



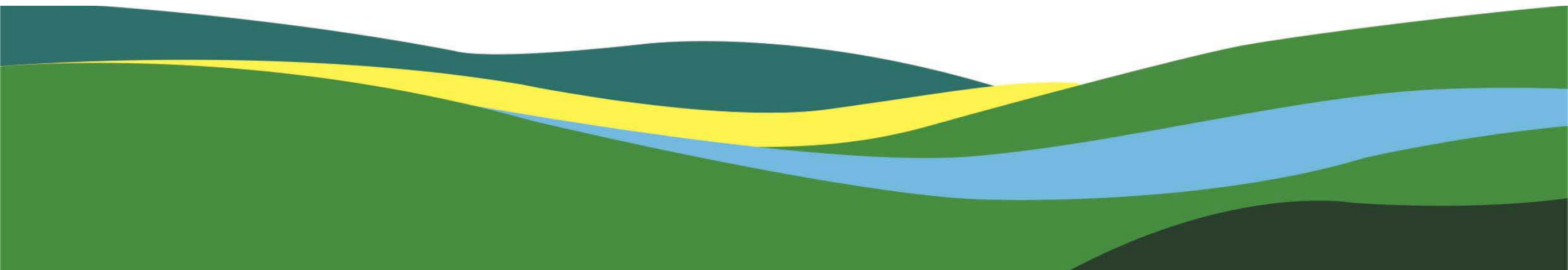
The countryside charity
Rutland

Your Rutland Housing Needs 2020

A photograph of two small, brown mice perched on acorns. One mouse is on the left, looking towards the right, and the other is on the right, looking towards the left. They are positioned on top of two large, light-colored acorns with dark spots. The background is dark and out of focus.

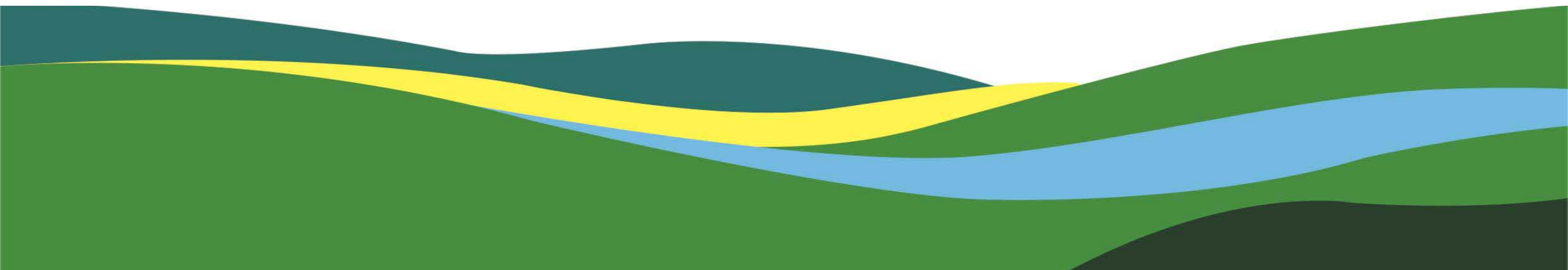
Have your views heard

Geography and Context





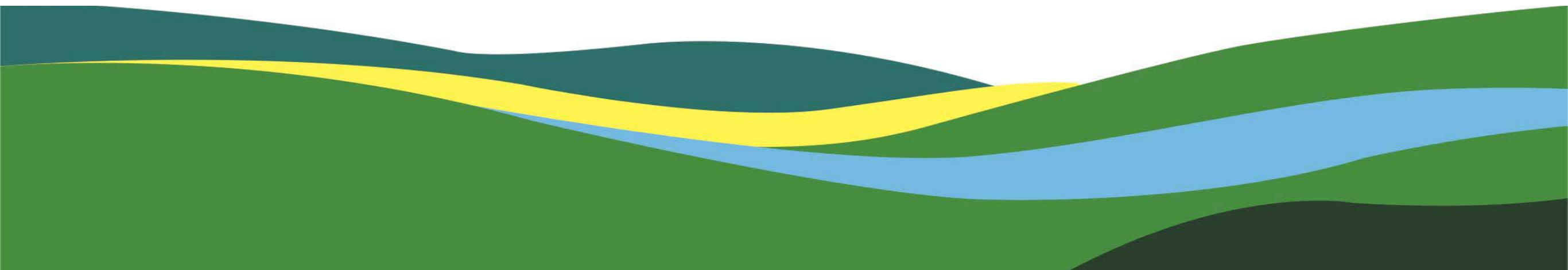
Housing



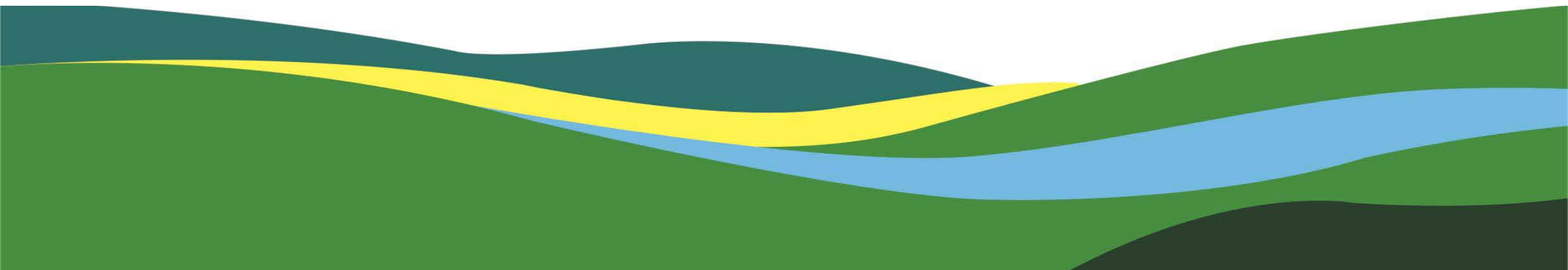
Housing Market “Drivers”

East Midlands Housing Review 2016 (East Midlands Councils)-

- A Growing and Changing Population - average household sizes are getting smaller with a growing proportion of households comprising childless couples and single and elderly people living alone.
- House prices exceeding average earnings, notably in predominantly rural areas such as Rutland.
- Private rents increasing.
- House building not keeping up with demand.
- Demand for all forms of affordable and supported housing sharply increasing.
- In short - demand changing with a requirement for more, smaller homes.



Employment



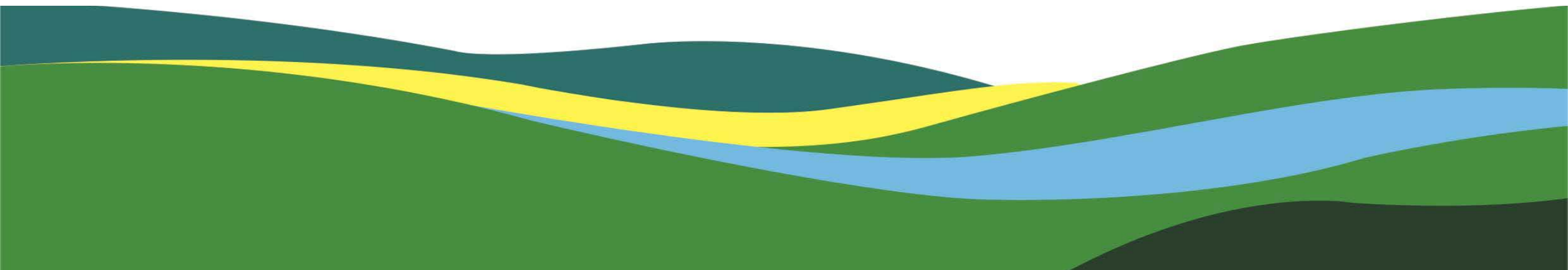
Employment Trends

ONS Labour Market Profile Rutland 2019 -

- Economically Active slightly below E.Mids and UK average - due to student population and especially “retired” (20% population compared to 12.9% uk).
- Unemployment rate slightly below UK average.

Compared to both UK and E.Mids averages -

- Notably higher rates of managerial, professional and skilled trades.
- Higher levels of all qualifications.
- Average gross weekly pay higher.



Business Sector Trends

ONS Labour Market Profile Rutland 2019 -

- Notably higher representation of following sectors compared to UK and E.Mids averages:
 - Mining And Quarrying.
 - Civil Service.
 - Accommodation And Food Service Activities.
 - Education.
- Notably lower representation of following sectors compared to UK and E.Mids averages:
 - Construction.
 - Transportation And Storage.
 - Information And Communication.
 - Financial And Insurance Activities.
 - Administrative And Support Service Activities.
 - Human Health And Social Work Activities.

Business Sector Trends

ONS Labour Market Profile Rutland 2019 -

- The size of businesses in Rutland (by numbers employed) are roughly the same as E.Mids trend:

- Micro (0-9)	89.3%
- Small (10 - 49).	8.7
- Medium (50 - 249).	1.8
- Large (250+).	0.3

Transport

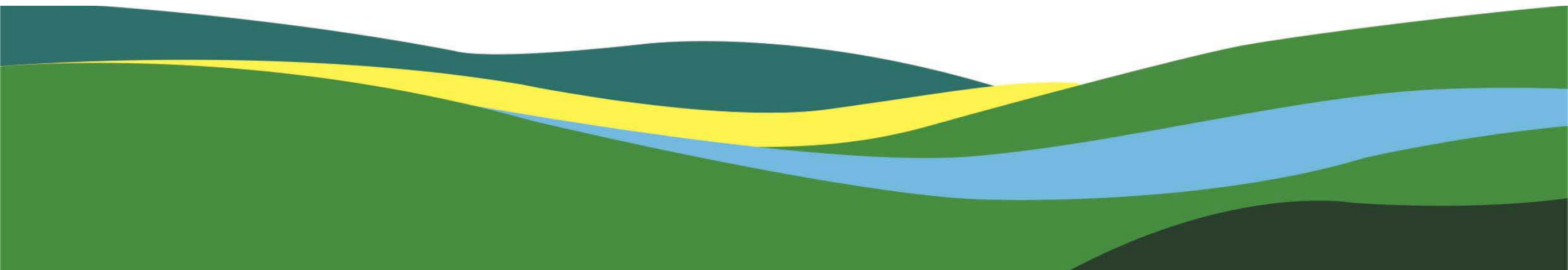
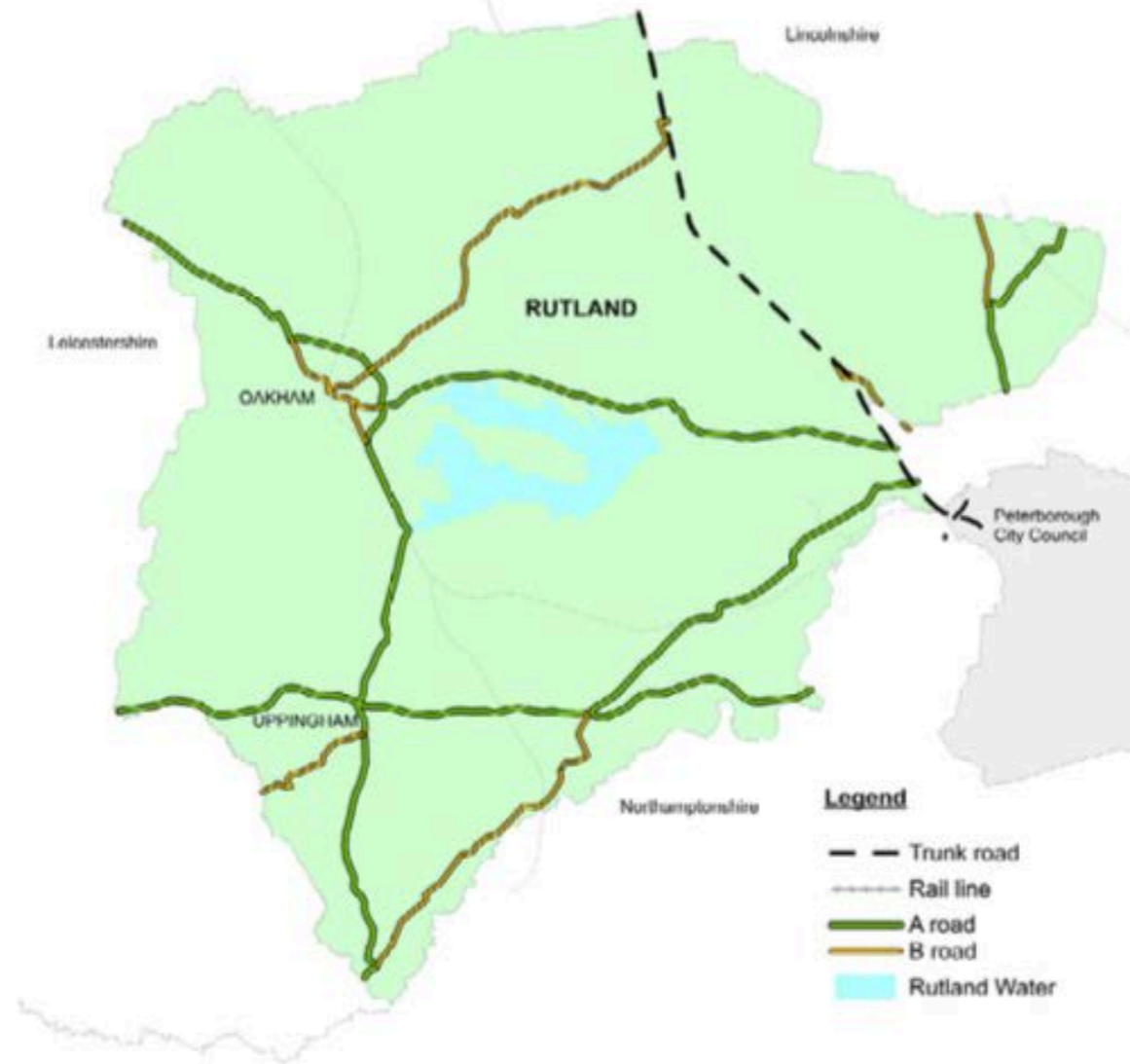


Figure 4 – Rutland's key road and rail routes



Some key transport concerns to the local community

Moving Rutland Forward, 4th Local Transport Plan (RCC 2019) -

- Population changes placing additional demand on our passenger transport and highway network.
- Reliance on the car, due to the rural nature of the county.
- Access to essential services and health provision for those with limited mobility or no access to a car.
- Gaps and missing links in existing public rights of way and joint cycleway/ footway network.

Town Centres & Retail

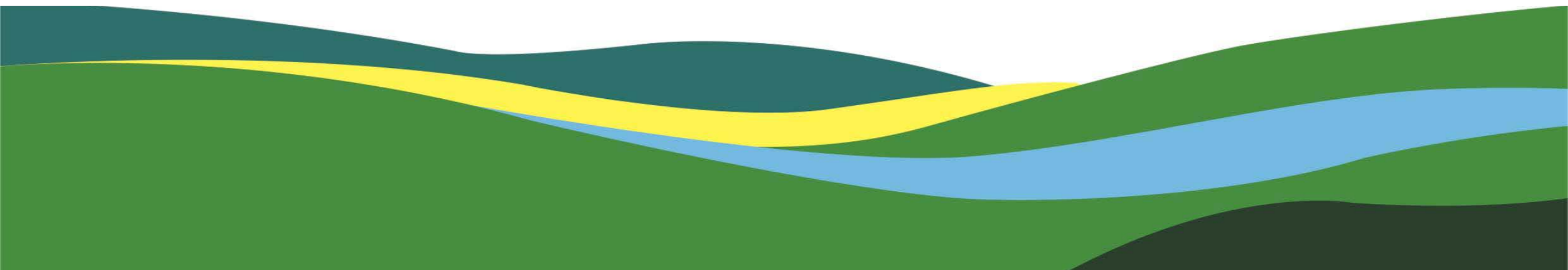
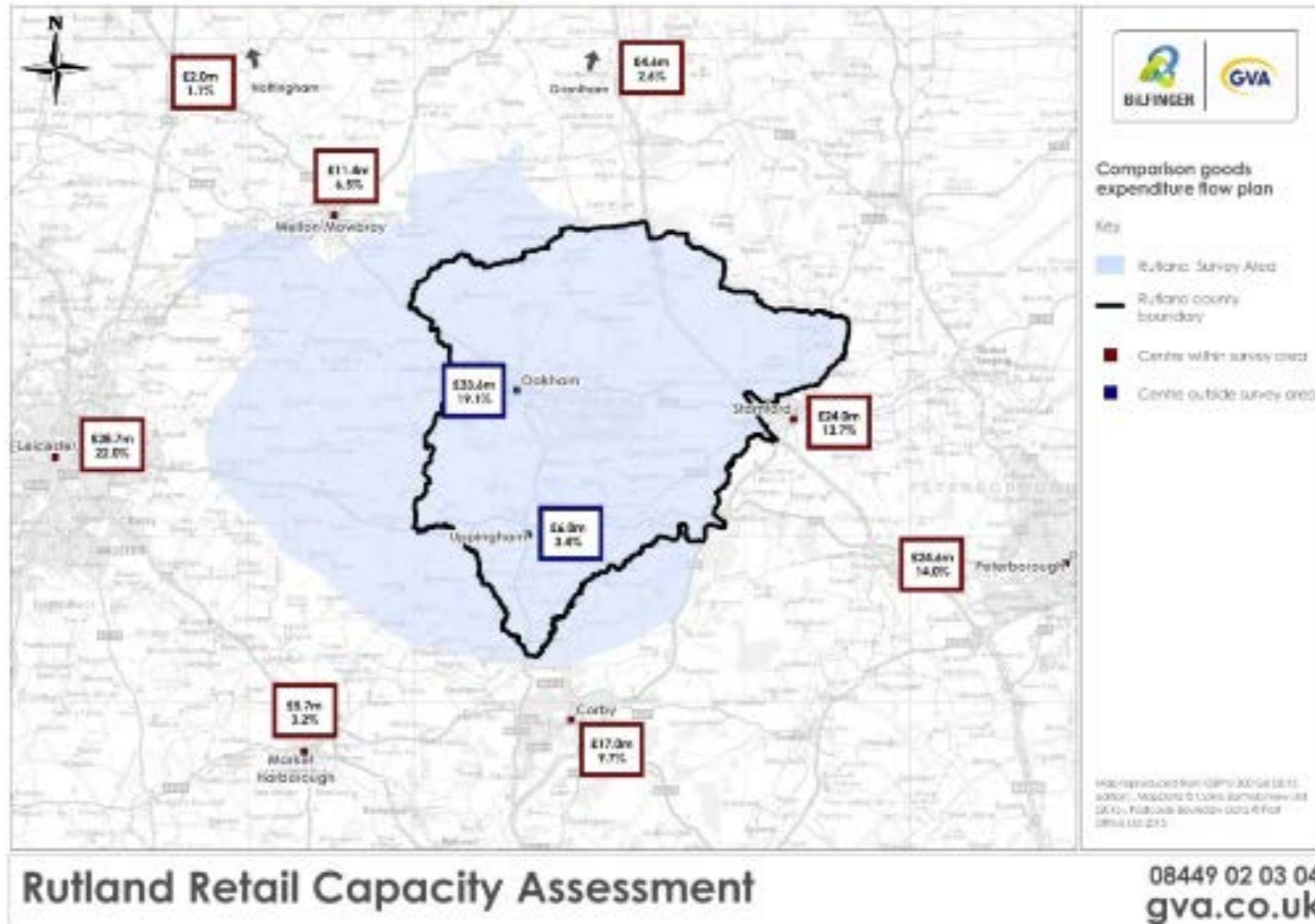




Figure 4.1: Survey area comparison goods trade flow by centre



Key retail and town centre issues.

Retail Capacity Assessment Update 2016 (GVA)

Uppingham -

- High Environmental quality
- Only one supermarket (Co-op) to meet day to day shopping needs but lots of small independent convenience stores.
- Lots of shops, cafe's, boutiques, and four hotels, "caters as much towards a tourism/visitor market as it does to meeting local shopping needs".
- Limited public transport accessibility, services run to to Oakham, Corby and Leicester.

Oakham -

- Contains a number of national multiple retailers including Tesco, Boots, Wilko, Caffe Nero and Costa, but also has a noticeably strong independent retail and leisure sector.
- No direct bus service to Leicester.
- Strong Tourism links due to proximity to Oakham Castle and Rutland Waters.
- Some peripheral areas (the west end of the centre) would benefit from environmental improvement.
- "there have been improvements to the comparison goods offer in Oakham, including a move towards more upmarket, specialist retailers and the attraction of national retailers; however these have only translated to a minor improvement in the market share"

“Let’s help rural life
in Rutland thrive”

