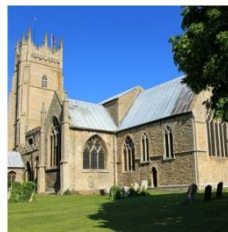


# Cambridgeshire Rural Services Survey 2016 Results Report



Survey Analysis and Reporting undertaken by Cambridgeshire ACRE



## Introduction

In 2010 Cambridgeshire ACRE carried out a survey of rural parishes in the County to gather information about local services and facilities. The survey results provided a useful benchmark of service provision.

It is now six years since the survey was conducted and, in that time, service provision across rural Cambridgeshire is likely to have changed. A follow-up survey was carried out in late 2016 to provide a comparison and to monitor the level of service change and decline. The information collected will be shared, via this report, with parish and district councils and with Cambridgeshire County Council.

## Methodology

All 234 rural parishes were offered the opportunity to complete an online survey.

In undertaking the survey, it has been assumed that those living in urban areas will have access to a reasonable range of services and facilities. As a result, the survey excluded Cambridge City, Peterborough urban wards and the following large settlements (over 10,000 population): Ely; Huntingdon; March; St Ives; St Neots; Wisbech; and Whittlesey.

## Results

Of the 234 parishes surveyed in Cambridgeshire and Peterborough, 199 provided a survey response. This gave an overall response rate of 85%. Table 1 shows a breakdown of responses by District / Unitary Authority area.

Table 1: Rural Services Survey 2017 response rate by District / Unitary Authority

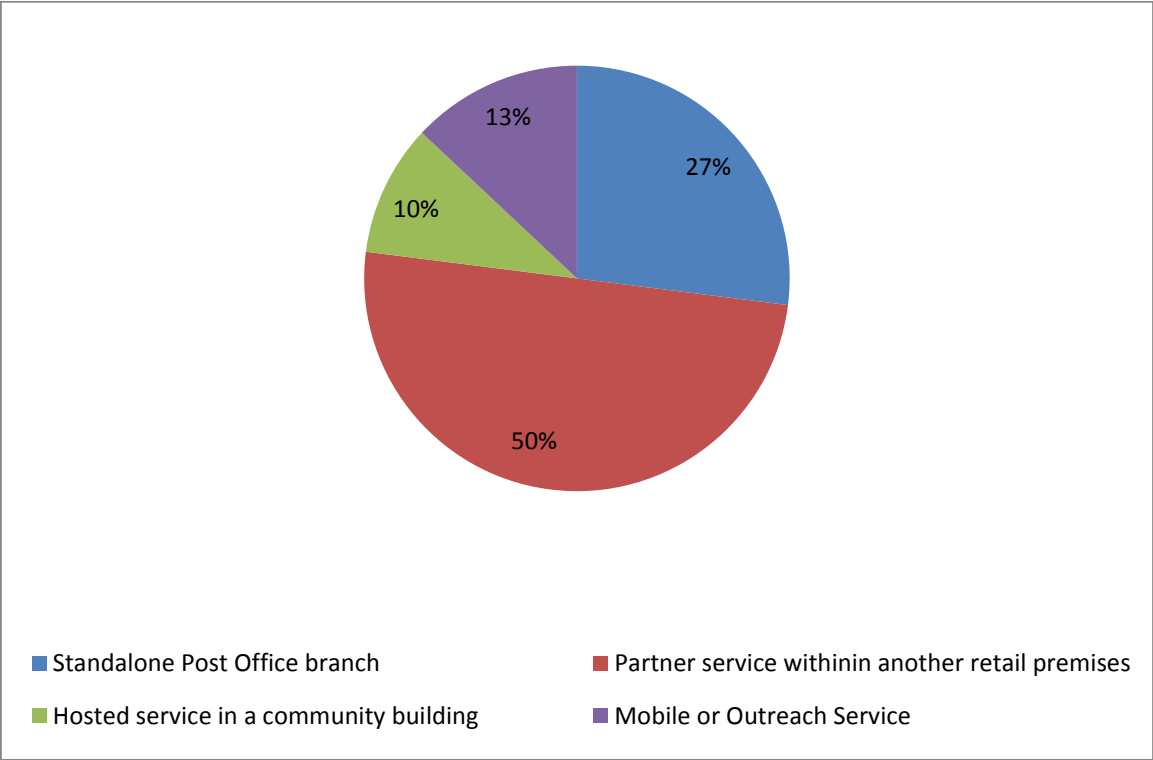
District	No of parishes surveyed	No of responses	% Response Rate
East Cambridgeshire	34	31	91%
Fenland	12	11	92%
Huntingdonshire	70	64	91%
Peterborough	25	16	64%
South Cambridgeshire	93	77	83%
<i>Countywide</i>	<i>234</i>	<i>199</i>	<i>85%</i>

**Section 1: Post Office and Financial Services**

**Post Offices**

Only 50% of Cambridgeshire’s rural communities (100 out of 199) have access to a Post Office service within their community with Chart 1 showing the type of facility available. In half of cases, the Post Office is located within another retail premises in the community; although around a quarter (27%) still retain standalone post office branches. All but one of the Post Offices are run commercially; with just one community-run Post Office at Little Thetford in East Cambridgeshire.

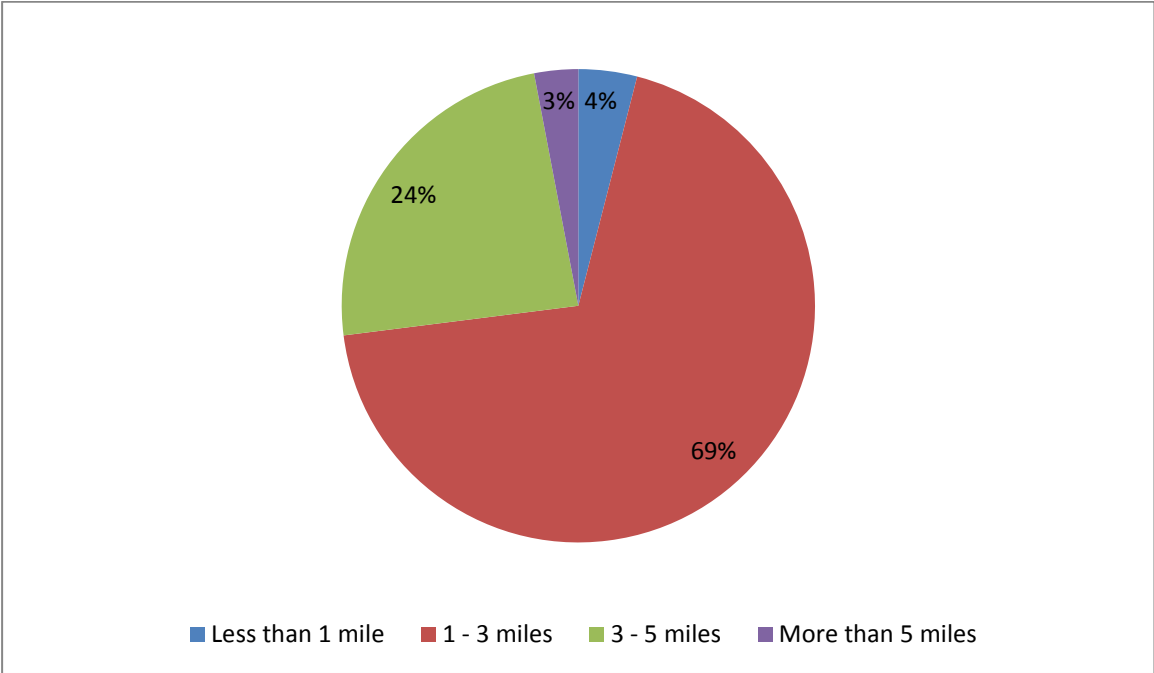
Chart 1: Type of Post Office service provided



Of those communities with a Post Office, 71% have the service available on a full-time basis. The remaining 29% have a part-time service, with most (62%) open for up to 10 hours per week.

Half of Cambridgeshire’s rural communities do not have access to a Post Office in their community, but most have a Post Office within 3 miles travelling distance. Chart 2 shows the travelling distances travelled to access the nearest service by those without a Post Office in their community.

Chart 2: Travelling distance to the nearest Post Office for those with no Post Office in their community



‘Access criteria’, which are laid down in Government policy for the network, include a measurement of physical access to a post office in rural areas. One of the criteria is that 95% of the rural population should live within three miles of a post office outlet<sup>1</sup>. In 2014/15 the Post Office reported that 98.7% of the population lived within that distance. Whilst not directly comparable, as the Cambridgeshire survey collected data at community level rather than population level, 172 out the 199 communities responding had a post office service either within their community or within 3 miles travelling distance. This equates to 86% which is a lower percentage than the access criteria specified.

Virtually all rural communities have a post box (98%), although under half (43%) have a working telephone box.

**Financial Services**

Whilst there has been a general move towards a more ‘cashless’ society, nearly everyone depend on access to cash to some degree. In 2015 cash was still used for 45% of all payments and particularly for low value transactions<sup>2</sup>. Bank or building society branches are an obvious and traditional point of access to cash as, of course, is the network of post offices. Access to a cashpoint is another measurable factor.

Over half (54%) of communities in Cambridgeshire have no banking services at all within their community. Less than a quarter (24%) have a cashpoint; only 39% have a post office counter and just 6% have a bank or building society. Less than a quarter (22%) can access a Paypoint facility (usually within a retail premises), which allows people to pay bills.

<sup>1</sup> State of Rural Services 2016, Rural England, 2016 (www.ruralengland.org)  
<sup>2</sup> As above

Nationally, the number of cash machines has grown by 12% in the last five years but this is not reflected in local Cambridgeshire figures where the percentage of communities reporting a cash machine has remained the same between 2010 and 2016 at 24%.

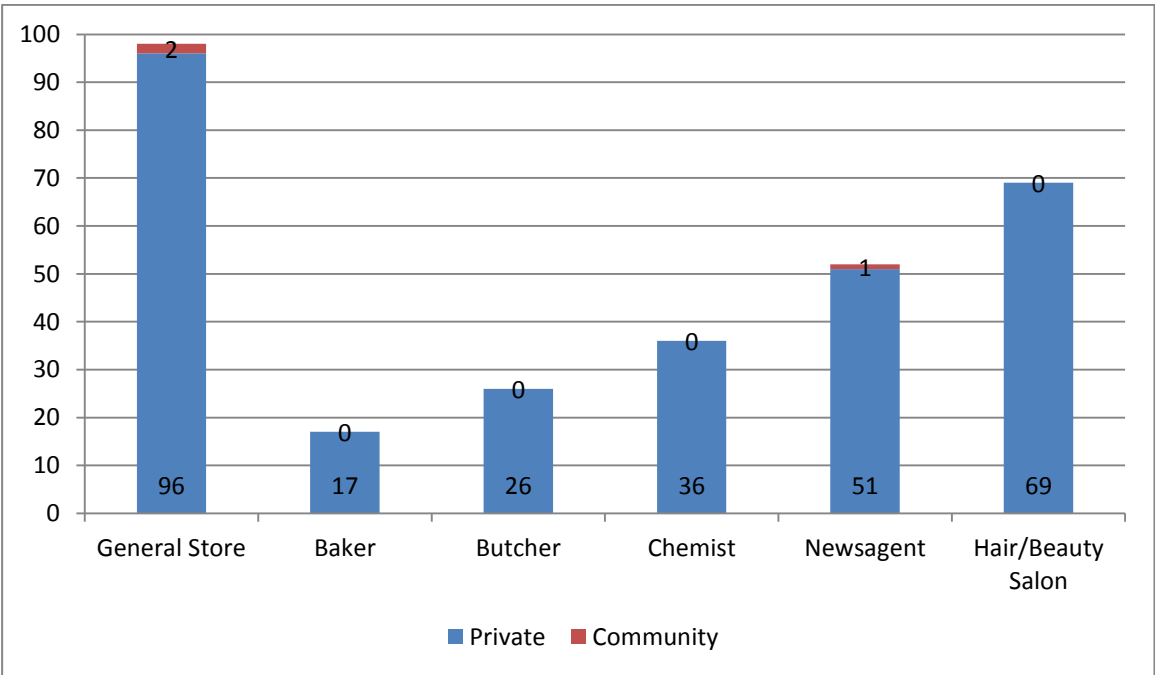
**Section 2: Shops and Other Services**

**Shops**

A wide range of shops were reported within Cambridgeshire’s rural communities, along with access to mobile services and supermarket (and other) delivery services. The majority of shops are run by private businesses, although 2 community-run shops were identified at Stetchworth in East Cambridgeshire and Elsworth in South Cambridgeshire.

Chart 3 shows the type of shops operating in Cambridgeshire’s rural communities.

Chart 3: Type of Shops operating in rural communities

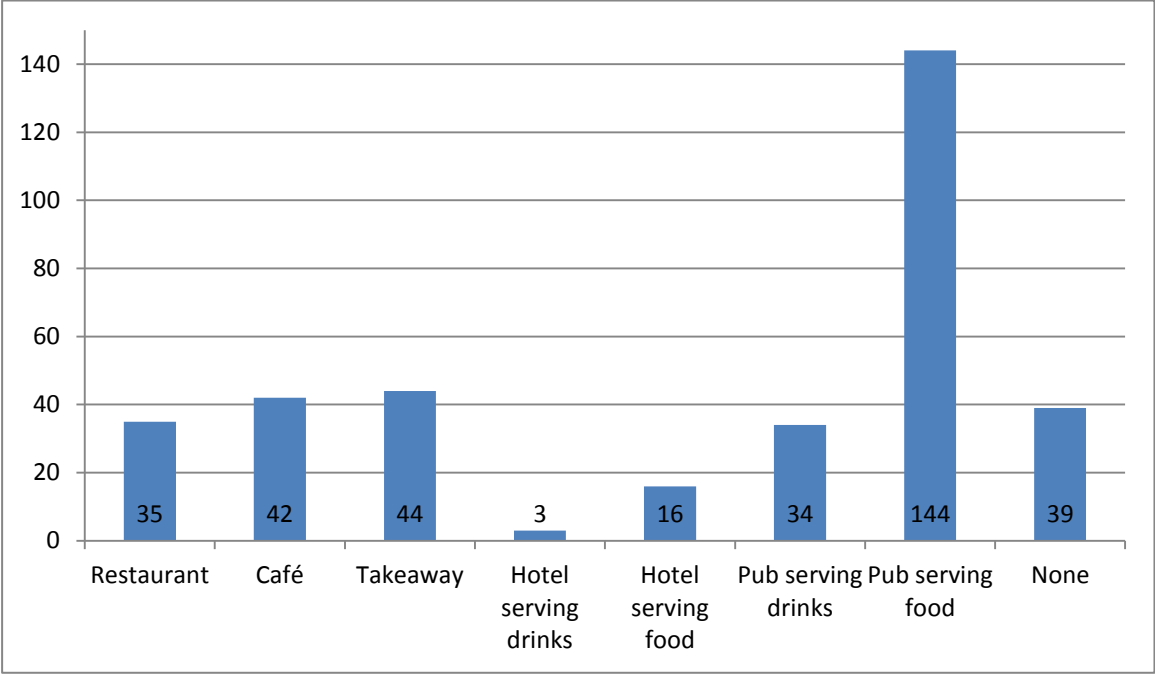


A very small number of rural communities (5%) have regular general or farmers markets, mainly on a monthly basis. Just under a fifth of rural communities (17% or 34 communities) have a local farm shop.

**Other services**

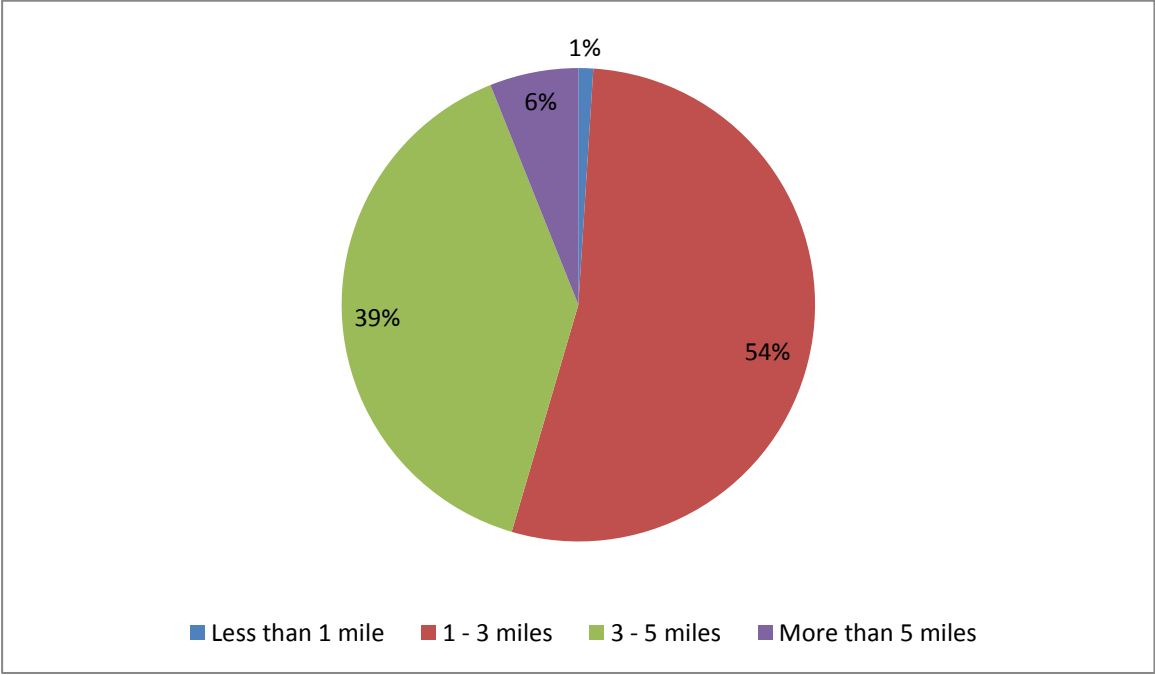
80% of rural communities have services such as restaurants, cafés, takeaways, hotels or pubs operating within them. Chart 4 shows the range of other services operating in Cambridgeshire’s rural communities.

Chart 4: Types of Other Service operating in rural communities



Less than a quarter of rural communities (23%) are served by a petrol station and 45% of those communities without a petrol station have to travel over 3 miles to access one. Chart 5 shows the distance travelled to access a petrol station by the 77% of communities who do not have one local to them.

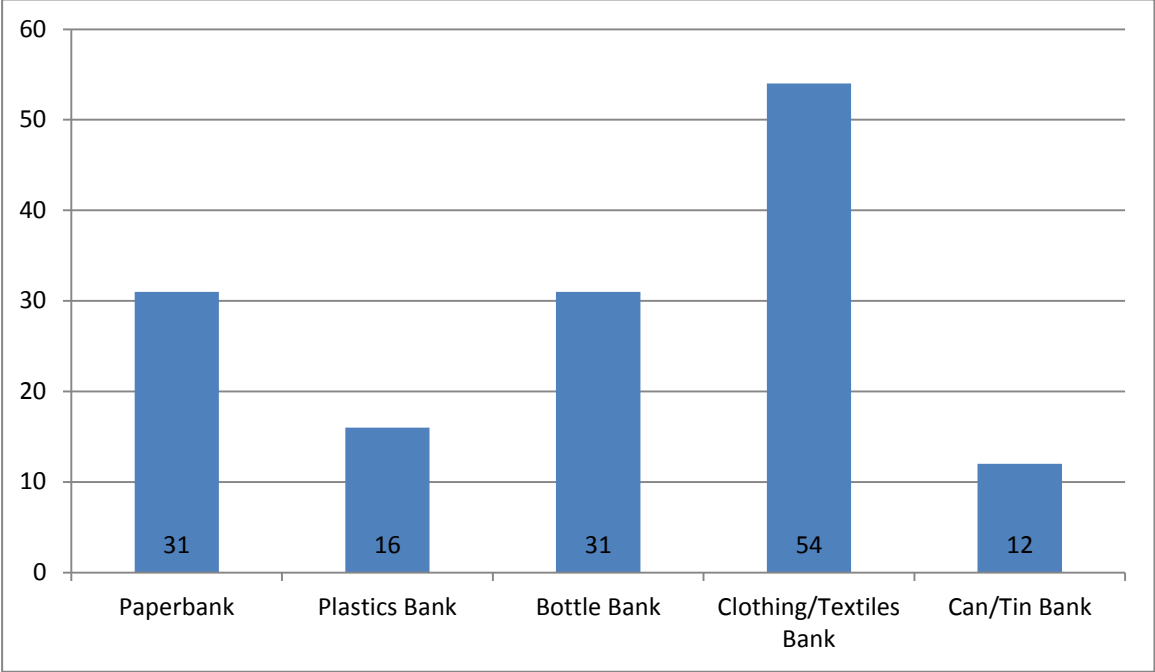
Chart 5: Distance travelled to access the nearest petrol station



**Recycling**

In addition to local authority kerbside collections, many rural communities provide other recycling facilities for their residents. Chart 6 shows the range of recycling facilities provided in Cambridgeshire’s rural communities.

Chart 6: Range of recycling facilities in rural communities





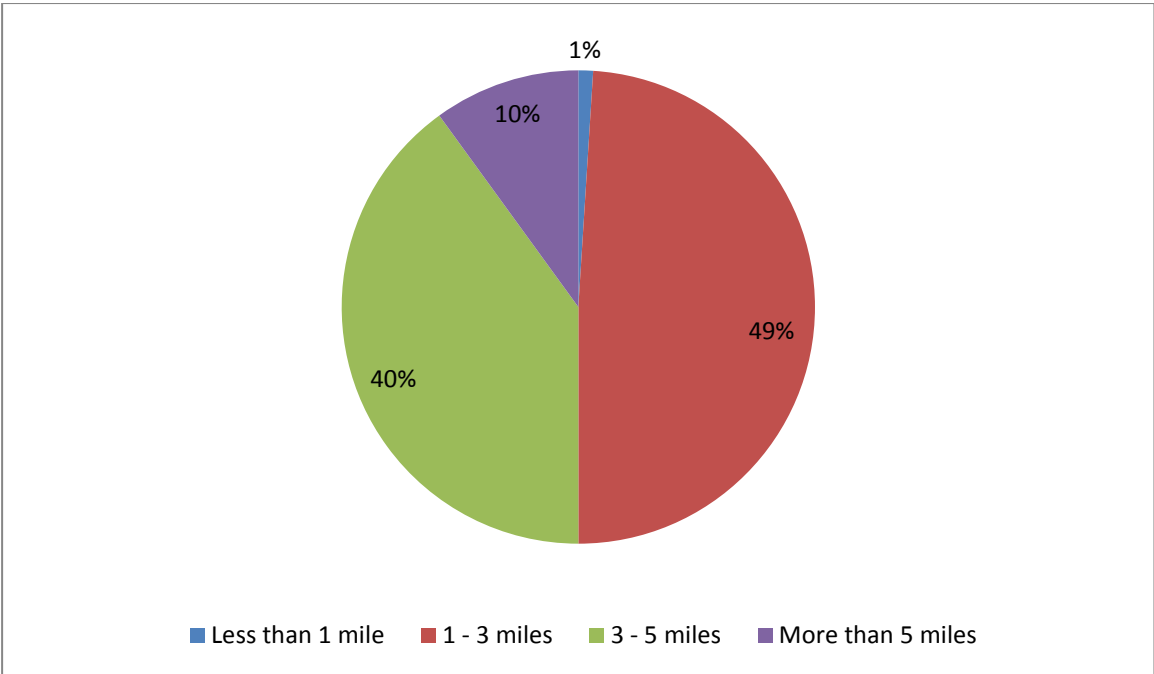
**Section 3: Health and Social Care Facilities**

**GP Surgery**

Just over a quarter (27%) of Cambridgeshire’s rural communities have a GP surgery in them. In the majority of instances this is a permanent surgery, although a small number (6% or 3 practices) are ‘visiting’ practices.

For communities without a GP surgery, half (50%) have one within 3 miles of their community, with the other 50% (73 communities) having to travel over 3 miles. Chart 7 shows the distance travelled by those without a GP surgery in their community.

Chart 7: Distance travelled to access a GP surgery by those without one in their community

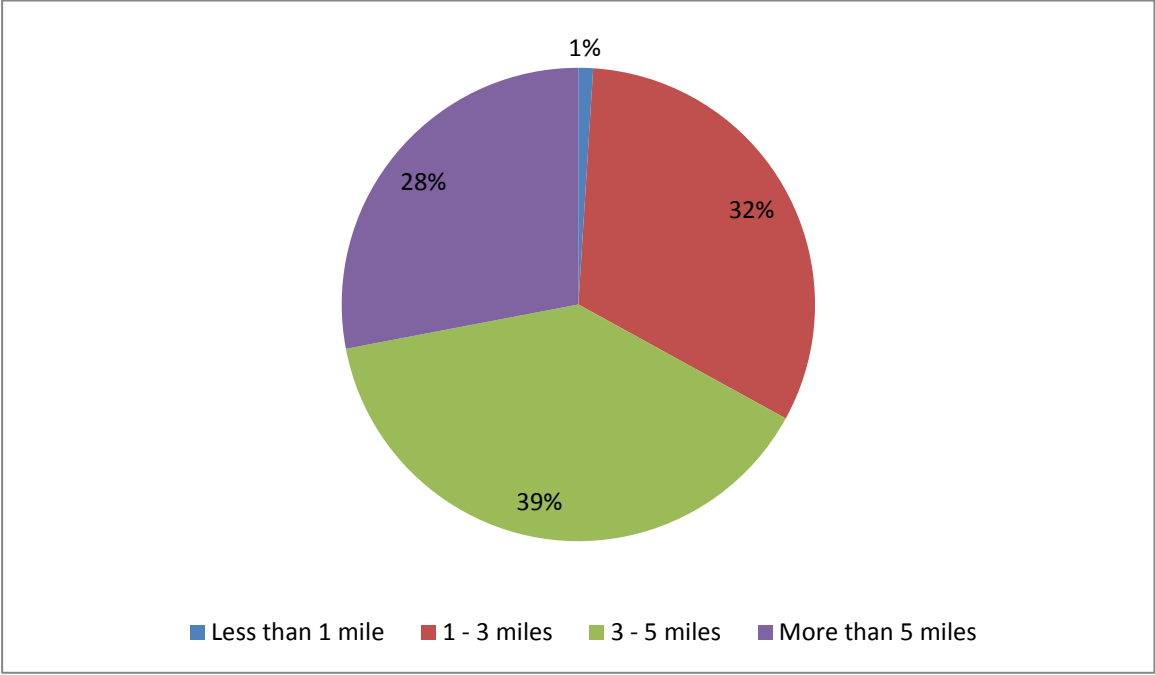


At a national level, accessibility indicators show that the average journey time by car for a rural household to reach their nearest GP surgery is just over 9 minutes. In Cambridgeshire, 90% of communities have a GP surgery within 5 miles travelling distance. It is estimated that travelling 5 miles would take in the region of 9 – 10 minutes.

**Dentist**

Only 14% (27 communities) have a Dentist (or which two thirds offer NHS treatment). For communities without a dental surgery, two thirds (67%) have to travel more than 3 miles to access one, and of these 51 communities have to travel more than 5 miles. Chart 8 shows the distance travelled by those without a dental surgery in their community in order to access one.

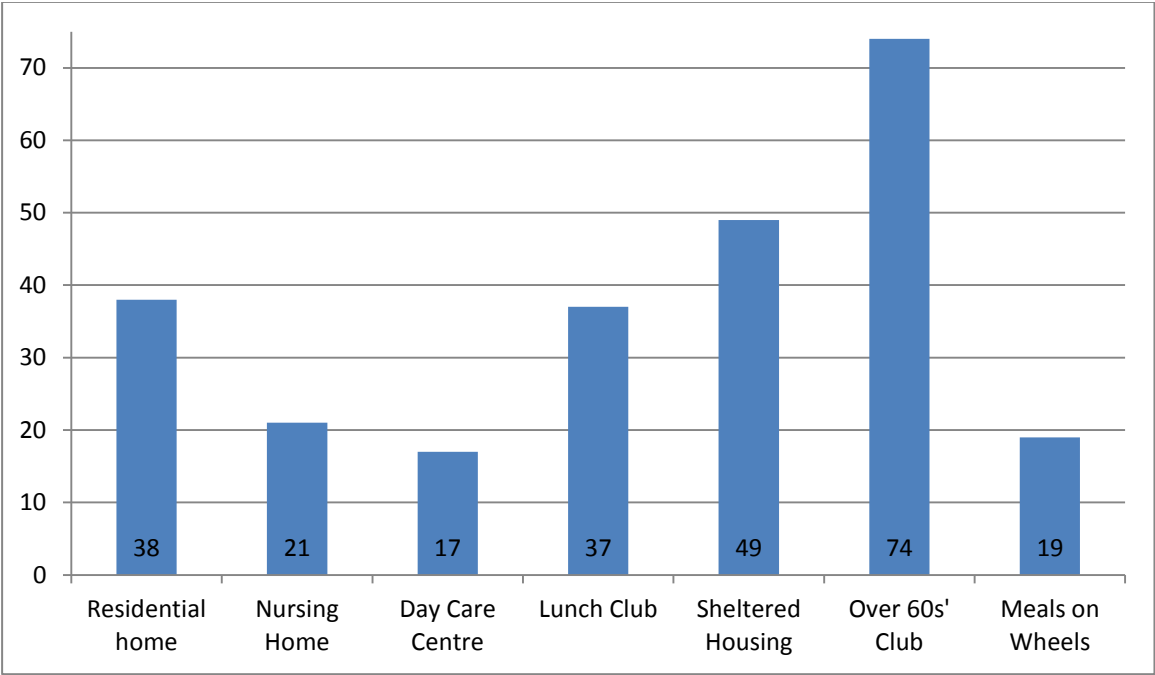
Chart 8: Distance travelled to access an NHS dental surgery by those without one in their community



Around a quarter of rural communities have a pharmacy (22%) or prescription collection point (27%) within their area.

Cambridgeshire’s rural communities are home to wide range of social care services. Chart 9 shows the number of each kind of facility operating.

Chart 9: Social care facilities operating in Cambridgeshire’s rural communities



## Section 4: Community Facilities

A wide range of community facilities are provided within Cambridgeshire’s rural communities.

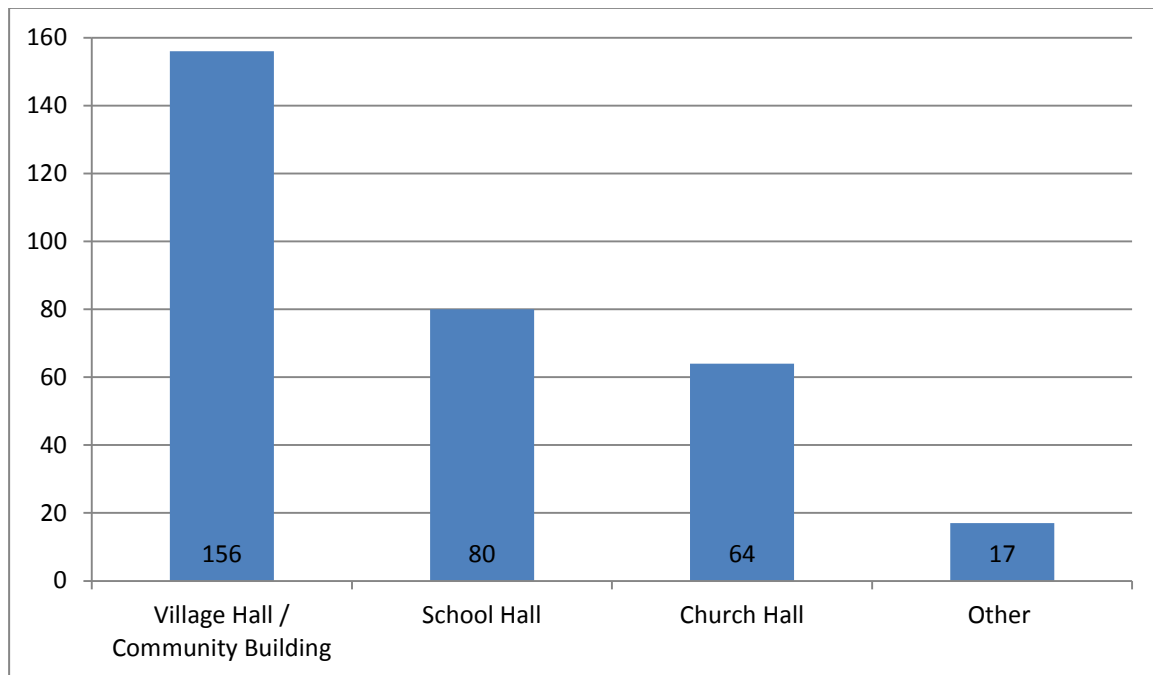
### Places of Worship

Nearly all communities (95% or 190 communities) have a church, chapel or other faith-related building.

### Meeting Place

The vast majority of rural communities have a public building such as a village hall, community building, school hall or church hall. Some respondents indicated another sort of building was used in their community and in 8 out of the 17 instances, the village church was used. Chart 10 shows the type of meeting places available.

Chart 10: Type of meeting place in rural communities



### Other Community Spaces

78% of communities report they have an equipped children’s play area; 68% have a sports field; 67% have a village green; and 60% provide allotments for residents. Other facilities reported include pavilions (42%), social clubs (31%), pocket parks/nature reserves (28%), sports halls (19%) and unequipped play areas (18%).

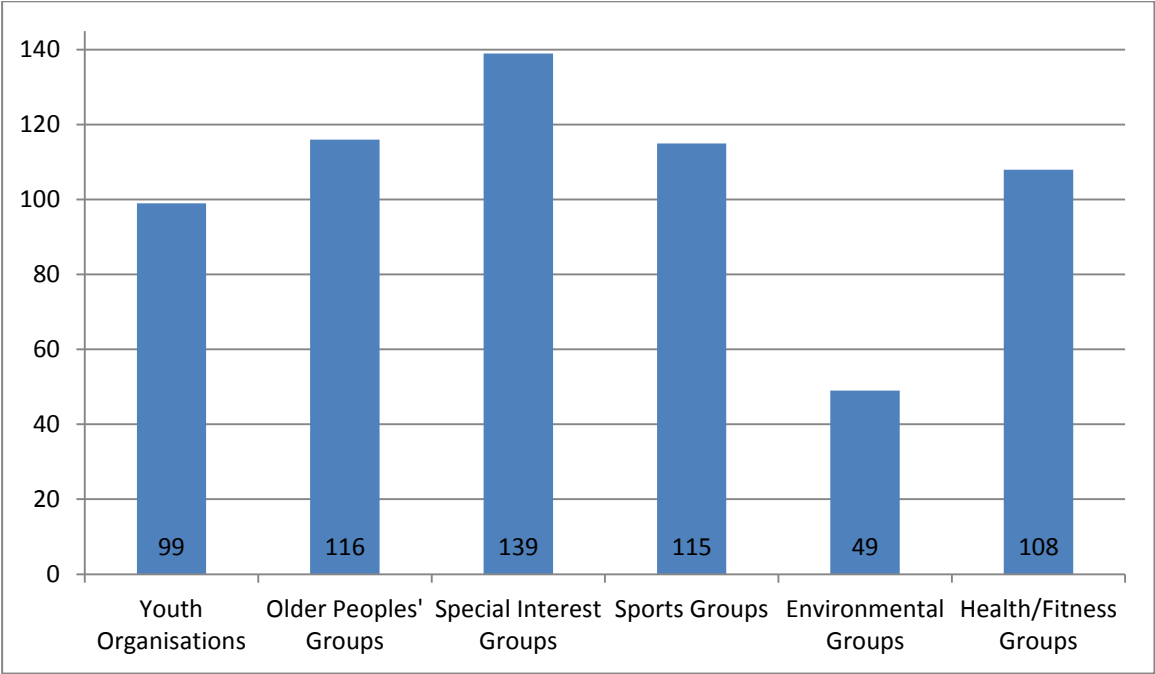
### Sports Facilities

53% of communities have a football pitch; 43% have a cricket pitch; and 32% have tennis courts. Around a quarter of communities have a bowling green (27%) or a multi-use games area (MUGA) (24%).

**Community-run Groups and Organisations**

Cambridgeshire’s rural communities support a wide range of community-run groups. Chart 11 shows the number of each type of group/organisation that exist.

Chart 11: Community-run Groups and Organisations

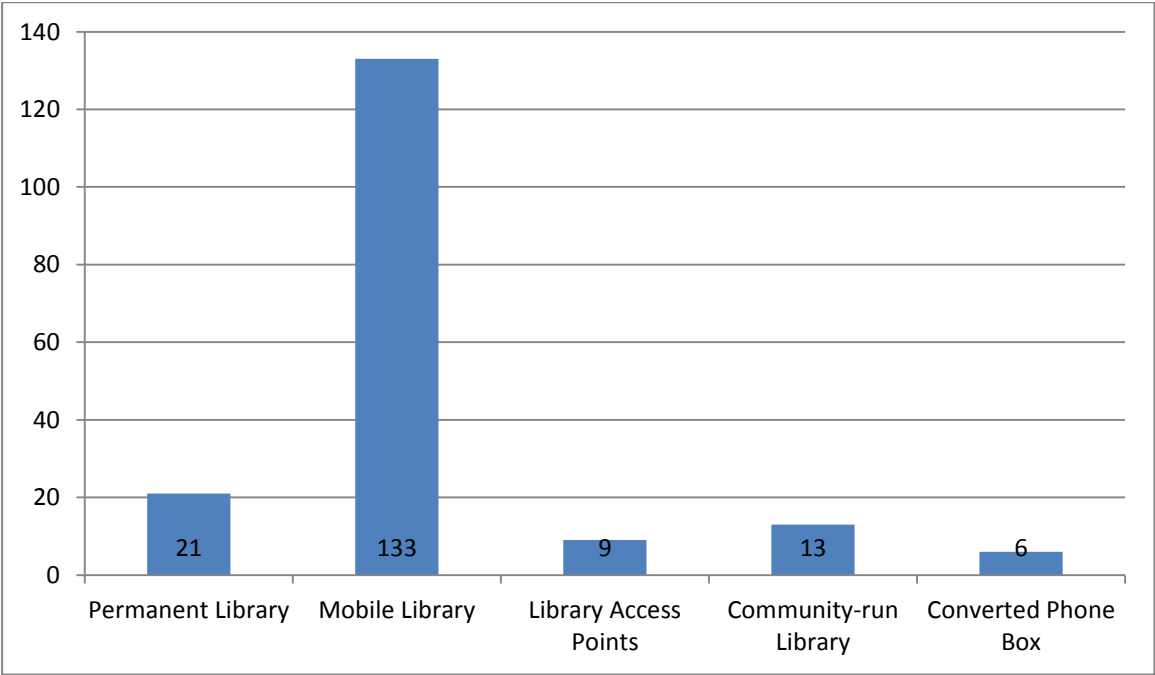


**Section 5: Community Information and Learning**

**Libraries**

Only 11% or 21 communities now have a permanent library. Whilst the majority of communities still have some kind of library service, they are now being delivered in different ways. Chart 12 shows the ways library services are being delivered.

Chart 12: Delivery of Library services



**Community Communications**

Virtually all rural communities (96% or 191 communities) have public noticeboards used for providing local information.

An equally high number (93% or 185 communities) have a community website (usually linked to the parish council) and 87% (173 communities) have some kind of community magazine or newsletter. Over a third of communities (40% or 80 communities) now use social media to spread community information.

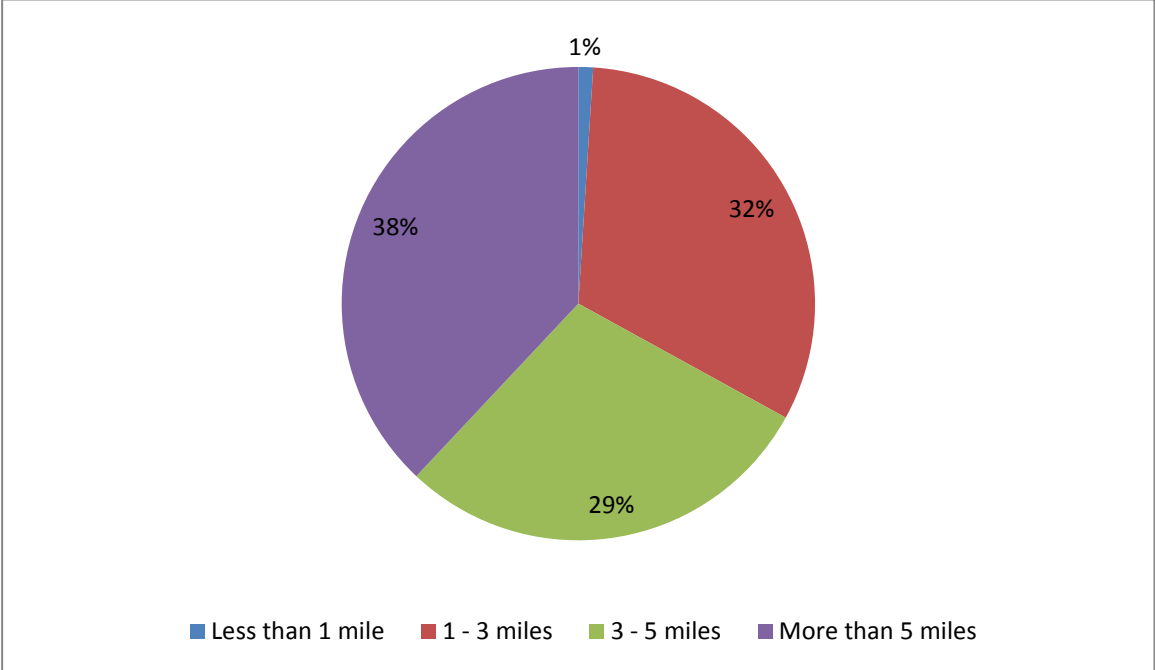
Very few rural communities, less than a fifth (18%), reported having public internet access and over a third (41%) reported broadband ‘slow’ or ‘not spots’.

**Learning**

Over half of rural communities (55%) have a pre-school playgroup operating and just under half (48%) have parent and toddler groups. However, nearly a third (29%) have no pre-school provision in their community.

Adult education provision in rural communities is very limited, with only 7% having any adult education provision at all. Where no provision exists, two thirds of communities (67%) have to travel over 3 miles to access such provision. Chart 13 shows the distance travelled to access adult education by the 93% of communities who do not have a provider in them.

Chart 13: Distance travelled to access the nearest adult education provider



**Section 6: Transport**

**Scheduled Bus Services**

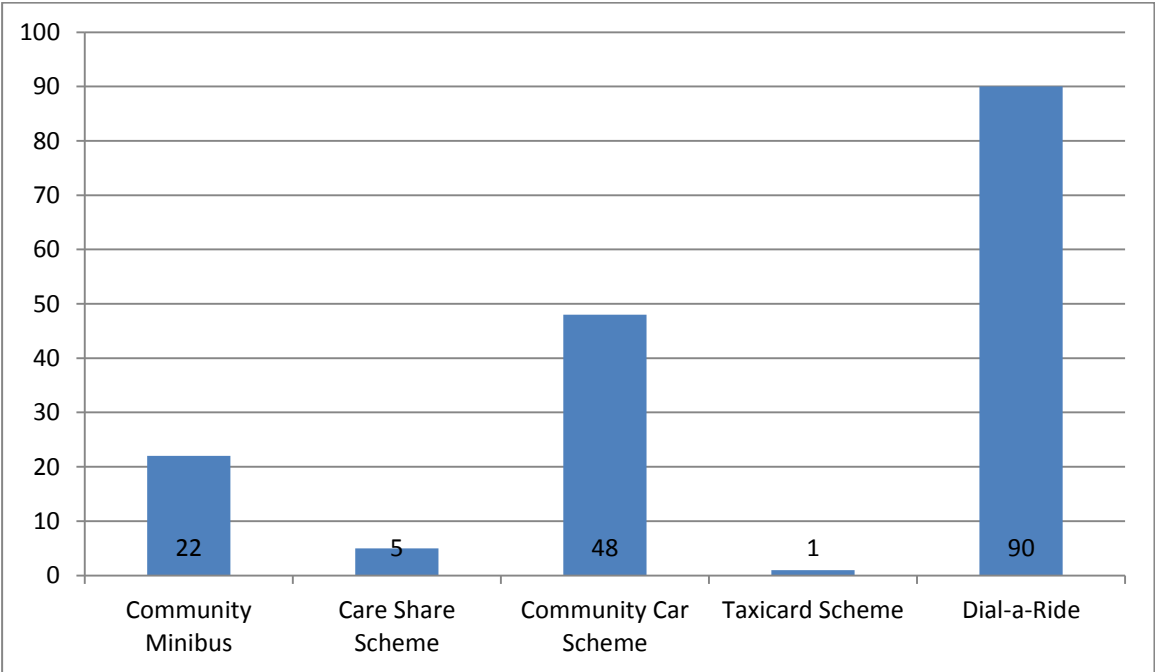
89% of rural communities (178 out of 199) have a scheduled bus service operating. In nearly a third of cases (29%), this is an hourly service between 7am and 8pm. Nearly three quarter of communities have a service operating on a Monday – Friday basis but provision drops off at the weekends with only half (54%) of services operating on Saturday and just 14% operating on Sundays and Bank Holidays. 8% (15 communities) report they now have a service that only operates on a ‘once a week’ basis.

The last available national figures collected through the National Travel Survey 2012 by Defra<sup>3</sup> showed that 49% of households in the smaller rural settlements could access a regular bus service (hourly or better). The comparable figures were 86% of households in rural town and fringe areas and 96% for urban households.

**Community Transport**

Community transport provision is still relatively low in Cambridgeshire with a fifth of communities (20%) indicating that no community transport schemes operate in their community. Chart 14 shows the number of different community transport schemes in operation in Cambridgeshire’s rural communities.

Chart 14: Community Transport

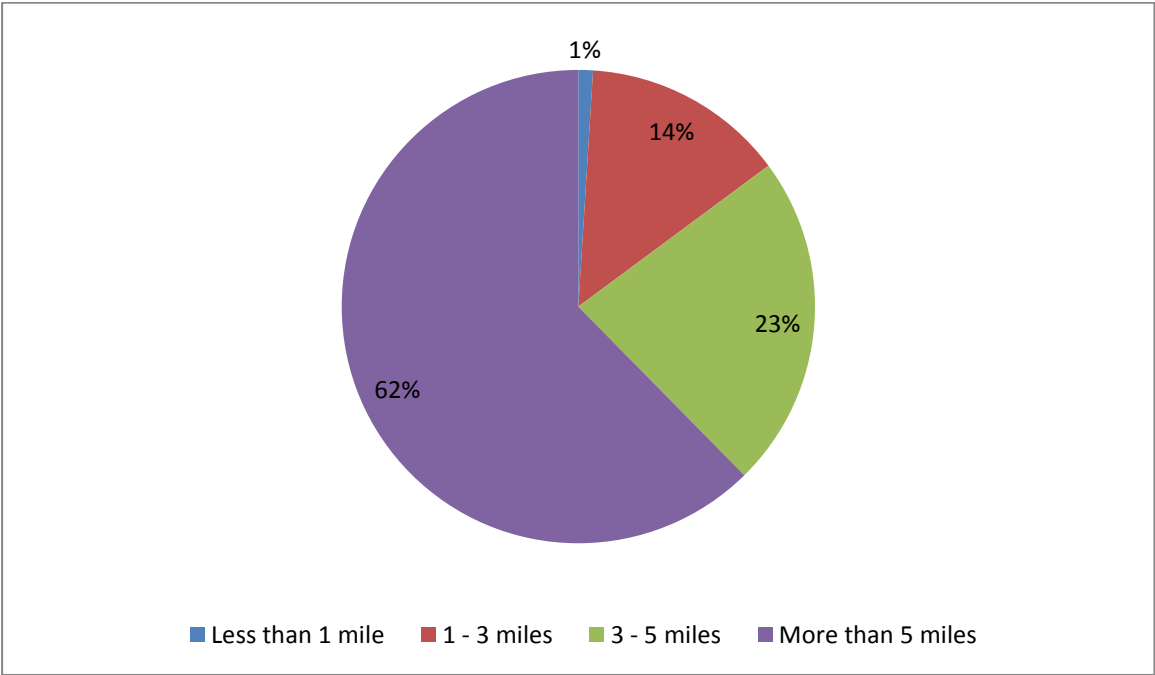


<sup>3</sup> State of Rural Services 2016, Rural England, 2016 (www.ruralengland.org)

**Rail Services**

Only 4% of Cambridgeshire’s rural communities (8 communities) have a rail station. Where no rail station exists, 86% of communities have to travel over 3 miles to access one and 62% over 5 miles. Chart 15 shows the distance travelled to access a rail station by the 96% of communities who do not have a station local to them.

Chart 15: Distance travelled to access the nearest rail station





**Section 7: Crime Prevention**

**Police**

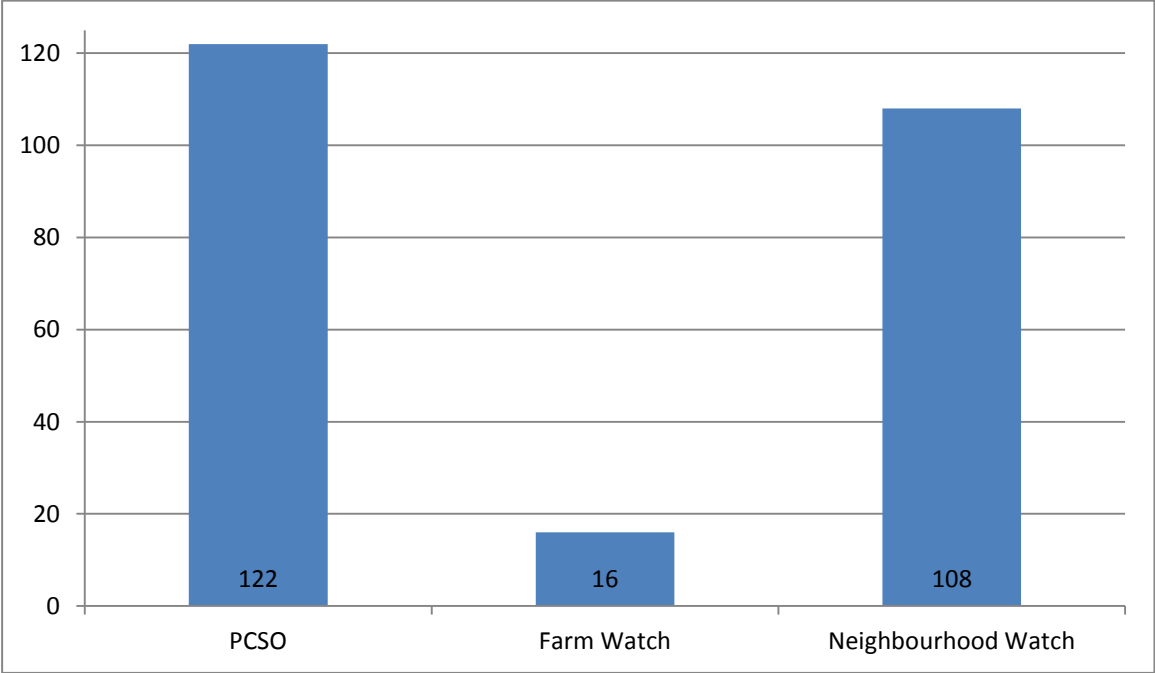
Only 2% or 4 communities have any kind of police station and 50% of these (2 police stations) are only open on a part-time basis.

**Other Crime Prevention Measures**

61% of communities (122) reported having a Police Community Support Officer (PCSO), although many caveats were made about sharing their PCSO with other communities and never actually seeing their designated PCSO.

Chart 16 shows the extent of other crime prevention measures taking place in Cambridgeshire’s rural communities.

Chart 16: Crime Prevention Measures



## Section 8: Overall Change in the Provision of Key Rural Services between 2010 and 2016

Some further analysis has been undertaken at District/Unitary Authority level and Countywide level regarding the availability of 'key' rural services within Cambridgeshire's rural communities.

The services considered to be key are:

- Post Office Service
- Cashpoint
- General Store
- Pub
- GP Surgery
- Place of Worship
- Community Meeting Place (either a village hall, school hall or church hall)
- Library Service (either permanent, mobile, library access point or community-run)
- Broadband Coverage
- Scheduled Bus Service
- Police Presence (either a police station and/or a Police Community Support Officer)

Table 2 (page 20) shows the percentage change in the provision of key rural services between 2010 and 2016 at a District/Unitary Authority level and also at a Countywide level. Only communities who had provided a response to both the 2010 and 2016 surveys were included in this analysis so that a clear view could be gained on change in availability.

A *rise* in the provision of a service by more than 10 percentage points has been highlighted with green text and green shading. A *decline* in the provision of a service by more than 10 percentage points has been highlighted with red text and red shading.

### Findings

#### Post Office Service

The number of rural communities with a post office service of some description operating has declined very slightly since 2010. 52% of rural communities have some form of post office services operating; the comparable figure for 2010 was 54%.

#### Cashpoint

At a County level, the number of rural communities with a cashpoint machine has also dropped very slightly 2010, with a quarter (25%) reporting a cashpoint in their community in 2016 vs 26% in 2010.

#### General Store

At a County level, the number of rural communities with a general store has dropped since 2010, with just a half (50%) reporting a general store operating in their community in 2016 vs 53% in 2010.

### Pub

The number of rural communities with a pub has fallen slightly since 2010. 78% of rural communities now have a pub; the comparable figure for 2010 was 80%.

### GP Surgery

The number of rural communities with a GP surgery has not changed at all since 2010. Just over a quarter of rural communities (27%) have a GP surgery; the same figure as in 2010.

### Place of Worship

At a County level, the number of rural communities with a place of worship has not changed since 2010, with 95% reporting a place of worship in their community for both surveys.

### Community Meeting Place (village hall, school hall or church hall)

There has been a very small decline in the number of rural communities with a community meeting place with 89% reporting a community meeting place in response to the 2016 survey vs 91% in response to the 2010 survey.

### Library Service (permanent, mobile, library access point or community-run)

The provision of library services in rural communities has seen a significant decline in the years since 2010. In response to the 2016 survey, 82% of communities reported a library service in operation, either by way of a permanent library, visits from a mobile library, through a library access point or in some cases where the community has stepped in to run a library service. In 2010, the comparable figure was 94% suggesting a significant loss of library services.

### Broadband Coverage

Broadband coverage in rural communities is the only key rural service which has shown significant improvement since 2010. This was to be expected following the successful rollout of the Connecting Cambridgeshire project across Cambridgeshire and Peterborough. Back in 2010, only 73% of rural communities reported broadband coverage in their community and by 2016, that figure had risen to 83%.

### Scheduled Bus Service

The number of rural communities with a scheduled bus service operating has fallen slightly since 2010. 89% of rural communities reported a scheduled bus service in their community in the 2016 survey; the comparable figure for 2010 was 92%.

### Police Presence (either a police station and/or a Police Community Support Officer)

Whether a rural community has a police presence, either by way of a police station or through the provision of a Police Community Support Officer, is another key rural service which has suffered significant decline since 2010. In response to the 2016 survey, 63% of communities across Cambridgeshire and Peterborough reported a police presence, whereas the comparable figure in 2010 was 82%. One District, Fenland, bucks this trend with a significant increase in communities reporting a police presence in 2016 than in 2010 (89% vs 67%).

Table 2: Summary of Key Rural Services by District: 2010 vs 2016 results

% of Parishes with each facility by District	East Cambridgeshire			Fenland			Huntingdonshire			Peterborough			South Cambridgeshire			Cambridgeshire		
	2010	2016	Chng	2010	2016	Chng	2010	2016	Chng	2010	2016	Chng	2010	2016	Chng	2010	2016	Chng
Post Office Service	62%	55%	-7	100%	89%	-11	41%	45%	4	36%	36%	0	59%	55%	-5	54%	52%	-2
Cashpoint	28%	28%	0	0%	22%	22	31%	25%	-6	21%	29%	8	26%	24%	-2	26%	25%	-1
General Store	52%	52%	0	56%	67%	11	51%	49%	-2	43%	43%	0	56%	50%	-6	53%	50%	-3
Pub	90%	90%	0	100%	89%	-11	73%	71%	-2	71%	71%	0	80%	79%	-1	80%	78%	-2
GP Surgery	21%	24%	1	22%	22%	0	27%	27%	0	43%	43%	0	26%	26%	0	27%	27%	0
Place of Worship	100%	100%	0	100%	100%	0	92%	90%	-2	71%	79%	8	100%	100%	0	95%	95%	0
Community Meeting Place	97%	97%	0	100%	100%	0	88%	82%	-6	79%	71%	-8	93%	93%	0	91%	89%	-2
Library Service	100%	83%	-17	100%	78%	-22	92%	78%	-14	64%	71%	7	97%	86%	-11	94%	82%	-12
Broadband Coverage	97%	93%	-4	56%	89%	33	61%	82%	21	79%	86%	7	74%	79%	5	73%	83%	10
Scheduled Bus Service	97%	90%	-7	89%	89%	0	86%	84%	-2	79%	79%	0	97%	94%	-3	92%	89%	-3
Police Presence	93%	76%	-17	67%	89%	22	78%	43%	-35	57%	50%	-7	87%	71%	-16	82%	63%	-19