

Rural inequality – can social enterprise drive change?



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Rural Challenges

- Rural poverty premium
- Distance/sparsity
- Transport
- Digital connectivity
- Fuel poverty
- Low wages
- Housing costs



Rural Challenges

- Mental Health
- Climate Change
- Farming incomes
- Community polarisation
- Ageing demographic



What is social mobility?

- The link between a person's occupation or income and the occupation or income of their parents.

Social Mobility Commission

Or is it?

- Research from PwC* showed that 57% of UK workers would prefer a job that makes a difference.
- Pay is more important to young people, but better living standards are seen as the achievement that demonstrates social mobility

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Upskilling Hopes and Fears

Social mobility in rural areas

- East Midlands is one of the worst areas for social mobility
- Rural areas tend to perform worse than urban mainly due to lack of choice at nursery and higher education stages, low wages, lack of transport, and high housing costs.
- Mixed picture in Derbyshire
- NE Derbyshire (255/324) is worst quartile nationally for young people and Staffs Moorlands worst quartile for Early Years
- High Peak is ranked 233/324 and Derbyshire Dales performs best 126/324

What do the public think about social mobility?

What social mobility means



Living standards

38%

demonstrating a good standard of living

Home

35%

owning your own home

Job

29%

having a well paid job

UK whole

18-24

25-34

35-44

45-54

55-64

65+

Male

Female

Free school meals

What do the public think are the barriers?

Barriers to social mobility



Skills

30%

lacking skills through education

Support network

26%

lacking a support network growing up

Disabilities

26%

having disabilities

UK whole

18-24

25-34

35-44

45-54

55-64

65+

Male

Female

Free school meals



Place

24%

the area you group up in

Ethnicity

23%

your ethnicity

What do the public think are the drivers of success?

Secrets of career progression



Determination

89%

personal determination

Soft skills

87%

soft skills

Qualifications

86%

technical skills, such as professional qualifications

UK whole

18-24

25-34

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Male

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Free school meals



Experience

85%

digital skills

Local opportunities

83%

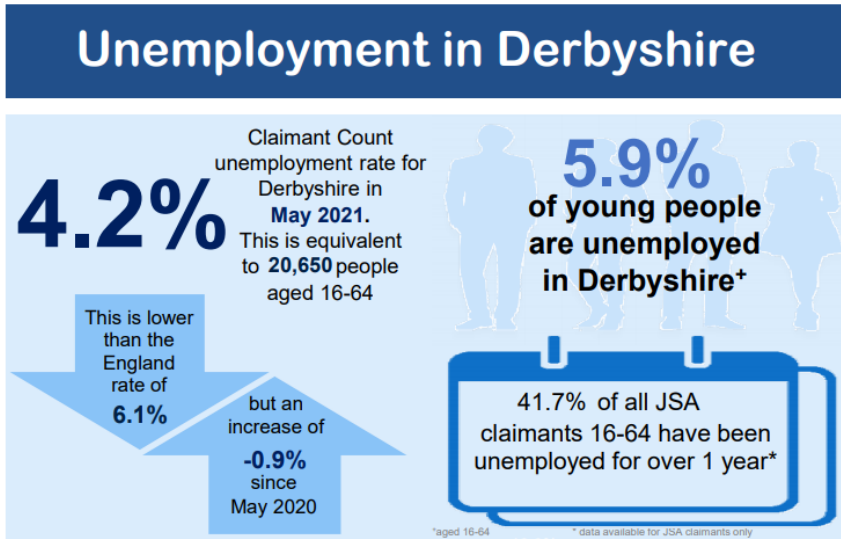
local employment opportunities

What has been the effect of the pandemic?

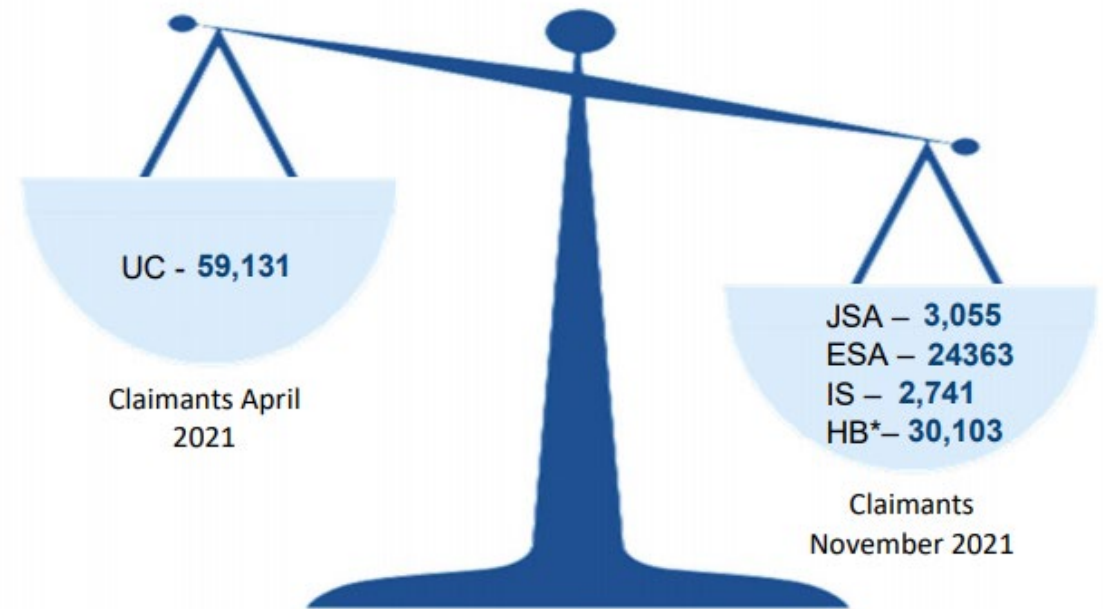


Six in ten people believe the pandemic has increased inequality, according to a new Social Mobility Commission poll reported in FE News this week.

Income shock for many



Up from 1.5% in 2018



Annual tax credit data for 2018/19 shows - **22,500** CTC claimants and **16,800** on WTC.

*Housing Benefit data (HB) - February 2021

UC up from 27,608 in Dec 2019

Other negative impacts of covid 19

- Mental health
- Lack of social contact
- Employment opportunities
- Education
- Physical health
- Greater social divisions

The younger generation worst affected

"This research is a stark warning that the pandemic risks putting social mobility into reverse. While older people have been the principal health victims of COVID-19, without action the younger generation will be the biggest economic and social losers from it. A new national mission is needed to address deep inequalities in society."

The Rt Hon Alan Milburn

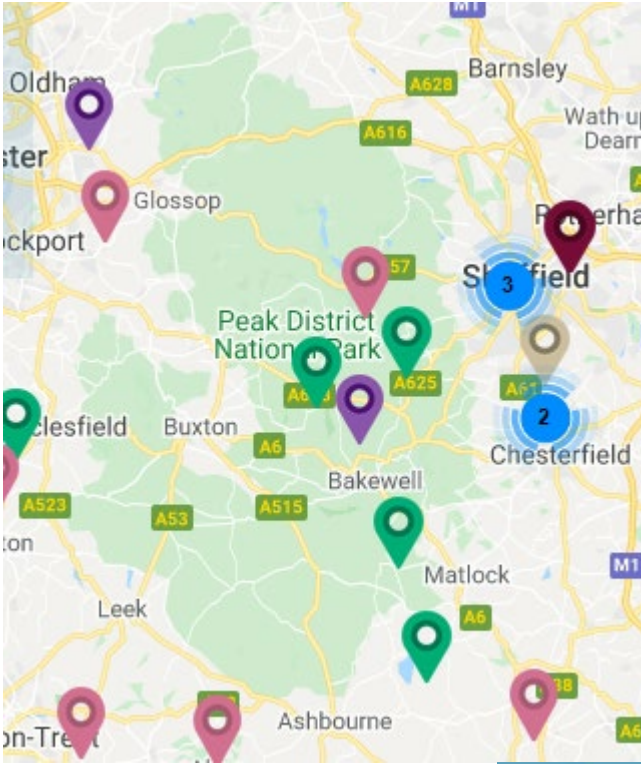
Senior advisor at PwC and chair of the Social Mobility Foundation

How could community businesses and social enterprise help improve social mobility?

- Helping people with direct challenges such as food, local services
- Bringing communities together from all backgrounds
- Supporting the development of soft and hard skills
- Raising aspirations
- Providing opportunities for work experience and volunteering



Social enterprises and community businesses located in the wider PDP area.



Next steps

- Establish a network to support social and community enterprises and share learning?
- Mapping – do we know what already exists?
- Support for fledgling enterprises?
- Grants for start-up costs?
- Mainstream support within D2 business advice services?
- Toolkits and resources?