

# The Community Strategy for Herefordshire

“A Sustainable Future for the County”



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# Vision

Herefordshire will be a place where people, organisations and businesses working together within an outstanding natural environment will bring about sustainable prosperity and well being for all.

# Foreword

Welcome to the Herefordshire Community Strategy – A Sustainable Future for the County. This Strategy is the culmination of a significant review carried out during 2005, and marks the beginning of a new era of working together in Herefordshire, to make it a place where people want to live, work and visit, now and in the future.

This Strategy replaces the previous Herefordshire Plan, and provides a wealth of information about Herefordshire as it is now and what it will be like in 2020.

The Strategy also provides a strategic framework for local groups and organisations to plan their work, and a focus for plans and strategies being developed. But this Strategy is much more about action – being clear about what we want to do and when we have achieved it. The supporting Action Plan sets out these actions in more detail, and describes how achievements will be monitored.

I would like to thank all the people and organisations that have been involved in the development and production of the Herefordshire Community Strategy, and we will continue to work together across Herefordshire to improve our quality of life and achieve the Vision.

Yours sincerely



**Neil Pringle**

**Chair – Herefordshire Partnership Board**

**Chief Executive – Herefordshire Council**

# The County of Herefordshire

Herefordshire is a predominantly rural county of 840 square miles situated in the southwest corner of the West Midlands region bordering Wales. The city of Hereford is the major location in the County for employment, administration, health, services, education facilities and shopping. The five market towns of Leominster, Ross-on-Wye, Ledbury, Bromyard and Kington are the other principal centres.

Herefordshire has beautiful unspoilt countryside, distinctive heritage, remote valleys and rivers, including the River Wye which flows east through Hereford City (Wye Valley), the Malvern Hills to the east of Herefordshire which rise to over 400 metres above sea level and the Black Mountains in the south west.

Herefordshire has limited access to the motorway network via the M50, which starts near Ross-on Wye and joins the M5 north of Tewkesbury in Gloucestershire. The other main road links which all pass through Hereford City are the A49 (running from north to south) the A438 (running from east to west) and the A4103.

In 2004, Herefordshire had a population of 177,800. It is the most sparsely populated unitary authority in England and only two other English counties have lower population densities. About one third of the population lives in Hereford City and a little more than a fifth in the market towns. However, using the official rural definition, 55% of the population live in a rural area. 2.5% of the population are from an ethnic minority, which is very low by national and



regional comparisons (2001). The biggest group probably remains the Gypsy/Traveller community; however there has been recent in-migration of people from Eastern Europe and Portugal, principally to work in manufacturing and agriculture.

In general, Herefordshire has an older age structure than England & Wales as a whole. The County has become a popular destination for relocation, particularly from the southeast, and there is net out-migration of young adults probably in search of wider employment opportunities and higher education.

Between 2004 and 2011 Herefordshire's population is expected to increase at roughly the same rate as that of England & Wales as a whole. Both nationally and locally the population aged 60 and over is expected to

grow more rapidly than the total population, but the rate of growth of this age group in Herefordshire is expected to be higher (21%) than in England & Wales as a whole (13%). Most dramatically, the number of people over 80 is expected to rise by a further 20%, to 11,800 residents, compared with a national increase of 11%. However, the number of under 18s is expected to fall by 12% (nationally 4%).

Herefordshire performs well at GCSE level, however there is limited higher education provision. The agreement to develop the Herefordshire Learning Village may positively improve access to higher education courses as well as training in the skills desired locally.

The 2001 Census gave Herefordshire's working population as 85,000, of whom 15% work outside Herefordshire. The County has a few large employers and many small to medium sized businesses. The wholesale, retail and repair trades sector employs the most people in Herefordshire followed by manufacturing and health & social work. A higher proportion of the workforce is employed in farming, forestry and fishing in Herefordshire compared with regionally and nationally. 83% of Herefordshire's land is used for agriculture and this sector employs approximately 4,000 people, including full-time, part time and casual labourers.

Herefordshire has a high rate of self-employment compared with regionally, nationally and most of its neighbouring counties. Unemployment in the County is low. Average wages in the County are significantly below both the regional and national averages whilst average working hours are longer.

There are areas of poverty and deprivation within the County concentrated in Hereford City (South Wye and Central wards) and Leominster. Conversely, the least deprived

areas tend to lie to the east of the County, on some of the fringes of Hereford City, directly north of and west of the City, and around Ross-on-Wye. However most parts of the County fall within the 10% most deprived nationally in terms of geographical access to services.

There is a serious shortage of affordable housing, with a disproportionately high number of detached houses compared to regionally and nationally. The house price to earnings ratio is high compared to the UK counties, the region and nationally. Homelessness has been noted as a growing problem.

The population as a whole is healthier than nationally or regionally indicated by mortality rates and life expectancy. Overall crime rates are significantly lower than regionally or nationally. In contrast to national increases, the total crime rate has reduced steadily over the past few years.

*For more detailed information see the State of Herefordshire Report (please see page 20).*



# About the Herefordshire Community Strategy

The Herefordshire Community Strategy sets out aspirations for the County by 2020 and how we might achieve them.

The Herefordshire Community Strategy was first produced in 1999 as the Herefordshire Plan with local groups, organisations and residents identifying their key priorities for Herefordshire. It was reviewed in 2000 and 2003.

Each Local Authority must produce a sustainable Community Strategy, which should be based on issues and priorities for local services, reflecting the views of local people, businesses and organisations. Where appropriate it should fit with regional and national priorities. Sustainable communities have been described as “places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all” (The Office of the Deputy Prime Minister.)

The Strategy sets out a shared Vision for the future of Herefordshire. This gives an idea of the sort of place that people would like it to be in 2020. If the outcomes outlined in the Community Strategy are achieved, the County will be much closer to achieving the Vision.

**Herefordshire will be a place where people, organisations and businesses working together within an outstanding natural environment will bring about sustainable prosperity and well being for all.**

The Herefordshire Community Strategy also acts as Herefordshire’s Local Agenda 21 Plan and Regeneration Strategy and is closely integrated with the emerging Local Development Framework for the County. It has also been used to develop Herefordshire’s Local Area Agreement.

To help achieve the Vision, organisations, groups and service providers work together in the Herefordshire Partnership, which is a non-statutory, voluntary partnership often referred to as a Local Strategic Partnership (LSP). Partners include:

- **Chamber of Commerce Herefordshire and Worcestershire, and Business Link West Mercia**
- **Herefordshire Association of Local Councils**
- **Herefordshire Council**
- **Herefordshire Primary Care Trust**
- **Learning and Skills Council, Herefordshire and Worcestershire**
- **Voluntary Organisations**
- **West Mercia Constabulary**



# How the Community Strategy can be used

In addition, many other groups and organisations are involved in the Herefordshire Partnership and contribute to achieving the Vision, for example:

- **Advantage West Midlands**
- **Government Office for the West Midlands**

The Community Strategy may be used in a range of different ways, for example:

- **Local groups** with innovative ideas for projects will use the Strategy to identify how their proposals contribute to the achievement of the Vision, and use this information in support of their application for funding.
- **Local organisations** will refer to the Community Strategy to help plan services.
- **Regional and National organisations** will use the document to identify key issues facing the County, and direct resources accordingly. For example:
  - Advantage West Midlands used the Herefordshire Plan (Community Strategy) to determine priorities for the County in the Rural Regeneration Zone. As a result £444,000 funding was received for Creative Industries such as crafts, video and media companies in Herefordshire between 2002 and 2005.
  - The Learning Village project at Folly Lane in Hereford was prioritised by the Herefordshire Partnership because of the need identified in the Herefordshire Plan. During 2004 and 2005 £180,000 of European development grant funding was successfully applied for to support the development of the project. This work helped secure funding for the first phase of the Learning Village in Hereford that will be completed by 2008.

*"The Learning Village is undoubtedly the most significant building project that Herefordshire will have seen in many years."* Herefordshire College of Technology



Artist's impression with kind permission of Stubbs Rich Ltd.

# The development process and what you told us

This review of the Community Strategy involved a number of stages to identify and test what is important in Herefordshire. These included:

- Analysing local, regional and national documents, such as strategies and policies from Partner organisations
- Holding the “Herefordshire Conversation” event to check with local people that what had been identified so far was right
- Talking to local groups, people and organisations to find out about their priorities
- Using the internet and local media to ensure a Countywide coverage for consultation
- Identifying key issues from recent consultations in Herefordshire
- Offering groups and organisations the opportunity to comment on the proposals for the revised Community Strategy document
- Reviewing facts and figures about the County

This process identified key local issues for local people, which are to be addressed under each of the themes within the revised Community Strategy and within the Action Plan. These key issues can be summarised as:

- A safe and pleasant environment to live and work in
- Affordable housing
- Better access to sport and recreational facilities
- Better information on and access to local services
- Better pay
- Business diversification and enterprise
- Flood prevention
- Improved access to health services
- Improved public facilities
- Improved public transport and less traffic congestion
- Improved skills and training opportunities
- More say in local issues and decision making
- Protecting the environment
- Reduce crime and anti-social behaviour
- Support to live independently

The key issues have been combined with strategic priorities to determine a set of outcomes, the aspirations of local people and organisations for Herefordshire in 2020.

# Our Community Strategy has:

## ***One Vision***

Herefordshire will be a place where people, organisations and businesses working together within an outstanding natural environment will bring about sustainable prosperity and well being for all.

## ***Five Guiding Principles***

## ***Outcomes***

Priorities for the County, which form the basis of a single Action Plan  
– these outcomes are divided into

### **Four Themes:**

**Economic Development and Enterprise**

**Healthier Communities and Older People**

**Children and Young People**

**Safer and Stronger Communities**

## ***Performance Indicators***

To measure progress towards the outcomes

## ***A Single Action Plan***

A plan of activities that will deliver the Vision

# The Five Guiding Principles

Photo: NHS Photo Library



During the process of revising the Community Strategy, five important principles have emerged which will guide everything we do. These Guiding Principles will ensure that we work towards Herefordshire being a sustainable County by taking a co-ordinated approach to communities, the environment and the local economy. This will encompass everyone, including geographically based communities and groups of people with common interests. It will also ensure that we make the most of what we already have within Herefordshire.

The Guiding Principles will be implemented and embedded into the delivery of the Community Strategy and Action Plan. This will help Partners to consider the impacts of all proposed actions on communities, the environment, and the economy.

## The five Guiding Principles are:

- **Realise the potential of Herefordshire, its people and communities**

People and communities should be involved in decisions that affect their lives. The ambition, expertise, knowledge and skills of people in the County should be encouraged and utilised. We should all make the most of Herefordshire's unique qualities, those aspects of the local culture, environment and communities of this rural county which contribute to pride in the County and a sense of place – now and for the future.

- **Integrate sustainability into all our actions**

All decisions and actions affecting the County should be co-ordinated to maximize the community, environmental and economic benefits, operate within environmental limits and contribute to a better quality of life for everyone who lives in, works in or visits Herefordshire. A strong local culture and shared community activities are an important aspect of this sustainability.

- **Ensure an equal and inclusive society**

Everyone who lives in, works in or visits Herefordshire should have equality of opportunity to participate in daily life and not be discriminated against. People and businesses in all areas of the County should have access to services and opportunities (such as healthcare and information technology.) The advantages to the County offered by its diverse population should be built upon and celebrated. The importance of cultural, leisure, community, sport and other activities to social inclusion will be recognised.

- **Build on the achievements of partnership working and ensure continual improvement**

Organisations should continue to work together in strong, informed and effective partnerships that lead by example within and outside the County. This should stimulate innovation and foster opportunities, value for money, quality and effectiveness in all that we do in Herefordshire. Effective engagement with the community to develop skills, knowledge and confidence will support a strong and inclusive community and voluntary sector.



- **Protect and improve Herefordshire’s distinctive environment**

Herefordshire has a rich and diverse environment, with many unique features. This resource must be conserved and enhanced through raising awareness and education so that communities and future generations can continue to enjoy and benefit from the distinctive environment. This includes improving local public areas across the County; developing access to the countryside; protecting our biodiversity and tackling climate change through waste minimisation and energy efficiency measures.



# Economic Development and Enterprise

## Improving business, learning and employment opportunities in Herefordshire enabling sustainable prosperity for all

A flourishing and diverse local economy is vital to the development of the County and to local residents. Economic development can also make a vital contribution towards improving health and reducing health inequalities.

Businesses, individuals, support organisations and statutory bodies will work together to improve the economic growth and productivity of Herefordshire through sustainable economic development, diversification, regeneration and business growth across all sectors including the land-based industries. This will encompass all aspects of employment, enterprise, skills, innovation, investment and competition.

Successful delivery of this theme will require co-operation between key partners, often across geographical administrative boundaries, to ensure that the supply of skills, training and business support is planned, managed and delivered in a coherent, collaborative way within the framework of priorities expressed in the Regional Economic Strategy.

### Key local issues:

- Business diversification and enterprise
- Better pay
- Improved skills and training opportunities
- A safe and pleasant environment to live and work in
- Improved public transport and less traffic congestion

### Strategy and policy documents indicate:

- Matching the right skills to business requirements and skills for life is important in maintaining effectiveness and competitiveness
- Innovation, more businesses in growth sectors and knowledge industries are crucial to economic development in Herefordshire
- Herefordshire's infrastructure - both in information communications technology and transport networks – needs investment to support local businesses

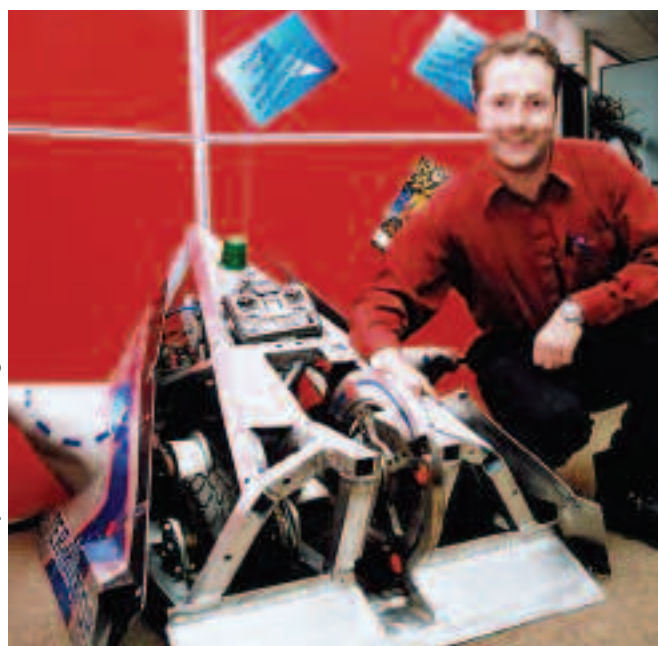


Photo courtesy of the Learning and Skills Council



Photo courtesy of Herefordshire Council

## We will be working towards the following outcomes and using these key indicators to measure success:

- **More and better paid employment**
  - ◆ Average level of earnings compared to the West Midlands Region
  - ◆ Change in total number of VAT registered businesses
- **A more adaptable and higher skilled workforce**
  - ◆ Number employed in knowledge and technology intensive industries
  - ◆ Percentage of working age population with higher level qualifications
- **Reduced traffic congestion through access to better integrated transport provision**
  - ◆ Change in annual average daily traffic volumes into Hereford and on the principal road network
  - ◆ Change in method of travel to work

*For more information about these and other indicators, including current and trend data, see the State of Herefordshire Report.*

### A flavour of the activity within this theme:

- Developing Herefordshire's Learning Village at the Herefordshire Colleges Folly Lane sites.
- Projects to increase use of public transport will include text messaging of bus times to users' mobile phones and improvements to bus stops and bus shelters.
- Development of projects to raise skills levels and wage levels.

Photo courtesy of Herefordshire Council



# Healthier Communities and Older People

## Improving public health, quality of life and promoting independence and well being for disadvantaged groups and older people

Work within this theme aims to improve the quality of life and life expectancy, reduce inequalities in health, improve the chances people have to engage in healthy choices and encourage healthy lifestyles, in line with the national policy. It will also strive to address the inequalities in health that exist in specific localities, and groups that have poor health status. The contribution of active recreation to healthy lifestyles will be recognised.

The County's approach will need to acknowledge the challenges posed by an increasing elderly population and the specific needs of those in more isolated communities. In addition, wider partnerships will need to consider how people can enjoy independence and choice through enhanced participation in their communities. For example, this may come about as a result of involvement with groups dealing with issues such as take-up of benefits, energy efficiency and better access to health and social care.

### Key local issues:

- Support to live independently
- Improved access to health services
- Better information on and access to local services
- Improved public facilities
- Better access to sport and recreational facilities



### Strategy and policy documents indicate:

- Reducing health inequalities and promoting healthy lifestyles will contribute to quality of life and life expectancy
- Herefordshire should have an Older People's Strategy emphasising independence and well being
- Improved participation in cultural and leisure activities will have health benefits



**We will be working towards the following outcomes and using these key indicators to measure success:**

- **Reduce health inequalities and promote healthy lifestyles**
  - ◆ Mortality rates from cancer, stroke and heart disease for people aged under 75
  - ◆ Overall mortality rate for deprived area(s) compared to Herefordshire
  - ◆ Number of homeless
  - ◆ Measures of healthy lifestyles (eg smoking rates, alcohol consumption, eating 5-a-day, physical activity)
- **Older people and vulnerable adults enjoy more independence and choice**
  - ◆ Take up of benefits
  - ◆ Long term measures of independence and choice for older people and vulnerable adults

*For more information about these and other indicators, including current and trend data, see the State of Herefordshire Report.*

**A flavour of the activity within this theme:**

- Centre of excellence for sport and complementary therapies planned for the Royal National College for the Blind.
- Making the case for Herefordshire to be involved in the 2012 Olympics and Paralympics
- Development of independent living projects for older people and vulnerable adults



Photo by kind permission of AMD

# Children and Young People

**Improving the lives of children and their families, enabling all children and young people to develop the knowledge, skills and judgement they will need to be able to lead fulfilling lives.**

This theme is concerned with the aim that every child, whatever their background or circumstance, should receive the support they need to be healthy, safe, enjoy and achieve through learning, make a positive contribution to society and achieve economic well-being, in accordance with national policy.

Changes to service provision in Herefordshire will bring together all services for children and young people and focus on improving outcomes through coordinated delivery. Ensuring delivery of improved health outcomes through Children's Centres and establishing Healthy School status are examples of key developments which will reap benefits from conception to adolescence.

## Key local issues:

- Improved access to health services
- Better access to sport and recreational facilities
- More say in local issues and decision making
- Reduce crime and anti-social behaviour
- Better information on and access to local services
- Improved skills and training opportunities

## Strategy and policy documents indicate:

- Local agencies should work together to deliver services for children and young people, particularly those who are vulnerable or at risk
- An increasing emphasis on early years development and play development
- Improving achievements of pupils in schools and providing an increased choice of vocational training will increase opportunities for young people



## **We will be working towards the following outcomes and using these key indicators to measure success:**

- **Children and young people are healthy and have healthy lifestyles**
  - ◆ Percentage of babies who are breast-feeding at 6 weeks of age.
  - ◆ Measures of healthy lifestyles for teenagers (eg smoking rates, participation in sports/physical/recreational activities, eating 5-a-day, obesity).
  - ◆ Measure of sexually transmitted infections.
- **Children and young people are safe, secure and have stability**
  - ◆ Number of young people (under 25 years old) who are victims of crime.
  - ◆ Percentage of children on the child protection register that are re-registrations.
  - ◆ Measure relating to bullying.
- **Children and young people achieve educational, personal, social and physical standards**
  - ◆ Percentages of pupils achieving 5 or more GCSEs or equivalent (including Maths and English) at grades A\*-C and at grades A\*-G.
  - ◆ Measure of participation in sports/physical/recreational activities.
- **Children and young people engage in positive behaviour inside and out of school**
  - ◆ Rates of re-offending for young people (10-17)
  - ◆ Measure of participation in volunteering activities.
- **Children and young people engage in further education, employment and training on leaving school**
  - ◆ Percentage of 16-18 year olds in education, training and employment.
  - ◆ Number of children who were 'looked after' by Social Care in education, training and employment at age 19 years.

*For more information about these and other indicators, including current and trend data, see the State of Herefordshire Report.*

### **A flavour of the activity within this theme:**

- The H.O.P.E. Centre (Holistic Opportunities for Play and Education) at Bromyard was developed to improve facilities for family support and training
- Working with Herefordshire Youth Council to give young people more say in local decisions.
- A Children's Trust for Herefordshire will improve co-ordination of services for children and young people.

# Safer and Stronger Communities

## Developing stronger, more inclusive communities and creating a safer and greener place to live, work and visit.

This theme focuses on the quality of Herefordshire's communities and the environment in which they live. One key element is to help partners work together in addressing priorities around crime, anti-social behaviour, improving public spaces and making public services more responsive to local needs. This in turn may empower communities to influence local decision-making and encourage more active citizenship and formal volunteering in community life. The importance of cultural and recreational activities to building strong communities will be recognised.

Another key component of this theme is the environment. Priorities identified for Herefordshire in this area are biodiversity and climate change, and Herefordshire Biodiversity Action Plan identifies key species and habitats that are found within the County. A climate change strategy for the County will be published in 2006 and there is an increasing interest in alternative energy sources such as solar power and biofuels. In addition to these, the quality of the environment in which we live for example in terms of availability of affordable housing, housing quality, litter, air quality and graffiti is also a concern.

### Key local issues:

- Affordable housing
- More say in local issues and decision making
- Reduce crime and anti-social behaviour
- Flood prevention
- Protecting the environment
- Better information on and access to local services
- A safe and pleasant environment to live and work in



### Strategy and policy documents indicate:

- The need to tackle community safety and drugs issues through an holistic approach (including education, prevention, treatment and enforcement)
- Increasing awareness and understanding of climate change and the possible effects for Herefordshire
- The need to reduce incidents of fire and other accidents



## **We will be working towards the following outcomes and using these key indicators to measure success:**

- **Reducing levels of, and fear of, crime, drugs and anti-social behaviour**
  - ◆ Overall crime rate (numbers of all recorded crime)
  - ◆ Perceptions of anti-social behaviour in Herefordshire – in particular: speeding traffic, vandalism, graffiti and other deliberate damage to property or vehicles, people using/dealing drugs and people being drunk/rowdy in public places.
  - ◆ Measure of fear of crime.
- **Fewer accidents**
  - ◆ Number of people killed and seriously injured on Herefordshire roads.
  - ◆ Mortality rate from accidents.
- **Cleaner, greener communities**
  - ◆ Measure for local street and environmental cleanliness.
  - ◆ Measure for condition of land designated as Sites of Special Scientific Interest.
  - ◆ Amount of household waste collected.
  - ◆ Change in numbers for key species.
- **People are active in their communities and fewer are disadvantaged**
  - ◆ Perceptions of ease of access to key services - in particular: doctor, local hospital, library, sports/leisure centre and cultural/recreational facilities.
  - ◆ Perceptions of factors affecting quality of life - in particular: activities for teenagers, affordable decent housing, job prospects, crime, traffic congestion and wage levels and local cost of living.
  - ◆ Perceptions of ability to influence decisions affecting the local community.
  - ◆ Percentage of adults engaged in formal volunteering.
  - ◆ Perceptions of whether people from different backgrounds get on well together in Herefordshire.

*For more information about these and other indicators, including current and trend data, see the State of Herefordshire Report.*

### **A flavour of the activity within this theme:**

- Continued work to develop a bio-ethanol plant in the County.
- Continued work on the Drug Intervention Programme targeting drug using offenders at various points within the criminal justice system to enable change, access to treatment and reduce offending behaviour.
- Work with local businesses to develop low carbon solutions to heat and power generation, to support Herefordshire's Climate Change Strategy.
- Development of projects to address Herefordshire's housing needs

# How the Community Strategy will be delivered

The Herefordshire Community Strategy will be implemented through many organisations, networks, sectors and groups working together to co-ordinate their activity, reduce duplication and provide joined up services. This will happen through the Herefordshire Partnership. A single three-year detailed Action Plan will be published and updated each financial year.

The Action Plan for Herefordshire includes:

- Outcomes from the Herefordshire Community Strategy
- Performance Indicators – so we can measure progress
- Actions – activity that will contribute towards meeting the outcomes
- Timescales – so we can check that actions are happening on schedule
- Reports of progress from the previous year

The Action Plan will be reviewed annually, and local groups and organisations can input into the review process through the Herefordshire Exchange events. The Herefordshire Exchange events will be held twice a year.

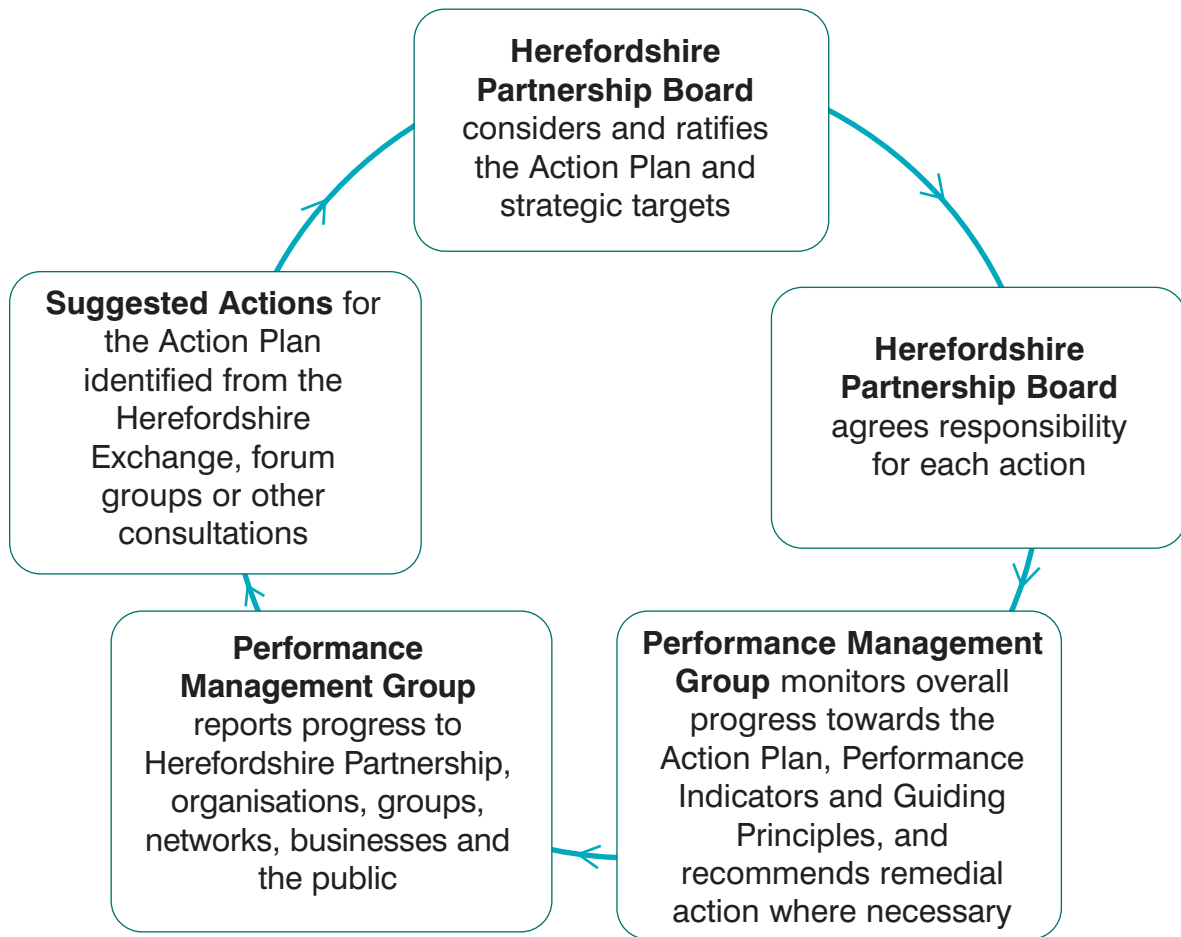
A group or organisation will be assigned to lead the delivery of each action of the Action Plan. This may be an existing group, organisation or a specially commissioned task and finish group. The Herefordshire Partnership Board has overall responsibility for ensuring the actions are achieved and the targets met. Actions within the Action Plan may also be prioritised.



A Performance Management Group undertakes the detailed and technical work of tracking progress against each action and target in the Action Plan. The Performance Management Group also ensures that the targets, indicators and actions all abide by the Guiding Principles described earlier.

The Herefordshire Partnership will report progress on the action plan annually and this information will be made available to the public.

The following flowchart illustrates how the Community Strategy will be delivered, supported by the Herefordshire Partnership Support Team.



# Documents referred to:

- Children and Young People's Plan
- Choosing Health
- Delivering Advantage – the West Midlands Economic Strategy and Action Plan
- Every Child Matters
- Herefordshire Local Delivery Plan (Health)
- Herefordshire and Worcestershire Fire and Rescue Authority Performance Plan
- Herefordshire Biodiversity Action Plan
- Herefordshire Climate Change Strategy
- Herefordshire Council Community Youth Services Business Plan
- Herefordshire Crime, Disorder and Drugs Reduction Strategy
- Herefordshire Cultural Strategy
- Herefordshire Economic Development Strategy
- Herefordshire Environmental Strategy
- Herefordshire Housing Strategy
- Herefordshire Joint Area Review Report
- Herefordshire Local Transport Plan 2
- Older People's Strategy Framework
- Parish Plans and Market Town Strategies
- Rural Regeneration Zone Implementation Plan
- Strategy for 14-19 Learning in Herefordshire
- West Mercia Three Year Strategic Plan and Herefordshire Policing Plan
- West Midlands Regional Skills Framework

For information on any of these documents, please contact the Herefordshire Partnership Support Team on 01432 261792 or [hfdpartnership@herefordshire.gov.uk](mailto:hfdpartnership@herefordshire.gov.uk)

## **The State of Herefordshire Report**

The State of Herefordshire Report has two key functions:

- To maintain a set of indicators to monitor progress towards the outcomes and Vision in the Community Strategy for Herefordshire and present trend data for these.
- To provide other useful contextual statistics and act as a 'signpost' to sources of more detailed information.

The report is intended to provide a resource for those working for organisations involved in the Herefordshire Partnership, both reflecting and informing local strategic thinking. It is used for a variety of purposes including developing and monitoring strategies, programmes and projects, funding bids and research activities.

For a copy of the State of Herefordshire report please contact the Herefordshire Partnership Researchers on 01432 383634 or [researchteam@herefordshire.gov.uk](mailto:researchteam@herefordshire.gov.uk) or go to the Herefordshire Partnership website.

This is about what you can do to contribute to an even better Herefordshire, through taking part in decision making, in making things happen, through volunteering or paid employment.

It is likely that your current interests or activities contribute to the Herefordshire Community Strategy. Do you vote in local elections or take part in surveys? Does your work provide employment for others? Are you in a Neighbourhood Watch scheme? Do you do voluntary work? You are likely to be involved already.

There are also many representative groups and consultative bodies through which you can express your views, including:

#### Charities

Herefordshire Community Forums

Herefordshire Council Councillors

Herefordshire Youth Council

Local Chambers of Trade

Local community groups such as village hall committees or residents' groups

Market Towns Partnerships

School Councils

School Governors

The Voluntary Sector Assembly

Town and Parish Councils

Volunteering Groups

Local communities are also supported in developing plans for their communities expressing the needs and views of people within these areas through Parish Plans and Market Town Strategies. These are used to influence and add a local dimension to the work of the Herefordshire Partnership. If you want to get involved, speak to your Parish Council or Market Town Partnership.

For further information about how to get involved please contact the Herefordshire Partnership support team on 01432 261792 or look for details on the Herefordshire Partnership website [www.herefordshirepartnership.com](http://www.herefordshirepartnership.com)

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# Key terminology

**Border Proofing:** the process of assessing the different impacts a policy or strategy might have in cross border areas (Authority and National borders) compared with elsewhere and making adjustments or compensations where necessary, to reflect cross border needs and circumstances.

**Capacity Building:** Activities, resources and support that strengthen the skills and abilities of people to participate in the development of their communities.

**Community Strategy:** Prepared by the Local Strategic Partnership bringing together the shared priorities of local communities, organisations, groups and networks to improve local services and quality of life.

**Creative Industries:** Industries that have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation. These include the visual arts, design, performing arts and music.

**Diversity Proofing:** the process of assessing the different impacts a policy or strategy might have on different groups of the population compared with others, and making adjustments or compensations where necessary, to reflect differing needs and circumstances.

**High Technology:** refers to the technology used in aerospace, pharmaceutical, information and communications, electronics, scientific equipment industries and services.

**Indices of Deprivation:** measure levels of deprivation based on income, employment, health and disability, education, skills and training deprivation, barriers to housing and services, the living environment and crime.

**Knowledge-based Industries:** include aerospace, electrical and optical equipment, printing, publishing, media, chemicals and energy industries.

**Local Agenda 21:** A comprehensive action strategy prepared by local authorities to help achieve sustainable development.

**Local Development Framework:** a bundle of Local Development Documents which give comprehensive land use planning policy coverage at a detailed level.

**Local Area Agreement (LAA):** an agreement between Herefordshire Partnership, Herefordshire Council and Central Government, simplifying the number of funding streams from Central government. By focussing on a core set of outcomes for the area, the agreement significantly simplifies the arrangements that have previously been in place, and give the local area much greater freedom to spend money on local priorities.

**Local Public Service Agreement 2 (LPSA2):** an agreement between Herefordshire Council and central Government to deliver an improvement in services.

**Local Strategic Partnership (LSP):** a cross-sector partnership with representatives from public, private, voluntary and community organisations. The purpose of an LSP is to develop and implement the Community Strategy and co-ordinate existing plans and partnerships.

**Outcome:** is the planned end result. The outcomes are what the Herefordshire Community Strategy is aiming to achieve.

**Partnerships:** bring together representatives from the different sectors and community to agree and work towards common goals.

**Performance Indicators:** In this Strategy, performance indicators are used as a quantifiable measure of performance in meeting the outcomes of the Vision.

**Public Realm:** publicly owned and accessible streets, parks, squares and civic buildings.

**Public Sector:** local authorities, regional authorities, central government, the police, health authorities and other statutory authorities.

**Private Sector:** individual companies, Chambers of Commerce, industrial associations and other organisations representing business interests.

**Regeneration:** developing communities in areas of disadvantage and interest by providing additional support to increase opportunities for all.

**Rural Regeneration Zone:** covers large parts of Herefordshire and Shropshire as well as wards within Wyre Forest and Malvern Hills in Worcestershire. The purpose of the Zone is to bring together partners from the public, private and voluntary sector to develop and implement a programme of economic regeneration that achieves lasting change for those who live and/or work in the area.

**Rural Proofing:** the process of assessing the different impacts a policy or strategy might have in rural areas compared with elsewhere and making adjustments or compensations where necessary, to reflect rural needs and circumstances.

**Sustainable Development:** development that meets present needs without compromising the ability of future generations to be able to meet their own needs.

**Sustainability Proofing:** the process of assessing the different impacts a policy or strategy might have on sustainability and making adjustments or compensations where necessary, to reflect rural needs and circumstances.

**Unitary Authority:** a type of local authority, which has a single-tier and is responsible for all local government functions within its area.

**Voluntary and Community Sector:** made up of local informal groups of people from communities of place or interest and working together to achieve a common aim, or more formal organisations managed by a management committees made up of volunteers possibly employing professional staff, with other resources.



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Historic market town  
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