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LEICESTERSHIRE

RURAL COMMUNITY PULSE CHECK

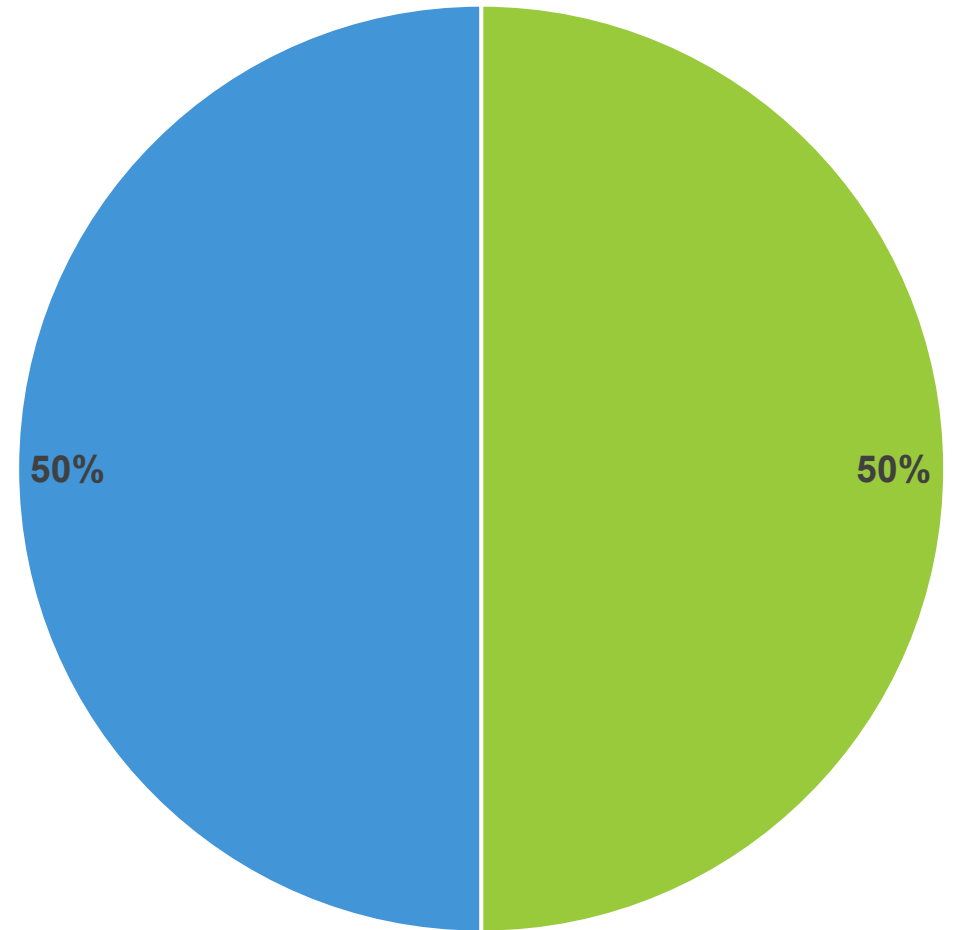
JANUARY 2022

TAKING A PULSE

We are actively talking to communities to better understand the ongoing impact, response, and recovery from Covid-19.

We undertook our first and second pulse check surveys in July and September 2021 with a sample of rural communities across Leicestershire.

We followed these up with a third and final pulse check in January 2022, the results of which are detailed in this report.

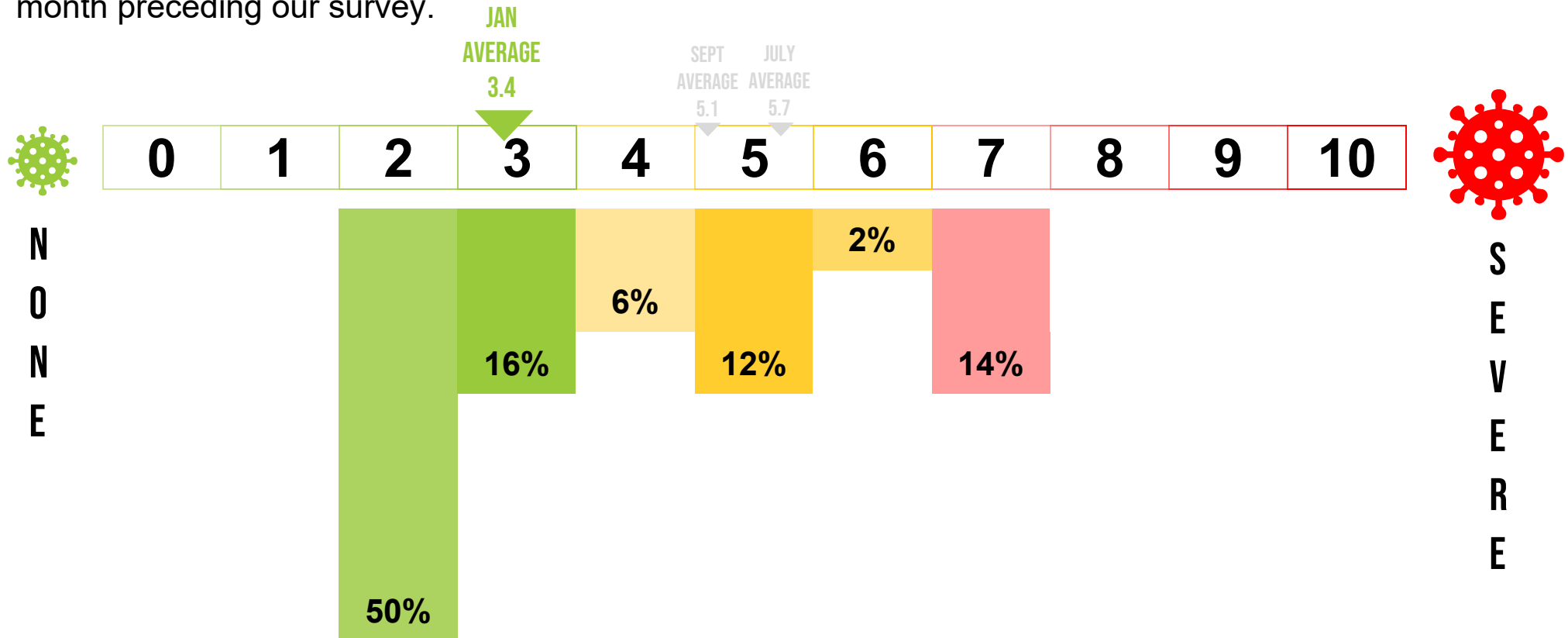


- Rural Village / Hamlet
- Suburban Village / Market Town



IMPACT OF THE PANDEMIC

We asked each community how severe the local impact of the coronavirus pandemic had been over the month preceding our survey.



The overall impact on rural communities has reduced significantly despite the impact of Omicron. Ongoing impacts sighted continued to include confidence of some to re-connect, over confidence of others, loneliness, and isolation. Some concern about cost of living has emerged.

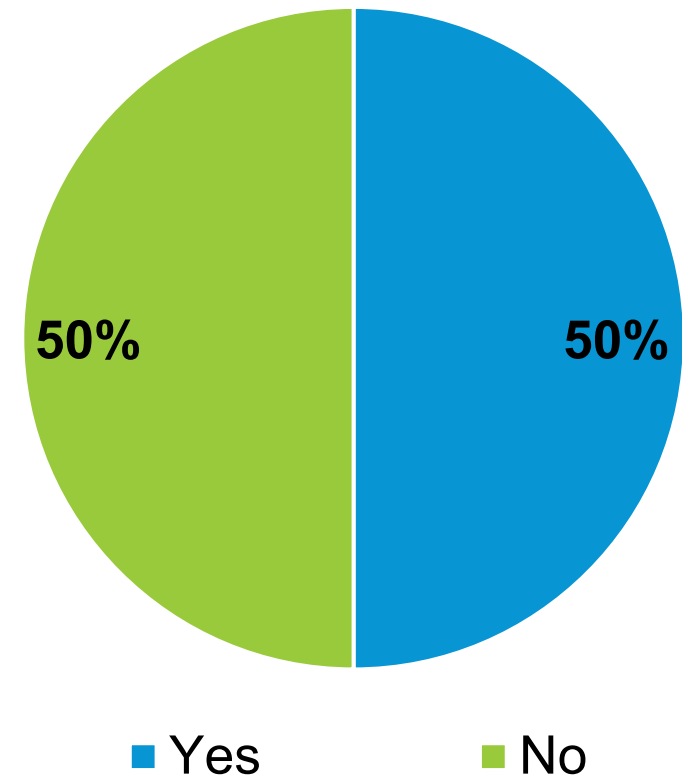


UNDERSTANDING & APPLYING GUIDELINES

We asked each community if people or organisations locally had faced any challenges in understanding, applying, or following Covid-19 guidelines remaining in place over the summer.

Of the communities that cited challenges, the most common observations included:

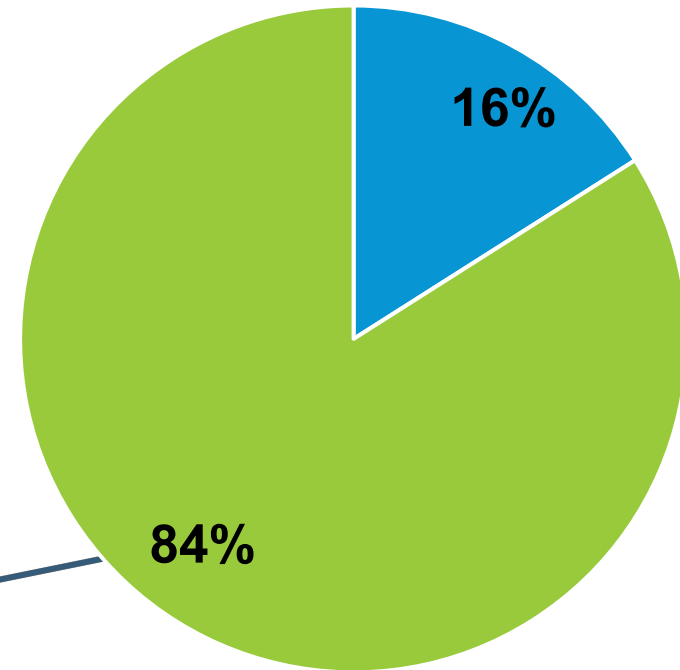
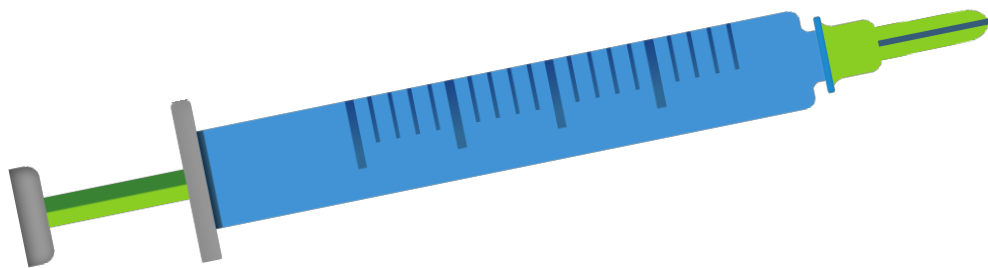
- Increase in prominence and influence of antivaxxers especially on social media.
- People lacking confidence to re-connect and retaining all previous protective measures.
- Mixed compliance with mask wearing requirements.



ACCESS & UPTAKE OF VACCINATIONS

We asked each community they were aware of any issues or barriers to local people getting fully vaccinated to protect against Covid-19.

An increased minority of 16% (up from 10% in Sept) identified issues including the continued spread of misinformation, anti-vaccination campaigns, younger people being more reluctant, and lack of transport for those without a private vehicle.



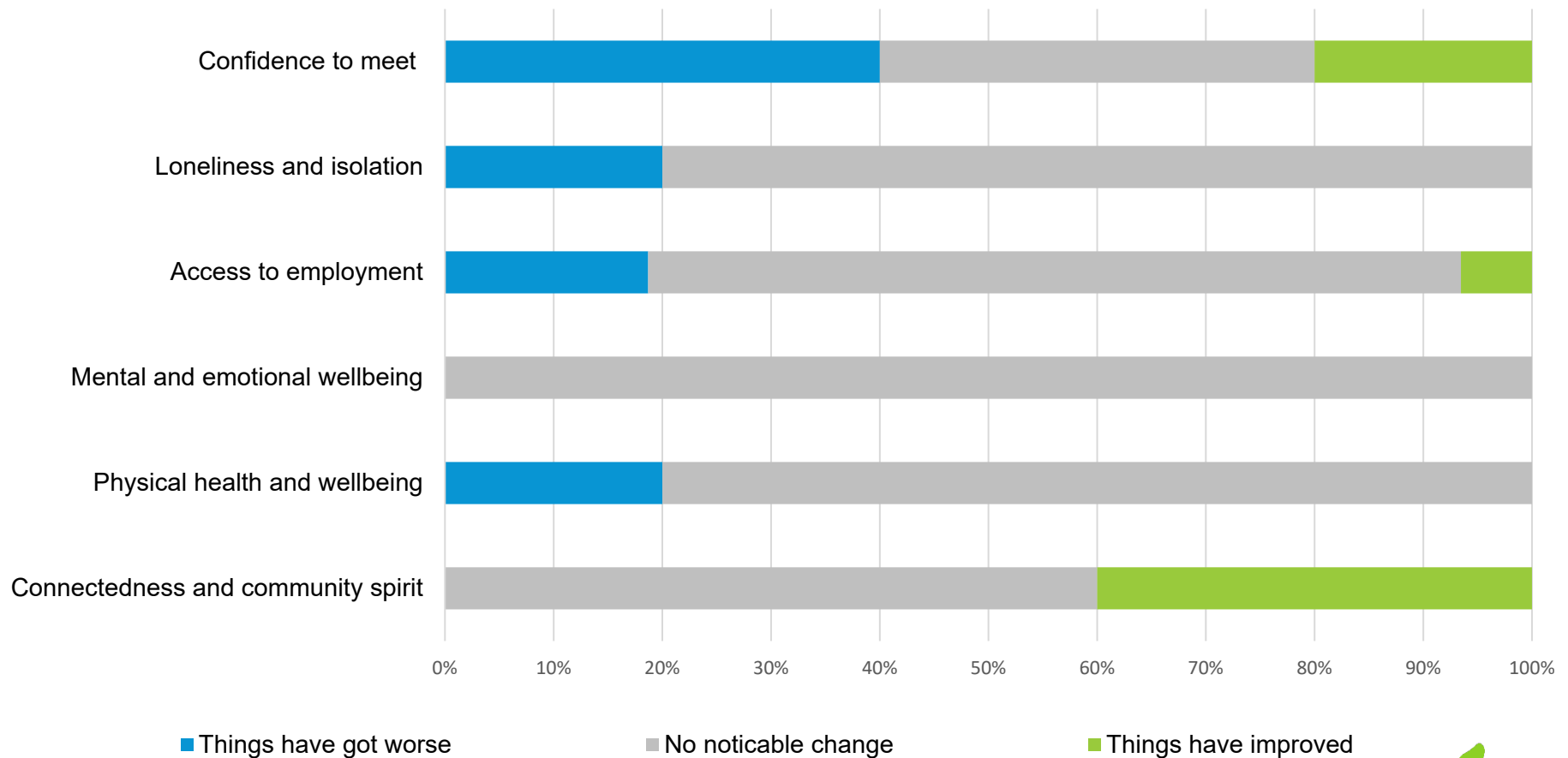
■ Yes

■ No



COMMUNITY WELLBEING

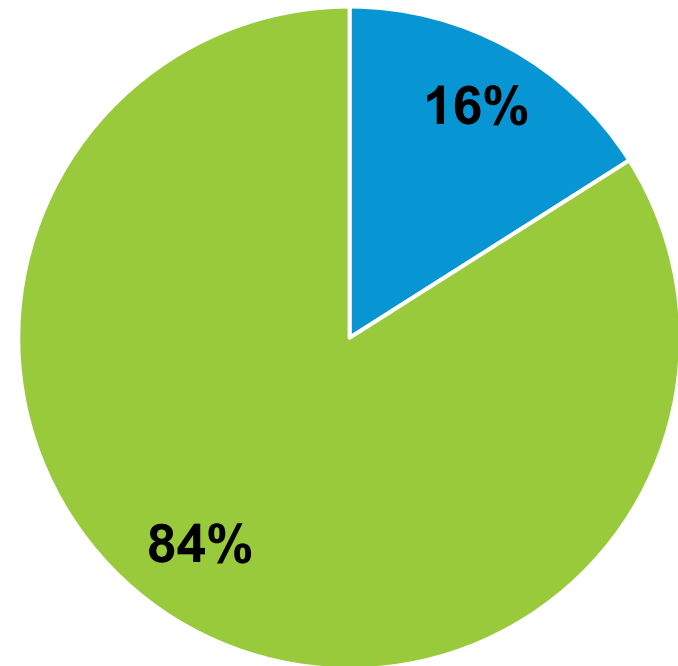
We explored some key indicators of community wellbeing and resilience to better understand the effects of the pandemic on local people. We use this knowledge to help guide the work of the charity and our local delivery partners.



UNMET NEED

16% of communities surveyed cited other issues or unmet need that they were aware of in their local area.

All these identified pressures on or restricted access to GP and health services as a major concern. Rising cost of living and limited supply of some building materials was also highlighted.



■ Yes

■ No





Rural Community Council (Leicestershire & Rutland)

Charity No. 1077645 Company No. 3665974

01455 856330

info@ruralcc.org.uk

ruralcc.org.uk

The Atkins, Lower Bond Street
Hinckley, LE10 1QU

ruralcc.org.uk