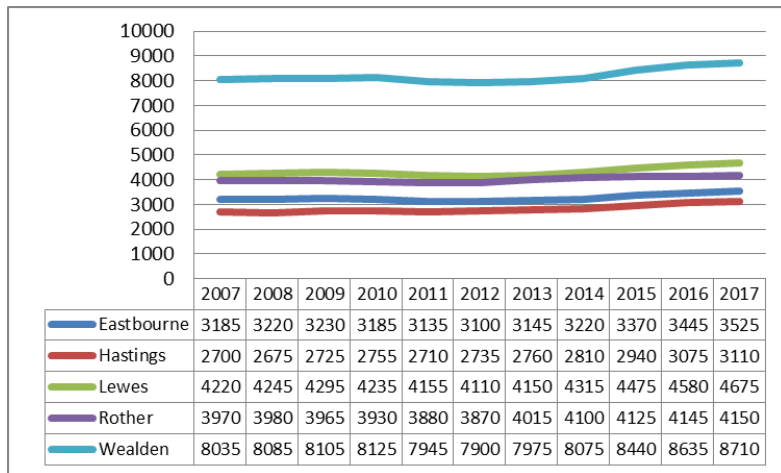


Chart 7: **Business demography**, Districts  
Business demography, 2007-2017 - districts  
Source: Office for National Statistics Business Demography tables.

This table details the number of VAT registered businesses and smaller businesses only registered for PAYE.

Rother has more businesses than Hastings and Eastbourne, but fewer than Lewes and Wealden. Additionally, the rate for new business start-up in Rother is slower than across the County.

In terms of the types of industry, Rother has more businesses in agriculture, retail, accommodation and food and fewer in transport, property, professional/scientific/technical and the creative sectors.

Rother has proportionately more businesses employing fewer than 50 people in 2018 (Nomis/Office for National Statistics). In addition, these small businesses may be less likely to grow and take on more employees.

**Income Deprivation:** Households in Sidley, Central Bexhill and Rye experience more income deprivation than other areas in Rother.

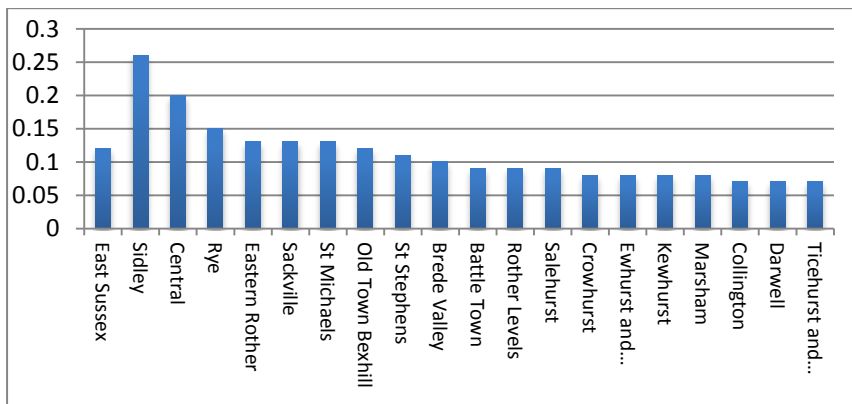


Chart 8: **Income Deprivation in Rother, 2019**  
Dataset: ID 2019, Income domains - super output areas  
Source: Department for Communities and Local Government (DCLG), Indices of Deprivation, 2019

The definition of low income includes both those people that are out-of-work, and those that are in work but who have low earnings (and who satisfy the respective means tests).

Whilst some areas in Rother appear to be fairly affluent, there are a number of localities where households are experiencing poverty; parts of Sidley being in the top 10% of most deprived areas in the country; parts of Central Bexhill and Eastern Rother being in the top 20% most deprived.

Rother has a low percentage of residents educated to NVQ level 2 and above (67.7%) compared to the South East (78.9%) and nationally (75%) (Nomisweb.co.uk, 2018).

# HOUSING

**Housing tenure:** Rother has significantly low levels of social housing compared to the South East and nationally.



Chart 9: **Housing stock by tenure**, Rother, South East and England  
 Dataset: Dwelling stock by tenure, 2017  
 Source: Ministry of Housing, Communities and Local Government (MHCLG), Live table 100.

This shows the percentage of dwellings by tenure, whether they are social sector - owned by local authorities and Private Registered Providers (Registered Social Landlords or Housing Associations) or by private sector (privately rented or owner occupied).

Rother has a relatively low social housing sector base. In addition, there are challenges for low income households in accessing private rental properties because there is less available supply (private rented stock, households by tenure, 2011). This creates difficulties for residents which, in some cases, may lead to homelessness and rough sleeping. The nature of housing tenure in Rother provides challenges in terms of housing and planning policy; meeting an increasing demand with limited supply, particularly supply of affordable housing.

**Housing Affordability:** High house prices and low incomes make home ownership impossible for many Rother residents.

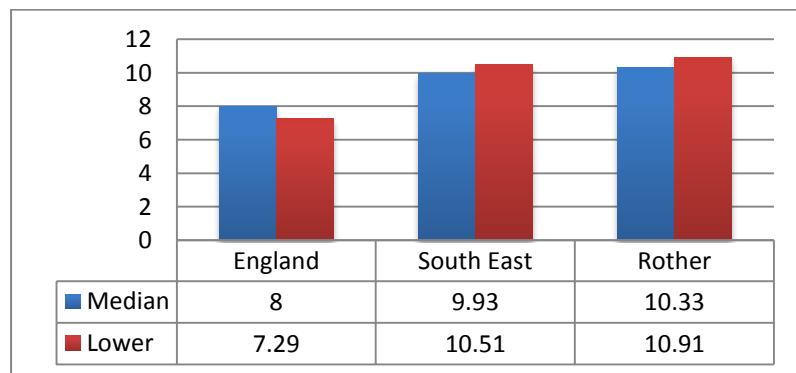


Chart 10: **Housing Affordability ratios**, Rother, South East, and England, 2018  
 Dataset: Median and lower quartile affordability ratios, 2018  
 Source: Office for National Statistics, Ratio of house price to residence-based earnings (lower quartile and median)

Chart 10 shows housing affordability in Rother is an issue at both low and median quartile price/earnings; this is in comparison to the already expensive South East and nationally. A combination of relatively high house prices and significantly low household incomes means that home ownership in Rother is difficult for many residents.

The implication of this is increasing demand for affordable housing, the impact being housing advice and homelessness services are overstretched and the use of temporary accommodation is increasing.

# THE ENVIRONMENT

## Carbon dioxide emissions: CO2 emissions steadily reducing in Rother.

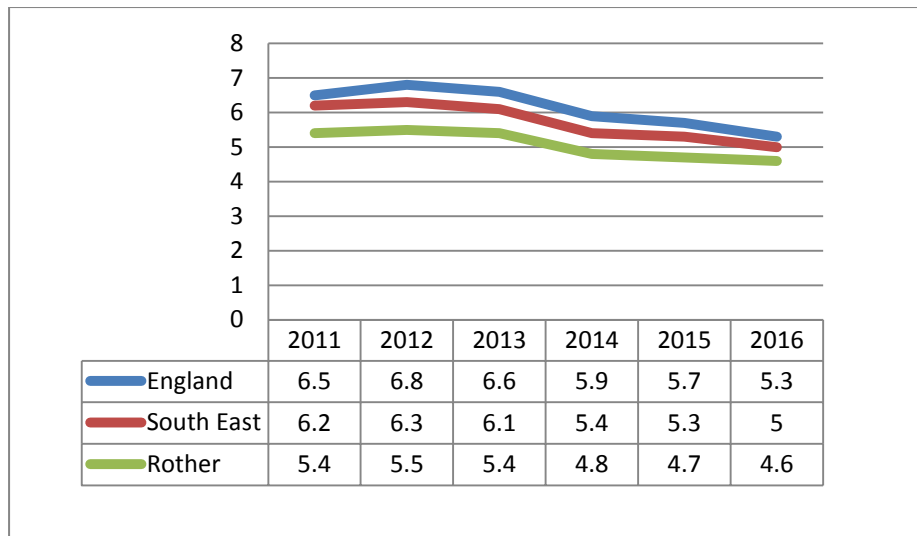


Chart 11: **Annual Carbon Dioxide Emissions** Rother, South East, and England  
 Dataset: Carbon dioxide emissions, per capita , 2005-2016  
 Source: Department for Business, Energy & Industrial Strategy

CO2 emissions in Rother are steadily reducing in line with national trends.

However, the CO2 emission results for 2016 (tonnes per capita) is the highest district/borough in East Sussex. This may be due to the rural geographical nature of Rother with limited fuel choice, higher car use and lower use of public transport in comparison with more urban districts/boroughs.

Many local authorities are choosing to declare a climate emergency and develop actions plans that will support them in meeting the Government’s 2030 carbon neutral target.

The Council are currently developing an environmental strategy which may consider how to deliver on this ambitious target.

## Broadband: Increasing Superfast coverage across Rother, but ultrafast coverage falls short.

	2010	2013	2019
% premises 24Mbps+	1.7	44	94
% premises 30Mbps+	1.6	43	93

Chart 12: **Broadband availability** in Rother, 2010, 2013, 2019  
 Source: ESCC, eSussex project

Broadband coverage has significantly increased since 2010, with more investment planned by the County Council as part of the eSussex project. Coverage of superfast broadband in Rother is well above average, as in a large percentage of homes have access to it. However, ultrafast broadband availability is very low compared to other districts (1.3% of Rother households compared to 38.5% average for all district local authorities (source: OFCOM)).

Availability of broadband, particularly in rural areas is significant in terms of enabling environmental improvements – benefits may include enabling home working, increasing levels of rural businesses, reducing travel to work, and online shopping, all meaning less reliance on car use.



## Walking and Cycling: Rother residents less likely to regularly walk or cycle than others in the South East and England.

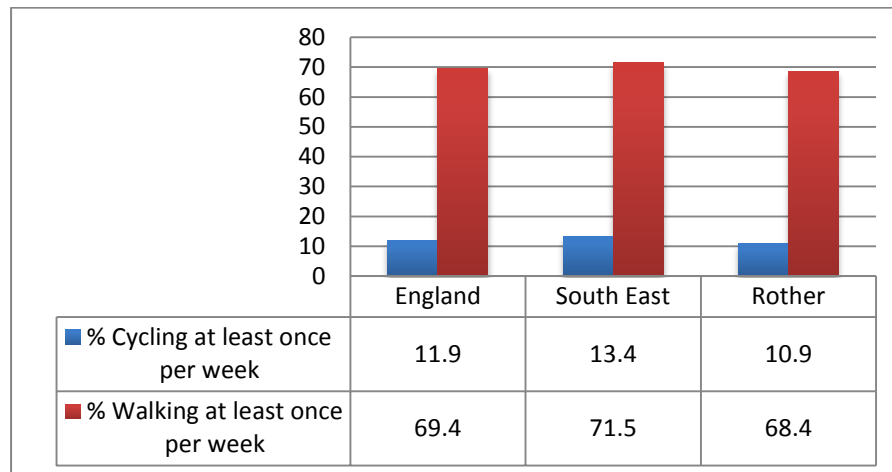


Chart 13: **Walking and Cycling** in Rother, South East, and England  
 Dataset: Walking and cycling, 2016-17  
 Source: Department for Transport.

The data in this table gives the results of the Active People Survey (APS), an annual household telephone survey administered by Sport England, an agency of the Department of Culture, Media and Sport (DCMS).

'Walking' refers to any continuous walk of at least 10 minutes, including a number of specific recreational types: hill walking, backpacking, hill trekking, rambling, cliff walking and gorge walking. However, 'walking around shops' is excluded.

'Cycling' refers to cycle rides of any length and includes a number of specific recreational types: BMX, cyclo-cross, mountain biking, downhill/gravity riding and stunt riding.

Rother residents cycle less than regionally or nationally. Residents also walk less in Rother. Additionally there is less use of public transport in Rother, with only 8.7% of Rother residents using public transport to get to work compared to 11.9% in the South East and 16.1% nationally.

## Household waste sent for reuse, recycling and composting: Improved recycling rates since 2014

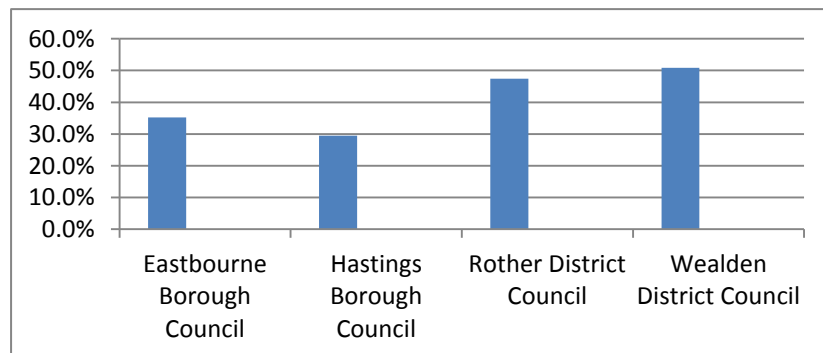


Chart 14: **Recycling** in Eastbourne, Hastings, Rother and Wealden  
 Dataset: NI192, 2018-19  
 Source: Joint Waste Team.

Rother led on the East Sussex Joint Waste Partnership and has improved recycling rates in the district. In the year 2018/19, we reused, recycled or composted over 47% of household waste, which is a 2% increase since 2014/15. We're currently the 2<sup>nd</sup> highest collection authority for doorstep recycling in East Sussex.

47.4% of waste reused, recycled or composted in Rother. It is anticipated this will improve following the mobilisation of the new waste contract, however it should be noted that the campaign to reduce, re-use and recycle may counter any improvements in this rate.