

the state of **Herefordshire** report  
2010

Chapter 1:  
**Key findings**



Cover photos:

- Queenswood
- Leominster industrial estate, and the new Earl Mortimer College
- Space-hopper race at STAG (Steen's Bridge Youth Group)
- Babies enjoying "Bounce and Rhyme" at the library
- View to the Black Mountains from near Puddleston
- School pupils learn about road safety at a "Dying to Drive" event
- Cider making at Kington Show

## Introduction

This chapter summarises the key findings from the 2010 State of Herefordshire report, highlighting important issues for Herefordshire and where appropriate whether this is likely to be a strength, weakness, opportunity or threat for the county. This report includes findings from the following chapters:

2. Population
3. Economic Development and Enterprise
4. Health and Well being
5. Children and Young People
6. Environment
7. Safer Communities
8. Stronger Communities

The State of Herefordshire Report is published annually and uses the most up-to-date information available at the time of printing, the majority of which in this report relates to 2009-10. Once new information is released updates will be published electronically with commentary on the Facts and Figures about Herefordshire website.

This chapter of the State of Herefordshire report 2010 was produced by Herefordshire Partnership's Researchers and signed off by the Herefordshire Partnership Board. In addition we would like to thank Herefordshire Partnership Policy and Delivery Groups, performance and information colleagues who have contributed to and helped to edit this chapter.

Strengths, weaknesses, opportunities and threats were identified by thinking about what impact the key findings would have either on the county as a whole or particular public services that work in that field. There are some general principles that were used to assign a particular SWOT designation:

**Strength** - Herefordshire is performing well, either locally or compared to elsewhere, or made recent improvements

**Weakness** - Herefordshire is performing badly, either locally or compared to elsewhere, and has made no recent improvements

**Opportunity** - some improvements have been made locally however not enough to make it a strength therefore seen as an opportunity to further improve

**Threat or Challenge** - this is where new issues or new evidence have been highlighted making an issue a potential threat or challenge for the county or where there is a current or future issue for the county that may prove difficult for public services to address i.e. it may be largely out of their control or difficult to influence

The economic downturn has not been specifically highlighted in its own right; where particular effects have been seen in Herefordshire, such as an increase in unemployment figures, these have been identified.

For more information on any of the key findings in this report please refer to the relevant chapter online at

[www.herefordshire.gov.uk/FactsAndFigures](http://www.herefordshire.gov.uk/FactsAndFigures)

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## Population



### **Herefordshire is a sparsely populated county**

Herefordshire is a predominately rural county of 842 square miles situated in the south-west corner of the West Midlands region bordering Wales. With 179,100 residents, it has the 4<sup>th</sup> lowest population density in England (0.8 persons per hectare).

A particular challenge for service delivery is how scattered the population is. According to measures used in the calculation of the Local Government Finance Settlement, no other English county-level authority has a greater proportion of its population living in 'very sparse' Output Areas than Herefordshire (25%). Over half (54%) of the county's residents live in areas defined as rural.

Sources: ONS 2009 mid-year population estimates and mid-2008 small area population estimates – Crown copyright.



### **The population of Herefordshire is increasing**

Herefordshire's resident population grew by 2% between 2001 and 2009 – which is a similar rate of growth as that of the West Midlands region overall (+3%), but slightly lower than England & Wales (+5%). As there have been fewer births than deaths over the period, this growth in Herefordshire's population has been entirely due to net in-migration (i.e. more people moving into the county than moving out).

Taking account of anticipated housing provision, the county's total population is forecast to be 193,600 in 2026, 8% higher than in 2009.

Sources: ONS population estimates (Crown copyright) and Herefordshire Council Research Team's 2006-based population forecasts.



### **Herefordshire's population has a relatively old age structure, with the proportion of older residents expected to increase.**

Just over a fifth (22%) of Herefordshire's population is aged 65 and over (38,800 people), compared to 17% regionally and 16% nationally.

Numbers of older people have grown more rapidly locally than nationally: there are 15% more people aged 65+ living in Herefordshire in 2009 than in 2001, compared to 8% more in England & Wales.

This growth is expected to continue, but even more rapidly - with 57% more people aged 65+ forecast to be living in Herefordshire by 2026, from 38,800 in 2009 to 61,000 in 2026 (see chart 1). In particular, the number of people aged 85+ is expected to almost double, from 5,400 in 2009 to 10,200 in 2026.

Source: ONS population estimates (Crown copyright) and Herefordshire Council Research Team's 2006-based population forecasts.

# Key findings - Population

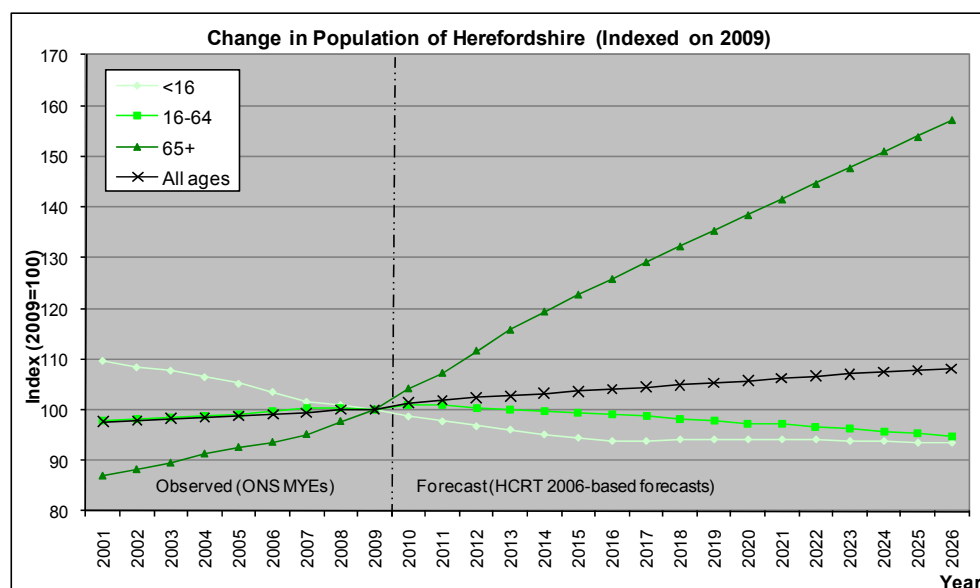


## Numbers of children in Herefordshire are decreasing, although there have been more births than expected in the last two years

The current proportion of Herefordshire's population aged under 16 (17%) is similar to England & Wales (19%), but numbers have fallen from 34,000 in 2001 to 31,000 in 2009. This decline is expected to continue and then stabilise from 2016; around 6% below 2009 levels (29,000 children) (see chart 1).

The county experiences annual net in-migration of children from the rest of the UK, and fertility is similar to national rates – which saw an unexpected increase in 2007-8. There were 1,900 births during 2007-08, 200 higher than forecast; this gap was reduced in 2008-09, with 1,800 births (100 higher than expected). However, the ongoing decrease in the total number of children is due to the very low numbers of births throughout the 1990s compared to earlier years, combined with fewer women of child-bearing age; there would need to be a sustained period of very high numbers of births to reverse this trend.

Chart 1: Observed and forecast change in broad age groups, Herefordshire



Sources: ONS population estimates (Crown copyright) and Herefordshire Council Research Team's 2006-based population forecasts.



## Herefordshire has a relatively small, but growing, Black, Asian & Minority Ethnic (BAME) population.

Estimates suggest that 4% of Herefordshire's resident population (7,800 people) are from an ethnic group other than 'white British', which is very low compared to both England and the West Midlands region overall (16% & 17% respectively).

However, the county's BAME population increased by 77% between 2001 and 2007, compared to a 2% growth in its total population.

Source: ONS experimental estimates of population by ethnic group – Crown copyright.

# Key findings - Population



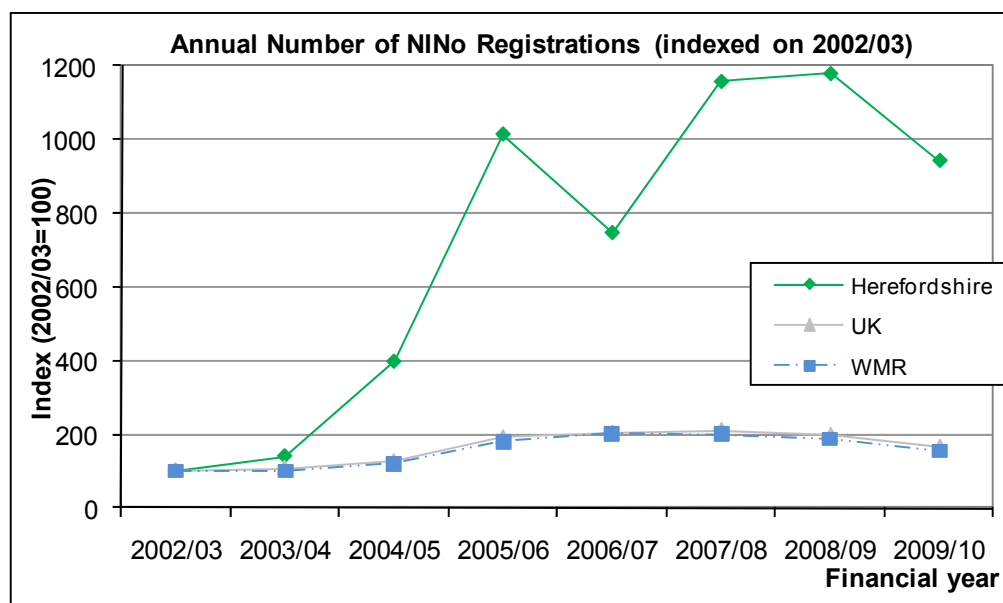
There has been a dramatic increase in numbers of migrant workers coming to Herefordshire since the expansion of the European Union in 2004, although it is not possible to determine how many have stayed. There is therefore no single estimate of the number in the county at any one time.

For instance, despite falling 20% in 2009-10, annual National Insurance Number registrations from overseas nationals in Herefordshire were still almost ten times higher than in 2002-03 (compared to registration nationally now being less than twice what they were in 2002-03 – see chart 2). However, there is no requirement to de-register if leaving the UK.

Current evidence suggests the majority of Herefordshire's migrant workers are seasonal workers and other short-term migrants intending to stay in the UK for under a year. The definition of 'usual residence' means they are not counted as part of the resident population, but nonetheless have an impact on services e.g. health services (migrant workers would need to change their country of residence for at least a year before being counted as a usual resident).

During 2010, a total of 4,600 individual seasonal workers from overseas (mainly Bulgaria, Poland and Romania) were expected to be employed on farms in Herefordshire. This was a third lower than in 2008 (valid comparisons with 2009 are not possible). Numbers expected at any one time in 2010 peaked at 3,600 in June.

Chart 2: Trends in annual number of new National Insurance Number (NINo) registrations to overseas nationals



Source: Department for Works & Pensions (DWP)

Sources for text: DWP and Surveys of Seasonal Workers on Farms in Herefordshire, Herefordshire Partnership.

## Economic structure and competitiveness

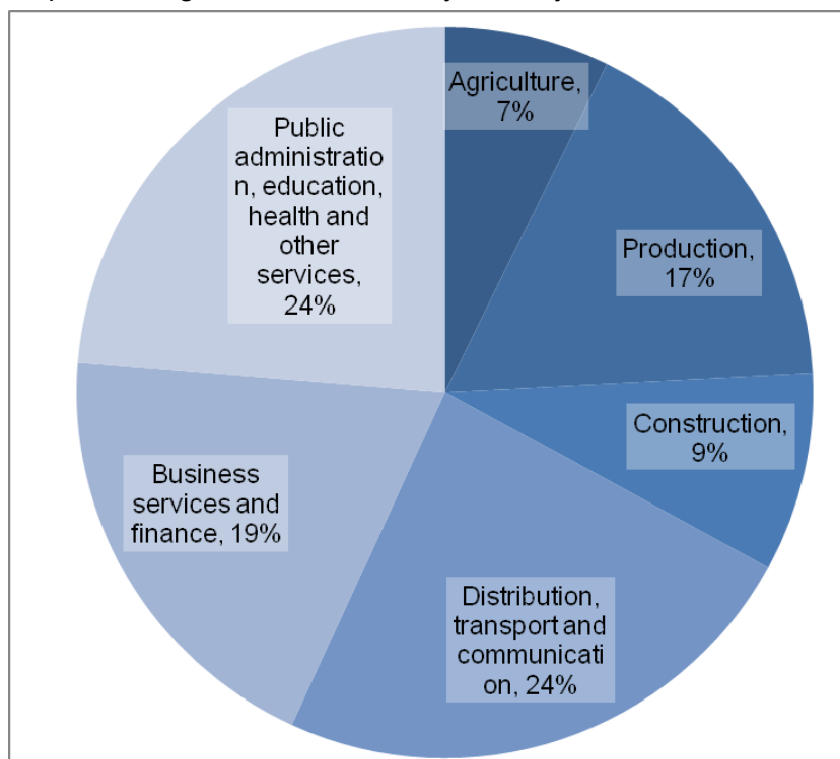


### Herefordshire's economic output is low compared to regionally and nationally

Herefordshire's economic output, as measured by Gross Value Added (GVA) per resident, is low and has increased at a lower rate than both the West Midlands region and England as a whole over the last ten years. This has resulted in a widening of the gap between Herefordshire and the rest of the West Midlands and England.

The difference in output (GVA per resident) between Herefordshire and the UK as a whole can be explained by differences in the value added per hour worked, the number of hours worked per job and the amount of commuting out of the county. The low value added per hour worked in Herefordshire is a result of lower wages and the type of work carried out in the county. For example someone working in low technology manufacturing is likely to earn less in Herefordshire, but may also generate less revenue for every hour they work compared to an employee working in a high technology business. Herefordshire has a dominance of low value added sectors such as agriculture, wholesale and retail and public administration, education, health and other services. Herefordshire also has a smaller proportion of employees in knowledge intensive industries than regionally and nationally, which typically are higher paid jobs. Value added is measured at an employee's place of work. Herefordshire experiences a net loss of residents who commute out of the county to work, which negatively affects the GVA per resident measure.

Chart 3. Proportion of gross value added by industry sector in Herefordshire



Source: ONS Crown copyright

# Key findings - Economy



**Herefordshire's weekly work based earnings are low compared to regionally and nationally. In addition, the gap between Herefordshire's earnings and those of the West Midlands region and England as a whole is getting wider.**

In 2009, the median weekly earnings for people who worked in Herefordshire were £383.30, not significantly different from 2008, but significantly lower than the West Midlands region (£456.40) and England (£495.20). The type of employment available in the county is a major contributing factor in this. Some sectors that typically have low wages associated with them are more prevalent in Herefordshire e.g. agriculture and retail

In 2006, Herefordshire's earnings were 6% lower than the West Midlands, whereas in 2009 this gap had widened to 16%. The gap between Herefordshire and England's earnings is wider, 14% lower in 2006 increasing to 23% lower in 2009.

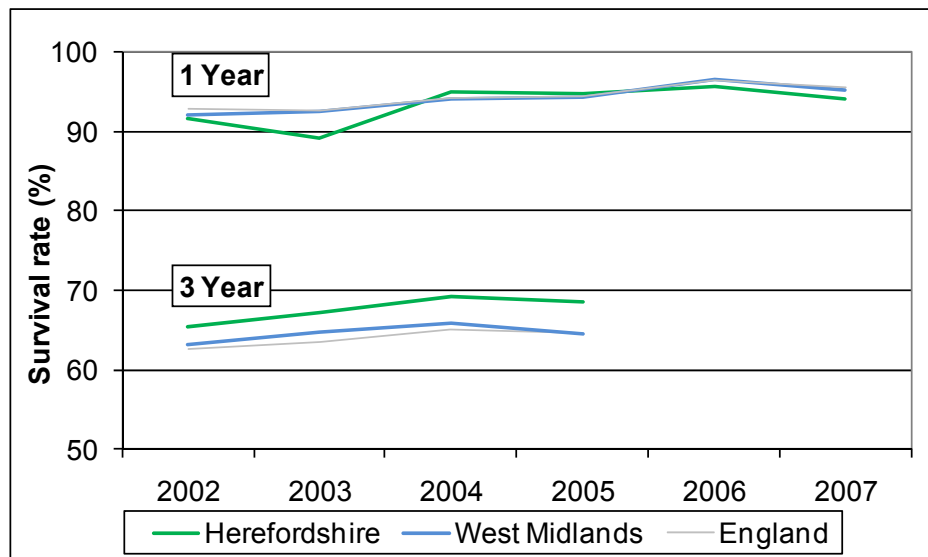
Source: Annual Survey of Hours and Earnings



**Herefordshire's new business start-ups are surviving longer than regionally and nationally**

Between 2006 and 2007 both the one year and the three year business survival rate showed a decrease, with this being the case for Herefordshire, the West Midlands and for England as a whole. Between 2002 and 2007 the one year survival rate was similar in Herefordshire compared to regionally and nationally, but the three year rate was consistently higher. This suggests that a higher proportion of businesses are surviving longer in Herefordshire compared to regionally or nationally. After three years 69% of Herefordshire businesses registered in 2005 were still active, compared to 65% in England and the West Midlands.

Chart 4. 1 year and 3 year survival rate for Herefordshire, the West Midlands and England, 2002 to 2007.



Source: ONS - Crown copyright

# Key findings - Economy



## Skilled trade occupations account for a large proportion of employees, but employers find these types of vacancies hard-to-fill.

Herefordshire had a greater proportion of residents (17%) in skilled trade occupations e.g. electrician, plumber, pipe fitter, welder, mechanic, joiner etc. compared to England (11%) in 2008-09. Despite this, vacancies for skilled trade occupations were reported as being hard-to-fill by 50% of employers in 2009, more than any other occupation. The skilled trade vacancies accounted for the greatest proportion of vacancies that were hard-to-fill due to a lack of skills in the labour market (27%). Employment in the skilled trade occupations in Herefordshire is projected to decrease by 16% between 2010 and 2020.

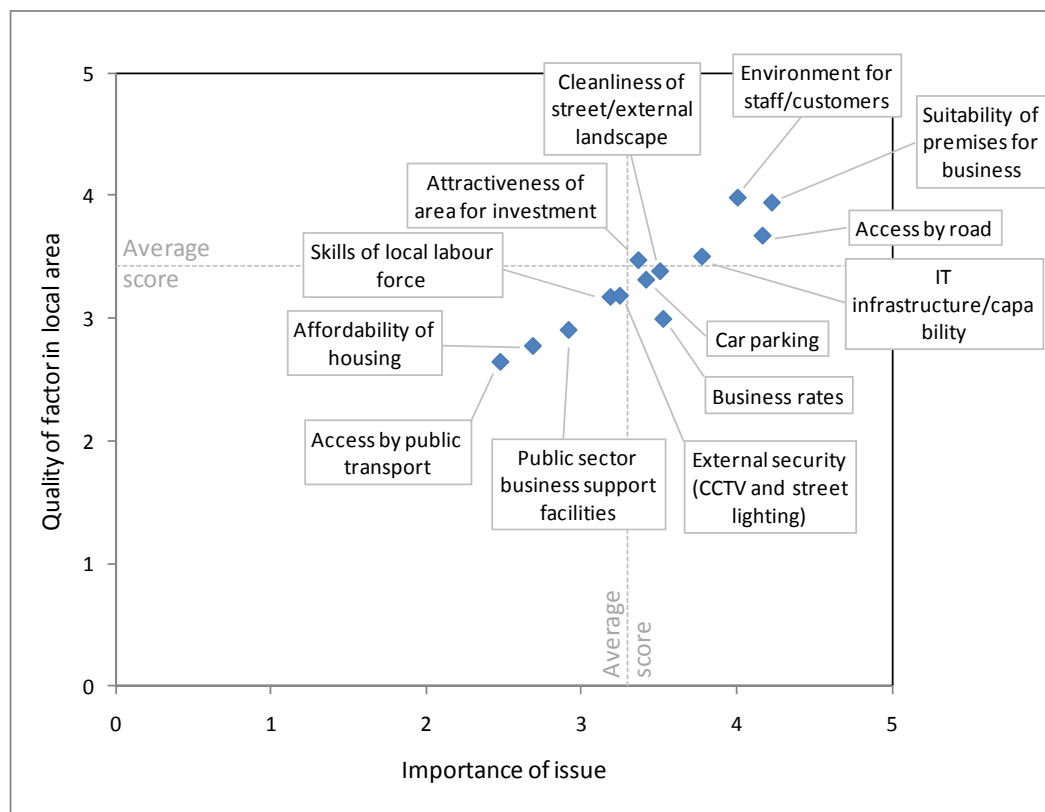
Source: Annual Population Survey, National Employers Skills Survey 2009 and Cambridge Econometrics



## The issues rated as most important for employers in Herefordshire in May 2010 were suitability of premises for business, access by road, and environment for staff and customers.

When asked to rate a list of 13 factors in terms of importance to their business and quality in their area employers in Herefordshire indicated that the most important issues were “suitability of premises for business”, “access by road”, and “environment for staff and customers”. These issues were also rated highest in terms of quality. The three issues that were of least importance, but also rated as being of relatively low quality amongst employers in Herefordshire were; “public transport accessibility”, “affordability of housing” and “public sector business support facilities”. In general the more important the issue the higher it’s quality rating was, although the estimation of quality was lower than the estimation of importance.

Chart 5. Ratings of importance and quality for issues facing employers in Herefordshire



Source: Herefordshire business survey 2010

## People and the labour market

### THREATS AND



### CHALLENGES

**There are forecast to be 6% fewer people aged 16 to 64 living in Herefordshire by 2026 than in 2007.**

The number of people aged 16 to 64 is expected to increase very slightly from 109,400 in 2009 to 110,600 by 2011, but then begin to fall steadily as the post-war 'baby-boomers' move into retirement age, decreasing to approximately 103,600 by 2026. Although there is expected to be a 46% increase in the numbers of the 'younger older age groups': 65 to 74 year olds. At the time of the 2001 Census, 13% of the 65-74 year olds were economically active, which was higher than 9% for England and Wales and 8% in the West Midlands region. This may be related to high rates of self-employment and employment in the agricultural sector in which people tend to work to an older age.

Source: Herefordshire Council Research Team's 2006-based population forecasts



### STRENGTH

**The rate of self-employment in Herefordshire is higher than in the West Midlands and England as a whole.**

Herefordshire's self-employment rate was 15% in 2008-09, significantly greater than the rate for the West Midlands (8%) and England (9%). Agriculture and fishing and construction were the two industries with the greatest proportion of workers being self-employed (both 42%).

Source: Annual Population Survey



### STRENGTH

**Herefordshire has a relatively high employment rate, 79% in 08-09, compared to 71% in the West Midlands and 74% nationally.**

Source: Annual Population Survey



### STRENGTH

**Increases in number of out-of-work benefit claimants have been seen during the recession. However, rates are still low in Herefordshire compared to regionally and nationally.**

The number of workless people claiming out-of-work benefits has increased during the recession, largely as a result of an increase in the number of unemployed people claiming Jobseekers Allowance. Despite this increase, the largest group of claimants from the out-of-work group was long term (over 5 years) male claimants of Employment and Support Allowance (ESA) and Incapacity Benefits (2,048 claimants), making up 20% of all out-of-work benefit claimants and 4% of the male working age population. In 2009, the rate of claiming of out-of-work benefits still remains low in Herefordshire (10.2%) compared to regionally (15.2%) and nationally (13.0%).

Source: Department for Work and Pensions (via nomis)

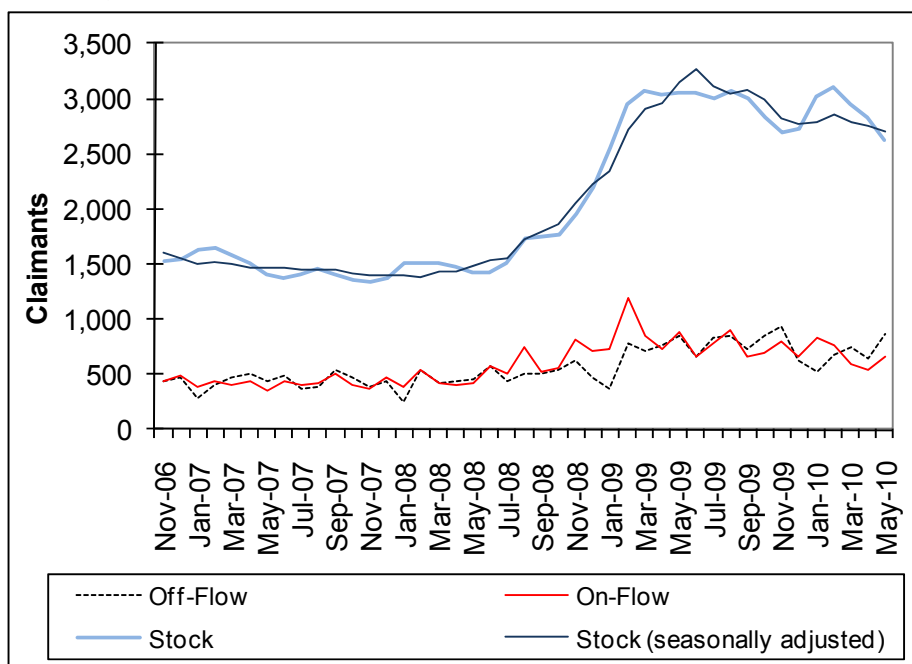
# Key findings - Economy



**Herefordshire has seen considerable increases in unemployment, but it remains low compared to the West Midlands and England.**

Typically Herefordshire has a low unemployment rate (proportion of the working age population claiming Job Seekers Allowance) compared to regionally and nationally. However between mid-2008 and mid-2010 the number of Jobseekers Allowance claimants saw some dramatic increases and has only recently started to decrease.

Chart 6. Claimant on-flow, off-flow and stock (count) seasonally adjusted for Herefordshire, 2006-2010



Source – ONS Crown copyright

In May 2010 the claimant count was 2,628; 2.5% of the working age population, high compared to May 2008 (1,432, 1.4% of working age people). Despite these increases the rate remains low compared to the West Midlands (5.0%) and England (3.9%) in May 2010. The number of long term claimants (over 12 months) has also increased considerably during the recession and is currently at 335, the highest it has been since March 2000.

Source: Department for Work and Pensions (via nomis)



## Total employment in Herefordshire is projected to decrease

Over the period 2010 to 2026 the number of jobs in Herefordshire is predicted to decline from 87,200 to 83,000 with most of this decline occurring in the decade 2010-2020. The sectors expected to see the greatest decreases are agriculture (down 59% by 2026) and manufacturing (down 21% by 2026), offset by smaller increases in other sectors: financial and business services (+19%), construction (+33%), government & other services (between +4% and +8%), distribution, hotels & catering (+6%) and transport and communications (+10%).

Source: SQW consulting (2010) The economic demand for housing in the West Midlands, 2006-2026, A final report to the West Midlands Regional Assembly

# Key findings - Economy



## Under-employment

The proportion of people working part-time is greater in Herefordshire (14%) than nationally (12%). The proportion of women in employment that work full-time is lower in Herefordshire (48%) than nationally (54%). The proportion for males is the same for Herefordshire as for England (both 84%). The recession may also have increased under-employment for employees, but also for the self-employed. Unfortunately there is limited evidence to support this. These different aspects could contribute to overall under-employment in the county. Some under-employment is likely to result from lifestyle choices, but others may be because there are barriers to seeking fuller employment. For example when sole traders were asked why they weren't seeking to grow their business the majority 51% reported that they were happy with their current size. The number of hours worked per job is one of the factors that negatively contributes to the difference between gross value added in Herefordshire when compared to the UK. Nationally there is also a link between overall competitiveness of an area and the number of hours worked, specifically with female workers.

Source: Annual Population Survey, Annual Business Inquiry, Herefordshire Employers' Survey 2010 and the UK competitiveness index



## Herefordshire has a higher proportion of residents with qualifications, but some employers report that young people are poorly prepared for work

In Herefordshire 69% of the working age population were qualified to at least level 2 in 2008, 29% to level 4 or 5 and 12% had no qualifications. Herefordshire rates of qualification were higher than those of both the West Midlands and England for up to level 2. Above level 2 qualification rates were similar.

Whilst more residents have qualifications in Herefordshire, a considerable proportion of employers reported that young people (under 24) recruited straight from education were poorly prepared for work: 20% for people aged 17 to 18; 14% for 16 year olds straight from school; and 9% for people under 24 straight from higher education. The reason for recruits being poorly prepared varied depending at what stage they were recruited. For 16 years olds recruited straight from school it was a lack of working world, life experience or maturity that was reported by 100% of employers. For 17 and 18 year olds it was poor attitude or personality or lack of motivation that was reported most frequently by employers (78%). For people recruited straight from higher education it was a lack of required skills or competencies (64%).

Source: Annual Population Survey, Annual Business Inquiry, Herefordshire Employers' Survey 2010 and the UK competitiveness index



## Pockets of deprivation are concentrated in urban areas of Herefordshire, but smaller pockets also occur in more rural areas. Some of these areas have got worse since 2004.

Herefordshire as a whole experiences relatively low levels of deprivation compared to some urban counterparts. However within Herefordshire there are pockets of deprivation where residents are likely to be subject to many different aspects of deprivation. For example there are two areas (LSOAs) that have particularly high levels of income deprivation. In the Leominster Ridgemoor area, 41% of individuals live in income deprived households and Golden Post – Newton Farm area in Hereford City had 37%. The proportion of people experiencing income deprivation in all of these areas have increased from 2004. These areas also both experience high levels of health and employment deprivation.

Using these measures of deprivation at this geographical level can hide deprivation that can occur for smaller groups of households or even on a household level in rural areas. Looking at smaller areas of deprivation from the 2004 indices of deprivation, also identifies areas of income deprivation within the villages of Whitchurch, Kingstone, Peterchurch, Weobley, and Bartestree and in the other market towns of Ross-on-Wye, Ledbury and Kington.

Source: Indices of Deprivation 2004 & 2007

## Herefordshire as a place for business



### **The rateable value of commercial property is low in Herefordshire compared to the West Midlands and England**

Herefordshire has a low commercial property value, £40 per m<sup>2</sup> (all bulk classes) compared to £49 m<sup>2</sup> in the West Midlands and £66 m<sup>2</sup> in England as a whole. The greatest difference in value between Herefordshire and England is for commercial offices (£56 m<sup>2</sup> in Herefordshire compared to £130 m<sup>2</sup> in England as a whole). This lower rate gives Herefordshire a commercial advantage in offering lower cost accommodation.

The suitability of premises for business was rated most important and second highest in terms of quality in their area out of a range of factors by employers in Herefordshire in 2010. This broadly matches employers' opinions as stated in a survey for the Local Development Framework employment land study in 2008 when various aspects of premises quality were all rated as being positive aspects of operating in Herefordshire.

Source: Valuation Office Agency



### **Rural areas in Herefordshire are less likely to receive a decent level of broadband service compared to urban areas.**

Overall 57% of Herefordshire's postcode areas have the potential for broadband up to 2 Mbps. However in 2008, 46% of rural areas were likely to receive no service or low broadband speed (up to 0.512 Mbps), compared to only 1% of urban areas. National research shows the proportion of businesses which operate from home is significantly higher in rural areas than in urban areas. We don't have any evidence for the number of home-based businesses in Herefordshire, although it is expected that the numbers are substantial. Attracting home based knowledge businesses to the county will be dependent on these businesses having a decent level of broadband service with which to operate.

In a survey of Herefordshire employers 87% had access to broadband internet, whilst 82% said they had a current need for broadband. Two thirds of respondents (64%) felt that the current broadband speed met their business needs; falling closer to half of the larger companies. However 57% of all employers felt that an increase in broadband capacity would be required in the future and 63% felt that a lack of faster broadband would limit business development. The proportion expecting there to be a need for faster broadband in future was greater for larger businesses.

Source: BT and Herefordshire Employers' Survey 2010



## **Affordability of housing is a key challenge in Herefordshire**

Low average levels of earnings, coupled with the relatively high house prices, mean that housing affordability is a major issue in the county. In 2009, the ratio for Herefordshire's lower quartile earnings to lower quartile house prices was 8.5 (i.e. house prices are 8.5 times the earnings which makes it difficult when mortgage companies typically offer 4 times earnings). Herefordshire has the worst affordability ratio in the West Midlands region. House prices are generally higher than elsewhere and they are increasing post recession but not as quickly as the West Midlands region and England & Wales. However they did start at a higher base so it likely that we would not increase at the same rate.

There is a high demand for affordable/social housing with housing association properties within Hereford City receiving an average of 40 bids from applicants on the waiting list per property advertised. There is equal demand for different sized properties but a higher proportion of smaller (1-bed) properties on offer (advertised).

Whilst it is difficult to assess the overall effect of lack of affordable housing on the economy, it will inevitably affect the availability of labour. Whether this places a constraint on Herefordshire's economy is not clear.

Source: Department of Communities and Local Government and Homepoint



## **Emissions of CO<sub>2</sub> from the industry and commercial sector decreased in Herefordshire between 2005 and 2008, but both climate change and volatility in energy prices could pose challenges for both businesses and residents in future.**

In Herefordshire between 2005 and 2008 there was a 4.4% decrease in CO<sub>2</sub> emissions from the 'industry and commercial sector', a result of decreased usage of gas and oil. Electricity use, the largest source of emissions in Herefordshire, increased over the period but on balance emissions from industry and commerce decreased. Emissions per capita from the industry and commercial sector in Herefordshire (3.5 tCO<sub>2</sub>/cap) are higher than for the UK as a whole (2.9 tCO<sub>2</sub>/cap). Emissions from the transport sector are higher in Herefordshire (2.4 tCO<sub>2</sub>/cap) than the UK (1.7 tCO<sub>2</sub>/cap), although similar to other rural authorities.

Whilst limiting the effect of climate change should clearly be an aim given the potential social and economic implications of extreme climatic events, future uncertainty in the supply of oil and the resulting increases in energy prices could have more immediate social and economic implications given the rural nature of the county and reliance on personal transport. It is important that businesses and residents are prepared for spikes in energy prices. Failure to do so could make businesses vulnerable to high energy prices in future.

In 2005 there were an estimated 8,540 (10.7%) dwellings in fuel poverty in the county. In spite of all the good work carried out in the last few years, it is very likely that the number of 'fuel poor' has increased due to a significant increase in energy prices. Energy price increases look as though they will continue to rise in the medium term putting more people at risk of fuel poverty.

Source: Department for Energy and Climate Change and Lloyds of London

# Key findings - Economy



**Herefordshire loses approximately 5% of its working age population who travel to work outside the county.**

According to the 2001 Census, of those who work, the majority (68,700 people, 81%) work in Herefordshire. This leaves 12,600 people (15%) who work outside the county, in addition there are 8,600 people who live outside the county but work in Herefordshire. This suggests a net loss of over 4,000 Herefordshire residents who work in other locations (approximately 5% of the working age population). For travel to work, both to and from Herefordshire, the greatest net flows were between Herefordshire and neighbouring counties. More recent data suggests that the number of people commuting out of the county has increased. For example the number of residents travelling to work in Worcester increased from 1% in 2001 to 3% in 2008.

Source: 2001 Census and Annual Population Survey

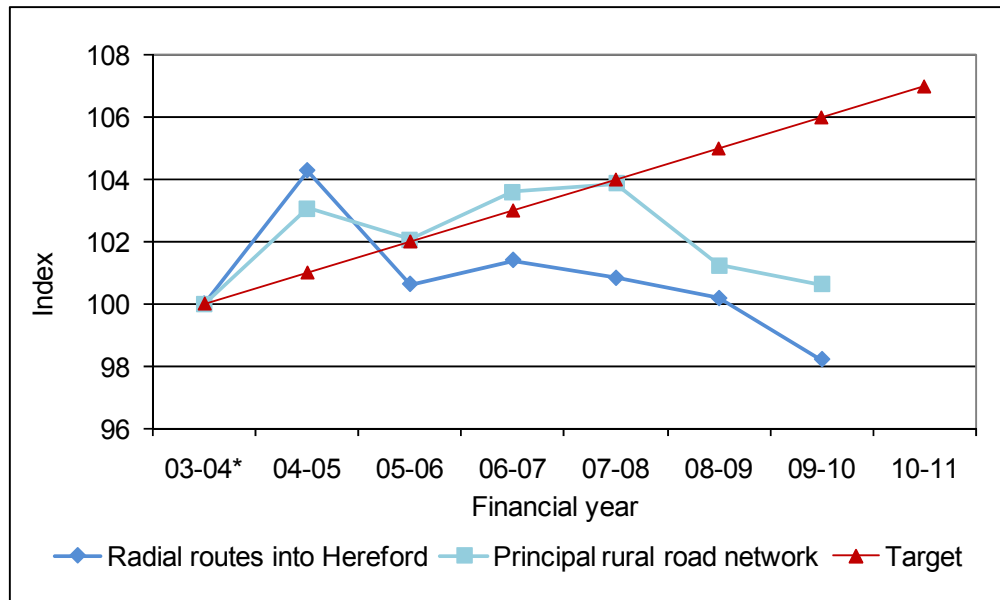
## Transport



**Congestion levels in and around Hereford City appear to be improving, as measured by traffic volumes and bus punctuality. However, employers and businesses highlight a bypass for Hereford City as the top transport priority.**

Volumes of traffic into Hereford City and on the principal rural network have decreased over the last few years. Radial routes into Hereford are now nearly 2% below the level they were 2003-04 whilst on the principal rural network they are now at similar levels to what they were then. In 2009-10, 86% of buses were running on time, which has exceeded the target of 71% for this period and is a large improvement on 67% in 2007-08.

Chart 7. Index of annual average weekly traffic (AAWT) volumes in Herefordshire



Source: LTP2, Transportation, Herefordshire Council

Despite decreases in congestion levels, businesses still highlight a need for improvement in local transport infrastructure. Three quarters of respondents to a survey of Herefordshire employers felt that an effective transportation system was important for the delivery of goods and services. 23% of businesses experience

## Key findings - Economy

problems as a direct result of the transport infrastructure in Herefordshire. The worst consequences were a loss of productivity (in man hours) and increased operating costs. When asked what the main transport priorities should be to support the business community, the greatest proportion mentioned a bypass for Hereford City (29%), whilst a further 11% said measures to reduce congestion. 21% thought road maintenance should be a priority and a further 14% said public transport.

At the time of the 2001 Census, Herefordshire had a higher proportion of residents working at home compared to the West Midlands region and England as a whole. There were also lower proportions of residents travelling to work by train or bus/coach than regionally and nationally, and higher proportions walking and cycling. The majority of residents travelled to work in a car or van (58%), although this figure is higher for those living in rural locations.

Employees from some of the larger public sector organisations in Herefordshire travelled to work in a similar pattern, with the majority travelling in a car, followed by walking and cycling.

Again from the 2001 Census compared to regionally and nationally, Herefordshire had a slightly higher proportion of residents travelling both less than 2km to work and 60km and over.

Source: Sustainable Communities Directorate, Herefordshire Council, Herefordshire Employers' Survey and the 2001 Census

## Healthy communities



### **Herefordshire has a longer life expectancy that is healthy and disability free and life expectancy in general than regionally and nationally**

Both males and females have higher life expectancies in Herefordshire than regionally and nationally. Across all areas, females are still expected to live longer than males. In 2006-08, males are expected to live until they are 78.6 years and females, 83.4 years.

Health expectancy gives a prediction of how many healthy and disability free years of life can be expected. Again Herefordshire compares well, with a higher numbers of years that are healthy and disability free than the West Midlands region and across England as a whole.

Source: Office for National Statistics (ONS), Crown copyright



### **Mortality rates from circulatory diseases are low compared with regionally and nationally and have been decreasing**

Herefordshire is in a favourable position when compared to both the West Midlands region and England as a whole, with significantly lower mortality rates for circulatory diseases. Since 1995-97, Herefordshire has seen a 47% decrease in the mortality rate from circulatory diseases, similar to the West Midlands region (49%) and England (47%). Mortality rates in Herefordshire are at a similar level to its most similar PCTs (comparator areas). Circulatory diseases as a whole have made some overall improvements however when looking at certain types of circulatory diseases e.g. coronary heart disease and stroke, these are still of concern locally.

Source: Office for National Statistics (ONS), Crown copyright



### **Coronary Heart Disease compares well with elsewhere but has a large cost locally**

Coronary Heart Disease (CHD) is the second biggest killer in Herefordshire and the fourth major cause of hospital admissions. Jointly with stroke they are the second highest areas of spend for NHS Herefordshire. The risk factors that can be addressed include smoking, obesity, lack of physical activity, high blood pressure, diabetes and high cholesterol. People in Herefordshire are around 9% less likely to die from coronary heart disease compared to the population of England as a whole.

Source: Office for National Statistics (ONS), Crown copyright



### **Stroke is a slight problem compared with elsewhere and has a large cost**

Stroke is the third biggest killer in Herefordshire and fourth major cause of hospital admissions in Herefordshire. Jointly with CHD they are the second highest areas of spend for NHS Herefordshire. People in Herefordshire are approximately 11% more likely to die of stroke than expected given local population composition.

Source: Cerebrovascular Diseases, Public Health Department, Herefordshire PCT

# Key findings - Health and well-being



## **Cancer is the biggest killer and cause of hospital admissions in Herefordshire.**

There are different types of cancers, half of which are preventable. Smoking is the single biggest preventable cause, but other contributory aspects of unhealthy lifestyles can also be addressed. Over the reporting period, Herefordshire has experienced significantly lower mortality rates from cancers than the West Midlands region and England as a whole. In 2006-08, rates for Herefordshire (103.7 per 100,000) were lower than both the West Midlands region (116.8) and England (114.0). People in Herefordshire are around 11% less likely to die of cancer prematurely compared to the standard population of England.

Source: Cancer, Public Health Department, Herefordshire PCT



## **Additional health risks to those living in deprived areas**

Those living in deprived areas have a number of challenges associated with living in deprivation, however there are some specific health issues that have been highlighted. Compared to the least deprived neighbourhoods in Herefordshire, people in the most deprived neighbourhoods are:

- 68% more likely to die of chronic lower respiratory diseases.
- 60% more likely to die from coronary heart disease.
- 26% more likely to die from cancers.

Similar patterns are also seen with hospital admissions.

Significantly higher rates for **alcohol-specific** admissions are observed in the most deprived quartile of the county – 90% greater than admission levels across all of Herefordshire. The admission rate ratio between the most and least deprived quartiles is 3.60:1.

Source: Public Health Department, Herefordshire PCT

Nine areas are within the 25% most deprived in England in terms of years of potential life lost, comparative illness and disability, acute morbidity, adults under 60 suffering from mood or anxiety disorders, and hospital episodes. The deprived areas are all in either Hereford City or Leominster.

Source: Indices of Deprivation 2007, Department for Communities and Local Government (CLG); OA Boundaries, ONS, Crown copyright.



## **Suicide rates are higher than regionally and nationally and have been increasing**

The national data up to 2005 showed a 7.4% reduction from the baseline and if current trend is maintained, the 2010 national target will be met. On the contrary, the suicide rate in Herefordshire currently exceeds the recorded average for West Midlands and England as whole and has risen consistently since 2001-03.

Recent data covering the 6 year period 2002-2007 reveals an average of 17 deaths per year in Herefordshire. While there was a dip in the number of suicide deaths in Herefordshire between 2001 and 2003, the death rate has been increasing since 2002-3.

Source: Suicides in Herefordshire, an Overview, October 2008. Herefordshire PCT

# Key findings - Health and well-being



## **The rate of overall premature mortality has fallen consistently over recent years and remains lower than nationally.**

In 2006-08, there were approximately 261 deaths a year per 100,000 occur under the age of 75. This is similar to that for comparable areas (257) but lower than the 296 nationally. This situation is similar to what it was in 2005-07; when Herefordshire had 264 deaths a year per 100,000 occur under the age of 75; similar to comparable areas and lower than nationally.

Source: Herefordshire PCT



## **Infant mortality is low, with similar rates to elsewhere**

During 2006-08, there were 35 stillbirths and deaths under 7 days old which equates to a rate of 6.6 per 1,000 live births. This rate was similar to comparator PCTs, the West Midlands region and England and Wales as a whole. This rate is also similar to what it was in 2005-07, 5.6 per 1,000 live births.

Source: Herefordshire PCT



## **Numbers of sexually transmitted infections (STIs) have again risen sharply in 2009**

Chlamydia infections increased from 298 in 2008 to 391 in 2009, a 31% increase. Rates of infection are highest among the 15-24 years age band – 75% of all chlamydia diagnoses in 2009 - though this is partly explained by the 10% increase in the number of sexual health screens taken in 2009 among this group.

Source: Herefordshire PCT



## **The number of 18 - 64 year olds with disabilities in Herefordshire is likely to increase by 2026.**

Currently there are an estimated 4,600 people aged 18-64 with moderate disabilities who are likely to require personal care at some time. This number is expected to increase by no more than 5% (250 people) by 2012, and 8% (350 people) by 2021.

An estimated further 950 people with serious disabilities currently are likely to require care at some time; a figure expected to increase by 5% (50 people) by 2012, but no further by 2021.

Source: Corporate Policy and Research Team, Herefordshire Council

## Older and vulnerable people living independently



### **Increasing numbers of older people living in income deprived households**

The level of deprivation relative to elsewhere in England appears to be higher in 2007, with 14 LSOAs in Herefordshire within the 25% most deprived nationally for income deprivation affecting older people aged 60 and over, 9 more than in 2004. 39% of older people in Bromyard Central were income deprived in 2007, an increase from 27% in 2004. This also includes areas of Hereford City both north and south of the river, and parts of Ross, Ledbury and Leominster. The most marked increases between 2004 and 2007 are in Hunderton-Bishop's meadow, Leominster-Ridgemoor, Golden Post-Newton Farm and Hunderton.

Source: Indices of Deprivation 2007, Department for Communities and Local Government (CLG); OA Boundaries, ONS, Crown copyright

# Key findings - Health and well-being



## **Reliance on and support for carers is currently a challenge and will only get worse in future years**

There is a widespread acknowledgement of a lack of information about carers; even more so about the cared for. The likelihood of providing care (i.e. the percentage of people providing care) increased with age in the 2001 Census, peaking at those in their fifties before declining slightly in older age groups – although the largest numbers of carers were aged 60 and over; Older carers tended to provide higher amounts of care than younger ones, and carers in poor health tended to provide more care than those in better health. Nationally, there is estimated to be a 45% increase in the demand for informal care between 2003 and 2026, which is likely to be higher in Herefordshire due to the age profile. Therefore, unless there is an increase in the tendency to provide care, there may be a shortfall in the number of carers in the county – which would have consequences for public and third sector organisations. The expected disproportionate increase in the number of older people with dementia may mean a change in the nature of care will be needed as well.

Source: Provision of unpaid care in Herefordshire, June 2009, Herefordshire Council's Research Team

In 2009-10, 22% of carers received a needs assessment, or review or a specific carer's service, or advice and information.

Source: Herefordshire Council



## **Over the last ten years the number of people with physical difficulties helped to live at home in Herefordshire has decreased.**

Over the last year, there has been a sharp decline in the numbers of people with physical difficulties helped to live at home, with only 4.8 per 1,000 population being helped in 2007-08, lower than the target of 6 for the same period. After this decline it is unlikely that Herefordshire will maintain its position amongst the top performing (upper quartile) English authorities.

Source: Social Services, Herefordshire Council & Performance Assessment Framework (PAF), Commission for Social Care Inspectorate (CSCI)



## **Adults with mental health disorders are a concern locally with higher than average numbers and work needed around the support via GPs and for housing.**

The number of 18-64s with the most serious mental health disorders is much higher than would be expected. There is also a need to provide more support via GPs for people with common mental health problems, as well as to reduce suicides, especially amongst 25-44 year-olds.

There is an increasing proportion of the population who will require personalised support and re-ablement services to enable them to live independently in their own homes. This includes people with moderate to severe mental health problems. The support needs of their carers and families also need to be addressed, to enable them to cope and to lead fulfilled lives.

Work is under way to look at the housing needs of people with mental health problems.

Source: Herefordshire Joint Strategic Needs Assessment 2010

# Key findings - Health and well-being



**A substantial increase in numbers of older people that will have some dependency on social care in Herefordshire is expected by 2020. Within this, there is also expected to be a disproportionate increase in the number of older people with dementia.**

Table 1: Expected numbers of older people with a social care dependency

HEREFORDSHIRE	2004	2011	% change 2004-11	2020	% change 2004-20
Number of older people with HIGH demand for social care	4,200	5,100	21%	6,500	55%
Number of older people with SOME dependency	10,500	12,800	22%	16,200	54%

Source: Corporate Policy and Research Team, Herefordshire Council

Even after allowing for what may be optimistic national forecasts of improved health, there is expected to be a 55% increase by 2020 in Herefordshire in the number who need help with essential activities like washing and going to the toilet (compared to 55% increase nationally by 2025). There is likely to be a similar increase in those who will need help with shopping or cleaning. This rate of increase will be higher in Herefordshire compared to nationally due to the older age profile and expected higher rate of increase in the older people population.

Source: Older People Needs Assessment Report, Herefordshire Council Research Team

Dementia presents a significant and urgent challenge to health and social care in Herefordshire in terms of both numbers of people affected and costs. Projections suggest that the estimated 2,900 people affected in 2010 could almost double to 5,600 by 2030. The ratio of GP recorded prevalence of dementia to estimated occurrence based on national rates of the condition suggests under reporting in the county. This leads to a lack of treatment and care for individuals affected, and lack of support for their carers. The Joint Commissioning Plan *Living Well with Dementia in Herefordshire*, due to be finalised by the end of 2010, will be the catalyst for change in the way people with dementia are viewed and cared for.

Source: Herefordshire Joint Strategic Needs Assessment 2010

According to Herefordshire Council's client record system, of the 4,500 older people receiving a social care service in 2009-10, only 8 are currently recorded as having dementia. However cross checks with earlier records indicate that the number is more likely to be just under 400.

Source: Herefordshire Council

## Being Healthy



### Low but increasing teenage pregnancy rates

Herefordshire has a lower teenage conception rate (33.2 conceptions per 1,000 girls aged 15-17) than both the West Midlands region (46.6) and England as a whole (41.2). Herefordshire's figures were steadily decreasing between 98-00 and 04-06 (from 38.2 to 31.9 under 18 conceptions), however since 04-06, rates have increased by 4% to the current level.

Source: Herefordshire Teenage Pregnancy Unit & ONS, Crown copyright



### Better healthy lifestyle choices for teenage girls

In 2006 the Teenage Lifestyle Survey highlighted Year 10 girls as being of particular concern with high proportions being involved in unhealthy and even risk taking behaviours. However results from the 2009 survey of the same age group show these percentages have fallen.

The 2009 results show a lower proportion than previously of year 10 girls who:

- Had an alcoholic drink on at least one day in the last seven days
- Had got drunk on at least one day in the last seven days
- Smoked any cigarettes in the last seven days
- Had ever been offered cannabis or other drugs
- Had taken an illegal drug ever

It is difficult to know if behaviours of females of this age group have changed or whether the sample of Year 10 girls in 2006 was a particular cohort with high risk taking behaviours.

Source: Every Child Matters Surveys



### Dental health of children in the county is poor by regional and national standards.

School children aged 5 are surveyed for the number of their first teeth that are decayed, missing or filled (DMFT). In 2007-08 compared to regionally and nationally:

- the proportion of 5 year olds in Herefordshire with dental decay is higher
- the number of teeth diseased in those children is higher in Herefordshire

Source: NHS Dental Epidemiology Programme for England; Oral Health Survey of 5 year old children 2007/2008 report



### Increasing numbers of children who are overweight and obese

Over the last few years there has been a slight increase in the percentage of reception year pupils who are overweight. The 2008-09 school year measuring found 14.7% of pupils were overweight and 9% were obese, compared to 2007-08 when 13.2% of Reception year children were overweight and 8.9% obese. Between the school years 2007-08 and 2008-09, there was a slight increase in percentages of Year 6 children who were both overweight and obese. The latest data recorded in 2008-09 (reported in the financial year 2009-10) showed 18.9% of Year 6 pupils were obese and a further 13.7% were overweight.

Source: Herefordshire PCT

# Key findings -



## Eating habits of children particularly overweight and obese

Pupils classed as obese were the least likely to eat their 5-a-day of fruit or vegetables (16% of pupils in this group) in a 2009 survey, while those classed as overweight were the most likely (27%). 22% of pupils in the normal range ate their five a day, while 24% of those classed as underweight did so.

Secondary pupils who were classed as overweight or obese were more likely to have eaten nothing before lessons (15% and 16%, respectively) than those in the normal range (10%) or underweight (4%).

Source: Every Child Matters Survey, 2009

## Staying Safe



### Stability of placements for looked after children in Herefordshire is good

In 2009-10, 3% of looked after children had been in three or more placements during the previous 12 months. 78.4% of looked after children who have been looked after continuously for at least 2.5 years were in the same placement for at least 2 years or were placed for adoption. This is better than previous years and at that time Herefordshire was in a better position than its statistical neighbours and England as a whole.

Source: CYP Performance Digest



### Slight decrease in numbers of young people as victims of violence against the person offences

In 2009-10, 418 young people (aged under 18 years) were victims of violence against the person offences. This was a slight decrease from 2008-09, when 469 young people were a victim of a violent crime.

Source: Safer Herefordshire



### Bullying is still a concern in Herefordshire

Herefordshire pupils are more likely to say that they had been bullied in the last 12 months compared to elsewhere (38% of Herefordshire pupils compared with 29% of a wider sample of English pupils).

Source: Every Child Matters Survey, 2009

## Enjoy and Achieve



### Areas within Hereford City and Leominster have high levels of deprivation in terms of engagement with and achievement in education and skills.

From the Indices of Deprivation 2007, there are 13 areas in Herefordshire that fall within the 25% most deprived nationally in relation to the education and skills sub-domain, 10 of which are also within the 20% most deprived and 4 within the 10% most deprived nationally. All of these deprived areas are either in Hereford City or Leominster.

Source: Indices of Deprivation 2007, Dept. for Communities and Local Government (CLG)

# Key findings - Children and young people



## Early years achievement against the Early Years Foundation Stage Profile

Achievement of 0-5 year olds in Herefordshire in terms of their development is monitored by the proportion of children achieving 78 points across all 13 Early Years Foundation Stage Profile (EYFSP) scales with at least 6 points or more in each of the Personal, Social and Emotional Development and Communication, Language and Literacy scales.

In 2009-10\* 46.2% of children aged 0-5 years old achieved 78 points across the EYFSP. This was higher than in 2008-09 however below the target of 53% set for 2009-10.

Source: CYP Performance Digest



## Deprivation is clearly linked to educational attainment, and the gap between the best and worst performing wards at GCSE is increasing

30% of pupils in the lowest performing ward (St Martins and Hinton) achieved 5 or more GCSEs at grades A\*-C including English and Maths in 2007 compared to 26% of pupils in this ward (again the lowest performing ward) in 2008. Whereas the highest performing ward last year (Hope End) had 76% of pupils achieving 5 or more GCSEs at grades A\*-C including English and Maths compared to 80% of pupils in Hampton Court ward in 2008. This achievement gap is increasing slightly.

Source: Herefordshire Joint Strategic Needs Assessment 2010



## Large gap between academic achievement of all pupils and those with identified Special Educational Needs and those receiving Free School Meals

The percentage of pupils achieving the target level of attainment at both Key Stage 2 and GCSE level is lower for pupils with Special Educational Needs (SEN) than for those without. For Key Stage 2 the gap was 58.8 percentage points i.e. 27.4% for SEN pupils compared to 86.3% for non-SEN. At GCSE level the gap was lower at 45.9, with 17.0% of SEN pupils achieving 5 or more GCSEs at grades A\*-C (including English and Maths) compared to 63.0% for non-SEN. For both of these the gap is above target and larger than last year.

In 2009-10, pupils receiving free school meals achieved 26.0 percentage points lower at GCSE level and equivalent, including English and Maths, than their peers not receiving Free School Meals at GCSE level.

Source: CYP Performance Digest



## Although Herefordshire performs relatively well compared with nationally for the educational achievement of looked after children they still do less well than their peers

In 2009-10\*, 21.4% of looked after children achieved 5 or more GCSEs or equivalent at grades A\* - C including English and Maths. This equated to 3 out of 14 looked after children in the cohort. A further 42.9% achieved 5 A\* - G without English and Maths which are still considered passes, however this is still lower than their peers

In 2009-10, 100% of looked after children sat at least 1 GCSE exam or equivalent, which is better than in previous years (78.6% in 2008-09 and 80.0% in 2007-08).

Source: CYP Performance Digest

# Key findings - Children and young people



## **Absenteeism rates: primary, secondary, Looked After Children (LAC) primary**

In 2009-10, 5% of half days in **primary** school and 7% of half days in **secondary** schools were missed, both of which were higher than the targets set. Latest data for 2009-10\* show 4.16% of half day sessions were missed by looked after children in **primary** schools. This was slightly worse than 3.07% the previous year and above the 3.5% target set for 2008-2009.

Source: CYP Performance Digest



## **Secondary school persistent absence rates have improved over the last year**

In 2009-10\*, 4.6% of secondary school pupils were considered to have persistent absence rates. This was lower than last year (6.3%) and better than the target set of 6.4%.

Source: CYP Performance Digest

## Making a positive contribution



### **Increases in proportions of pupils volunteering**

There has been a general increase in the percentage of pupils in years 7 to 10 who volunteer at least once a month (excluding care for a family member) over the past three years, with 44% of pupils volunteering in 2009 compared to 35% in 2006.

Source: Every Child Matters Survey



### **The picture for youth offending is mixed. Large decreases were seen in numbers of first time entrants to the Youth Justice system but an increase in reoffending of those already involved with the Youth Justice System**

There has been a significant reduction in the number of first time entrants (aged 10 to 17 years) to the Youth Justice System over the last year, dropping to 152 new entrants in 2009-10 from 250 in 2008-09, following decreases over the last three years. However reoffending of those young people already in the Youth Justice System has increased, from an average of 1.16 offences committed by each young person in 2008-09 to an average of 1.43 offences in 2009-10.

Source: CYP Performance Digest



## Economic well being



### **Not as many young people, including young offenders and care leavers, engaged with education, employment and training as is wanted**

In 2009-10, 5.9% of 16 to 18 year olds in Herefordshire were not in education, employment or training, despite additional NEET programmes been made available. However given the current economic climate to have maintained 5.9% from last year is a positive result in itself and the percentage of NEETs in Herefordshire is also lower than many other local authorities.

In 2009-10, 68.4% care leavers were in education, employment or training (EET) at the time of their 19<sup>th</sup> birthday, however this data is based on small numbers and out of a cohort of 19, six were not in education, training or employment however for four of them this was due to illness or disability.

In 2009-10, 62.2% of young offenders were engaged in suitable education, training or employment. This was much lower than last year 94.3% in 2008-09 and well below the target of 100% set for 2009-10.

Source: CYP Performance Digest

## Environment



### Access to nature is important to Herefordshire's residents in making somewhere a good place to live

In the Herefordshire quality of life survey 2008, residents were asked how important a list of aspects were in making somewhere a good place to live. Access to nature was one of these. Overall access to nature was above average in terms of its importance in making some where a good place to live, selected by 29% of respondents. The most important aspects were the level of crime (53%), health services (46%) and affordable decent housing (37%).

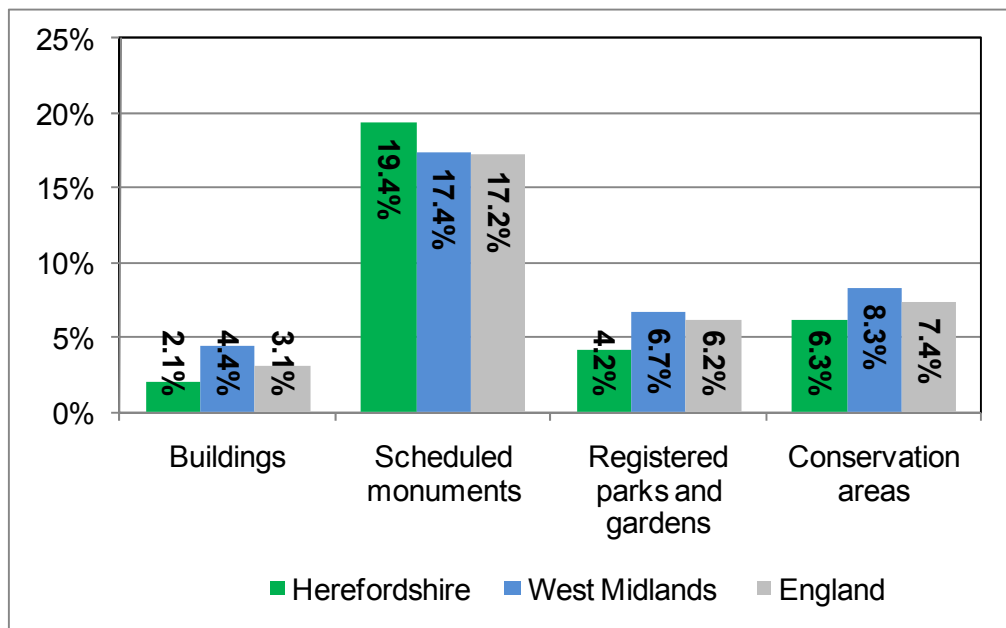
Source: Herefordshire quality of life survey 2008



### Less of Herefordshire's designated built and historic environment is at high risk\*\* in 2010 compared to 2009.

Both the number of designated scheduled monuments and listed buildings at a high level of risk decreased between 2009 and 2010. In 2010 a smaller proportion of Herefordshire's built and historic environment was at risk compared to regionally and nationally, with the exception of scheduled monuments.

Chart 8. Percentage of designated heritage sites that are at a high level of risk.



Source: English Heritage

\*\* The criteria for the classification as high risk varies depending on the type of designation, but generally is when the site is in poor condition and vulnerable to change i.e. due to changes in ownership

# Key findings - Environment

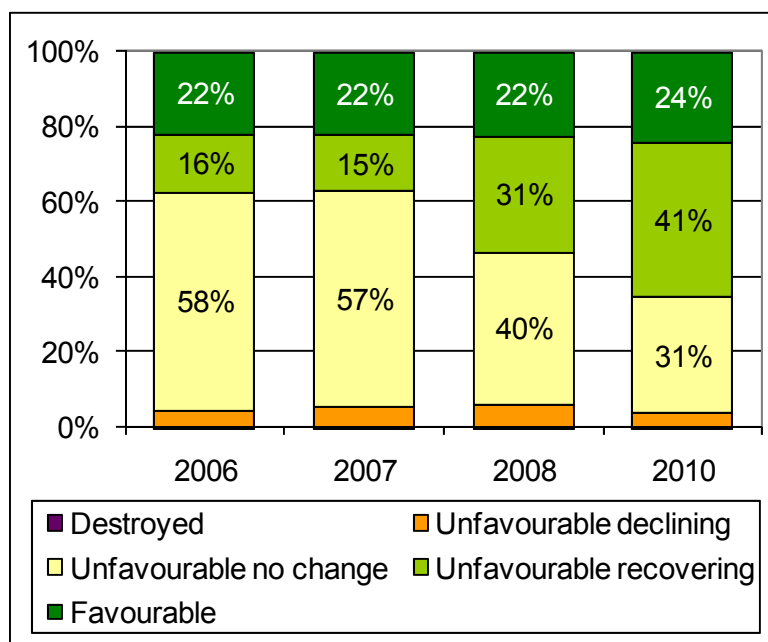


## Local wildlife sites and sites of special scientific interest in Herefordshire are increasingly being better managed

Herefordshire's biodiversity is important in making Herefordshire the place that it is. In 2009-10, positive conservation management has been (in the last five years) or is being implemented at 43.2% of local wildlife or geological sites. This is a considerable increase on 2007-08 when it was 29.0%.

Sites of Special Scientific Interest (SSSIs) represent the best sites for wildlife and geology, with over half of English SSSIs being internationally important. In 2010 Herefordshire had a higher proportion than in previous years of SSSI land that was in favourable or unfavourable but recovering condition. Despite this positive trend a large proportion (34%) is in unfavourable condition and either not showing change or worsening, much more than the level nationally (6%).

Chart 9: Proportion of SSSI land in Herefordshire found to be in favourable or unfavourable condition, 2006-2010, as assessed by Natural England.



Source: Natural England



## Salmon, which are an iconic species, saw considerable decline in the mid 1990s and catch numbers remain low.

The Wye salmon fisheries saw a considerable decline in the mid 1990s. Work by the Wye and Usk foundation identified a number of causes for this reduction, which included: barriers to fish migration, diffuse and point pollution, acidification and habitat degradation. The resulting reduction in the salmon population meant that the level of salmon exploitation then had a greater impact. Since the mid 1990s salmon catches have remained below 1,000 per year. In 2008 the catch just exceeded 1,000, but then dropped back in 2009.

Source: Wye and Usk Foundation

# Key findings - Environment



**Whilst households in Herefordshire are producing less waste and less waste is going to landfill, it is still more than in most local authorities in England.**

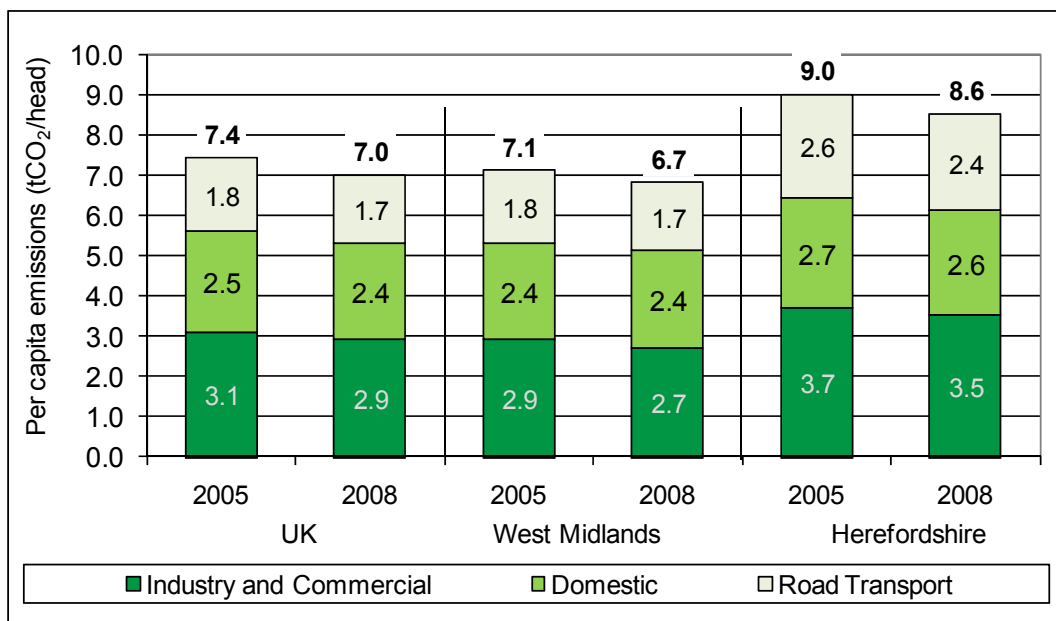
Historically Herefordshire has produced more waste per household and has recycled less when compared to England as a whole. However, the situation is improving due to changes in the way waste (particularly recycling) is collected. On average in 2009-10 646kg was collected per household per year compared to 686kg in 2008-09. The amount that households recycle is also improving. In 2008-09 households on average recycled 33% of their waste. In 2009-10 this had increased to 35%, more recent data shows the proportion being closer to 40%.

Source: Herefordshire Council, Environment and Culture Directorate



**Emissions of CO<sub>2</sub> decreased in Herefordshire between 2005 and 2008, but remain higher than for the UK as a whole.**

Chart 10: Per capita emissions (tCO<sub>2</sub>/head) by sector, 2005-2008



Source: DECC, ONS - Crown copyright

Estimates of carbon dioxide emissions (CO<sub>2</sub>) for Local Authority areas suggest that Herefordshire emits more CO<sub>2</sub> per capita (8.6 tonnes of CO<sub>2</sub> per head of population) than the West Midlands (6.7 tCO<sub>2</sub> per cap) or UK (7.0 tCO<sub>2</sub> per cap). Most of this difference is explained by increased use of road transport and energy sources other than electricity and gas in both the commercial and industrial and the domestic sectors i.e. more use of oil and solid fuels. Unsurprisingly it is the more rural authorities, such as Herefordshire, Shropshire and Powys that have greater per capita emissions from transport, 2.4, 2.3 and 2.7 respectively, compared to the West Midlands region and the UK as a whole (both 1.7).

Source: DECC, ONS - Crown copyright

# Key findings - Environment



## **Changes to the global and local climate will directly impact on the quality of people's daily lives.**

Expected changes in seasonal climate in Herefordshire include:

- ◆ Predicted annual increases in temperature by as much as 2.5°C by the 2050s.
- ◆ Drier summers by possibly as much as 30% of the baseline, contributing to a decrease in summer soil moisture totals by possibly up to 45%.
- ◆ An increase in the number of intense rainfall days in winter and also in the number of extremely warm days in both summer and winter.
- ◆ Increase in the length of thermal growing season.

Herefordshire has experienced 84 significant weather events over the last ten years, of which nearly half related to heavy rain and flooding. These cannot necessarily be attributed to climate change, but have had a significant impact on Herefordshire's emergency and public services, local businesses and the wider community. For example the flooding in the summer of 2007 was estimated to have cost Herefordshire Council £5.5 million and local businesses around £40 million, as well as other, unknown, costs to agriculture and tourism.

Source: Herefordshire Council Local Climate Change Impacts Profile (LCLIP)



## **Air quality (NO<sub>2</sub>) has improved in Hereford City and Leominster over the last three years**

In 2009, Victoria St. and Edgar St. in Hereford and Bengry's lights in Leominster all exceeded the 2000 objective of 40 µg/m<sup>3</sup> and have done so for the previous six years. However, between 2006 and 2009 all three have decreased with the Bengry's lights site in Leominster now being only marginally above target.

Source: Sustainable Communities Directorate, Herefordshire Council

## Community Safety



### Overall crime is low especially compared with elsewhere

Apart from a slight rise in 2006-07, crime has fallen consistently in Herefordshire from 2001-02 to 2009-10, with only 9,877 crimes recorded.

In 2008-09, there were 33 comparator recorded crimes per 1,000 population in Herefordshire, compared to 37 in West Mercia Police as a whole and 50 in England and Wales. The picture in Herefordshire has changed little since 2004-05, in contrast to a reduction in West Mercia and England and Wales. This means that while Herefordshire remains in a more favourable position than the other two areas, the gap has decreased.

Source: West Mercia Police and Safer Herefordshire



### Specific crimes have been decreasing; theft from a motor vehicle, burglary and criminal damage

Between 2003-04 and 2008-09, reductions have been seen in the rates of theft from a motor vehicle and burglary.

In 2009-10, there was a sharp drop to 2,000 criminal damage incidents in Herefordshire, from 2,531 in 2008-09. This continues a general decreasing trend from a high of 3,050 incidents in 2006-07.

Source: West Mercia Police and Safer Herefordshire



### Violence against the person offences are high

Violence against the person offences stands out as unusual compared to the other offences, as the rate in Herefordshire is similar to that seen for West Mercia as a whole (12.6 and 12.5 per thousand, respectively). In England and Wales it is 16.4 per thousand.

Source: Research, Development and Statistics Directorate of the Home Office



### Numbers of anti-social behaviour incidents are high but decreasing slightly, although still a concern for a large proportion of Herefordshire residents

There were 11,607 incidents of anti-social behaviour in Herefordshire in 2009-10, which is a decrease from 11,850 in 2008-09 and 12,276 in 2007-08. However, the figure is slightly above the target for this year of 11,457 or fewer incidents of anti-social behaviour.

18% of respondents said that crime and anti-social behaviour were a fairly or very big problem in their local neighbourhood. When respondents were asked whether they agreed or disagreed that a list of potential issues were a problem in their neighbourhood, the following were most often seen as a problem:

- Speeding traffic (64% tended to agree or strongly agreed that this was a problem in their local neighbourhood)
- Rubbish or litter lying around (52% agreed)
- Under-age drinking (52%)
- Dog mess (51%)
- Groups of people loitering or hanging around in public places (50%)
- People using drugs (47%)
- People being drunk or rowdy in public places (45%)

Source: Safer Herefordshire and West Mercia Police Crime and Safety Survey

# Key findings - Safer communities



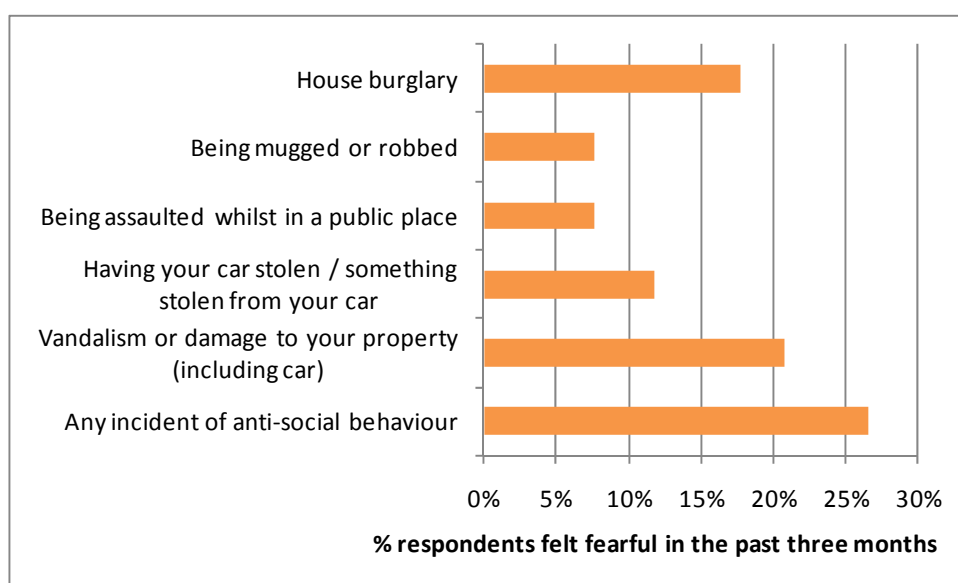
## Overall, the majority of Herefordshire residents feel safe, but there are still some genuine fears about being victims of crime

80% of Herefordshire residents thought their neighbourhood was fairly, very or completely safe; 9% thought it was fairly, very or completely unsafe. When asked how their feelings compared to three months ago, 89% thought this was about the same; 5% thought it was safer or much safer, while 6% thought it was less safe or much less safe than three months ago.

27% of respondents remembered an actual time in the past three months when they felt fearful of an incident of anti-social behaviour happening to them; 21% had felt fearful about vandalism or damage to their property, and 18% had felt fearful about house burglary happening to them.

Chart 11. Respondents remembering actual times in the past three months when they had felt fearful about any of the following happening to them in their local neighbourhood

Source: West Mercia Police Crime and Safety Survey



## Alcohol has an impact on number of crimes and hospital admissions in Herefordshire



Assault with less serious injury is used as a proxy for alcohol-related violent offences. In 2009-10 there were 5.39 offences per 1,000 population in Herefordshire, which has seen no change since 2008-09, but a reduction from 6.61 in 2007-08.

Alcohol-attributable conditions are a significant cause of hospital admissions in Herefordshire, accounting for the sixth largest number of spells in hospital of any diagnosis group. An average of over 3,000 alcohol-attributable admissions per annum were recorded for Herefordshire residents in the years 2007/08 – 2009/10. The number of qualifying admissions increased by almost 12% in 2009/10 alone.

Source: Alcohol-Related Morbidity, Public Health Department, Herefordshire PCT

# Key findings - Safer communities



## Increasing reoffending rates

For the period April 2009 to March 2010, reoffending rates in Herefordshire have risen to 10.50%, up from a low of 8.93% in July 08 – June 09. The actual reoffending rate has remained lower than the predicted rate for Herefordshire, but the gap has narrowed during this period from 17.70% less than the predicted rate in July 08 – June 09, to 2.78% less than the predicted rate in April 09 – March 10. Over the last year, while Herefordshire's reoffending rates have seen an overall increase, a gradual decrease has been seen by West Mercia Police, the West Midlands region, and England and Wales.

Source: Ministry of Justice



## Hoax calls continue to be driven down

The number of malicious false alarms attended by the Service in Herefordshire fell to its lowest level in 2009-10 with just 17 incidents. This is a 58% decrease on 40 incidents in 2005-06. Herefordshire received 38 hoax calls in 2009-10, but highly skilled Fire Control operators were able to challenge 21 of these callers, which ensured that fire appliances and crews were not mobilised needlessly. False alarms still make up a considerable proportion (over 40%) of all incidents attended by the FRS, and opportunities to address this are under constant review.

Source: Hereford and Worcester Fire and Rescue Service

## Fewer Accidents



### The mortality rate from all type of accidents is high

Accident-related mortality has increased locally by over 30% since 1996, in contrast to rises of less than 1% nationally. Mortality rates among males (34 deaths per 100,000) are over twice those of females (14 deaths), a pattern evident generally across these areas.

People in Herefordshire are 36% more likely to die due to an accident compared to the population of England. People who live in the most deprived neighbourhoods are 47% more likely to die from accidents than those in the most affluent neighbourhoods.

Source: Hereford PCT and ONS, Crown copyright and Accidents, Public Health Department, Herefordshire PCT

### There are fewer fires overall but the number of accidental dwelling fires has risen

Hereford & Worcester FRS attended 10% fewer fire incidents in Herefordshire in 2009-10 than they did five years ago. The most marked reduction over this period was a fall of 41% in the number of deliberate fires, with deliberate dwelling fires down by 69% to just 4 incidents in 2009-10, and deliberate primary vehicle fires down by 53% to 17 incidents in 2009-10.

There were 110 accidental dwelling fires in Herefordshire in 2009-10, a 17% increase over the previous year. This is an area where the FRS is keenly focused on bringing down the numbers. Detailed incident investigation and sophisticated risk profiling is helping to focus community fire safety activities directly towards at risk groups. With increased volunteer support there is also a greater capacity to carry out more Home Fire Safety Checks in areas and among groups shown to be at greatest risk.

Source: Hereford and Worcester Fire and Rescue Service



# Key findings - Safer communities



## **The number of people killed in fire incidents remains very low**

There were two fire fatalities in Herefordshire in 2009-10, arising from a light aircraft crash. There have been four fire fatalities in Herefordshire in the last five years including one death from an accidental dwelling fire. A total of six people were killed in fires across the FRS area in 2009-10.

Ongoing fire safety campaigns and activities continue to highlight the key risk areas including accidental fires in the kitchen, chimney fires and the need for households to have escape plans in the event of fire.

Source: Hereford and Worcester Fire and Rescue Service

## **There has been a rise in the number of road traffic collisions attended by the FRS whilst numbers of people killed and seriously injured on Herefordshire's roads are decreasing**

The FRS attended 240 road traffic collision (RTC) incidents in Herefordshire in 2009-10, an increase of 45 incidents or 23% over the previous year. While the number of people killed and seriously injured on Herefordshire's roads is decreasing, the FRS is still dealing with close to five RTC incidents a week.

Source: Hereford and Worcester Fire and Rescue Service

In 2009, 105 people were killed or seriously injured on Herefordshire's roads. This was worse than in 2008, but better than in all other years since 1999. Overall since 1999 there has been a 41% decrease in the number of people killed or seriously injured on Herefordshire's roads.

Source: Herefordshire Council, Transportation

## **Total numbers of motorcycle collisions have increased over the last year and have proportionately more serious results, however this is also an issue nationally**

In Herefordshire in 2008 car users accounted for 62% of all killed or seriously injured (KSI) casualties. Motorbike users accounted for the second largest proportion at 23% followed by pedestrians and pedal cycles (5% and 4% respectively). Compared to previous years we have had slightly more motorcycle and slightly less pedestrian KSI casualties.

When looking at total casualties including slight casualties, cars accounted for 70% and motorcycles accounted for 9%. This suggests that cars account for proportionately more collisions; however motorcycles have less collisions but a higher proportion of the more serious collisions.

The rate for motorbike casualties (per 100,000 population) is similar in Herefordshire (38) to neighbouring authorities and regionally and nationally but slightly higher than in Gloucestershire (25).

Source: Department for Transport, Crown copyright and Transportation, Herefordshire Council

## **Falls are still the single largest cause of admissions to hospital due to an accident and have increased**

Falls have made up about 60% of all accidents since 2002, and accounted for 65% of admissions in 2009.

An analysis of five year falls data (2003 -2007) show that hospital admissions due to falls have increased by 40% since 2003 and on average there have been 200 hip fractures as a result every year. 30% of falls are due to slips, trips or stumbles and 50% occur in the home. There has been no significant seasonal variation. A rapid review of the falls service identified that the service was under-resourced and inequitable. Service mapping against NICE guidelines revealed a number of gaps in the service provision in particular in the community settings.

Source: Herefordshire PCT and Integrated Falls Prevention and Management Strategy for Herefordshire 200-2014

## Stronger Communities



### **Access to key services in rural parts of Herefordshire is notably worse than for rural areas in England as a whole and the West Midlands**

The percentage of Herefordshire households within set distances for most key services is much lower than for the West Midlands region and England as a whole.

In particular, when comparing rural villages and dispersed areas across Herefordshire, the West Midlands and England, access is notably worse in Herefordshire. The most marked differences are seen for banks and building societies, supermarkets, NHS dentists, petrol stations and secondary schools: Herefordshire's figures for these services being between 12 and 35 percentage points lower.

However, since 2007 there has been an increase in the proportion of all Herefordshire households within set distances for GP Surgeries and a Public House. Access to GP surgeries increased from 76% in 2007 to 83% being within 4km in 2008 and access to a Public House within 2km saw a small increase from 86% in 2007 to 88% of households in 2008.

Source: The Countryside Agency, 2008

According to the 2007 Indices of Deprivation, 76 out of 116 LSOAs in Herefordshire fall within the 25% most deprived in England in terms of geographical barriers to services. 52 of these also fall within the 10% most deprived.

Source: Indices of Deprivation 2007, Department for Communities and Local Government (CLG)



**Residents are generally happy with health services in Herefordshire, but there are specific aspects around access they feel should be better.** The *Herefordshire Quality of life survey 2008* showed that nearly nine in ten residents are satisfied with their GP, nearly eight out of ten with the local hospital and seven in ten with their dentist. On the other hand, getting to see a dentist was by far the most important service access issue for people, over three in ten finding it difficult. Nearly one in five found it difficult to access their GP or locals hospital.

Source: Herefordshire Quality of Life Survey 2008



**Access to some other key services was seen as difficult by significant minorities:** for instance public transport, a post office and cultural or recreational facilities by about one in five.

Source: Herefordshire 100 Research, Access to Services



**A number of major surveys to find out the needs and views of minorities have been carried out over the past year.**

Well over 200 seasonal and migrant workers responded to a questionnaire about their health needs. Reflecting the profile of this group, they were mostly male and young; with nearly three-quarters aged 16-24. Almost all (92%) were Polish, Bulgarian or Romanian. Key findings were:

Only about one in five considered themselves fluent English speakers, with language a problem for a number of them when accessing health services

# Key findings - Stronger communities

- ◆ Around two in three had used a dentist in the last 12 months, and a similar number had seen a GP in the last six. In contrast, fewer than half (40%) had used an optician in the last year and only 18% had visited a hospital
- ◆ One in five felt they faced barriers to health services

Source: Health Needs Research

STRENGTH



**In 2008, 87% of adult residents in Herefordshire were satisfied with their local area as a place to live.**

Source: Herefordshire Quality of Life Survey

OPPORTUNITIES



**In 2008, 76% of residents felt that Herefordshire is a place where people from different backgrounds get on well together.**

Source: Herefordshire Quality of Life Survey

STRENGTH



**Three-quarters of residents believed they had been treated with respect and consideration by local public services most or all of the time in the last year. Seven in ten also thought that local public services treated all types of people fairly. But fewer than half felt this way about public services acting on the concerns of residents or promoting the interests of locals.**

Source: Herefordshire Quality of Life Survey

THREATS AND CHALLENGES



**In 2008, 29% of residents felt that they could influence decisions affecting their local area.**

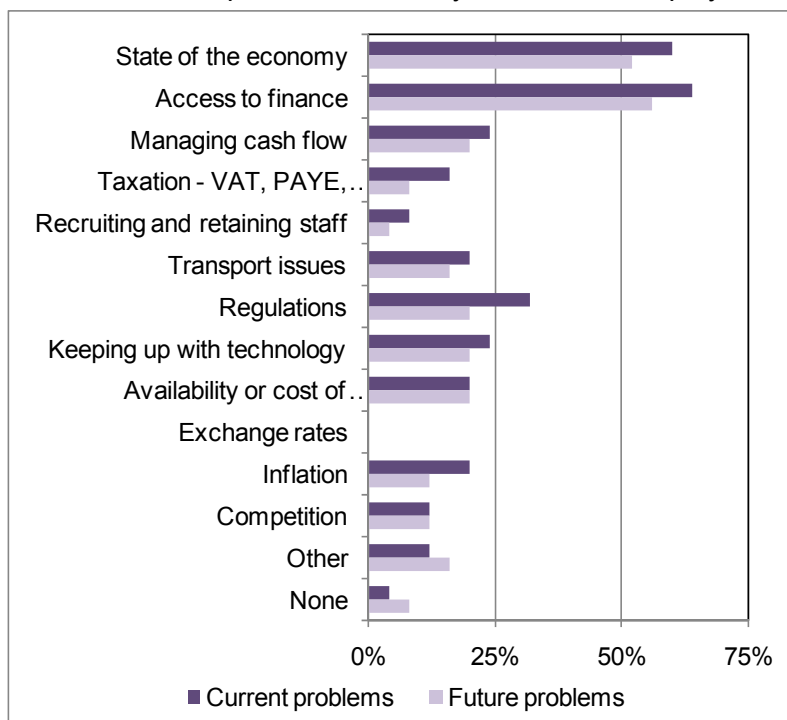
Source: Herefordshire Quality of Life Survey

THREATS AND CHALLENGES



**Access to finance was the biggest problem facing third sector organisations in 2010.**

Chart 12. Current problems faced by third sector employers in Herefordshire



Source: Herefordshire Employers' Survey

## Key findings - Stronger communities

As part of a survey of employers carried out in May 2010, third sector organisations were asked a series of questions about operating in Herefordshire and the current issues they face. The issues that were reported most frequently by third sector organisations as being a current problem were access to finance, the state of the economy and regulations, being reported by 64%, 60% and 32% of organisations respectively (chart 12). Compared to all employers (inc. private and public sector) access to finance was more of an issue for third sector employers, 64% compared to 28% for all employers. In a separate question IT infrastructure/capability was given the highest priority from a list of 13 issues i.e. it was rated above average in terms of importance, but below average in terms of quality.

Source: Herefordshire Employers' Survey



### **Satisfaction with other public services was generally high but had fallen for some.**

More than eight out of ten people were satisfied with the Hereford & Worcester Fire and Rescue Service, over half with West Mercia Constabulary and one in three with the way Herefordshire Council runs things overall, although satisfaction with specific services was much higher, for instance over eight in ten were happy with refuse collection. However, there were significant drops in satisfaction between 2007 and 2008 amongst *users* of: sport and leisure facilities (72% to 53%), libraries (84% to 75%), museums and galleries (68% to 58%), theatres and concert halls (65% to 55%) and parks and open spaces (78% to 68%).

Source: Herefordshire Quality of Life Survey



### **Over one in five of residents felt well-informed about what to do in the event of a large-scale emergency such as flooding or pandemic flu, which puts Herefordshire in the top quarter nationally. Two in five felt well-informed about local public services.**

Source: Herefordshire Quality of Life Survey 2008



### **Affordable decent housing, public transport and clean streets are regarded as both important and needing to improve.**

Although crime and health services were seen as the most important in making somewhere a good place to live they were not viewed by the great majority of people as things most in need of improvement.

Source: Herefordshire quality of life survey 2008

In autumn 2008, a joint Council and PCT strategic options consultation asked people to trade-off investment between *examples* of the kind of choices that the Council and the PCT face over the coming years. For **Council-led services** the improvements the public most wanted to see were:

- ◆ measures to tackle traffic congestion
- ◆ more support for families to protect vulnerable children
- ◆ adult social care at least keeping up with increasing demand.

To help pay for these, they were most prepared to see reductions in:

- ◆ the arts, libraries and museums
- ◆ concessionary leisure fees
- ◆ subsidised bus services.

# Key findings - Stronger communities

For **PCT-led services** the package preferred by the majority of people was:

- ◆ improved access to NHS dental care
- ◆ enhancements in services to prevent and treat stroke
- ◆ more people with long-term health conditions being supported at home
- ◆ increased support for those at risk of falls
- ◆ more people receiving end of life care at home
- ◆ an increase in alcohol education for children and young people

no reductions in the current levels of other services, except for...

- ◆ 10% fewer people getting high cost drugs and cosmetic surgery that meets NHS criteria.

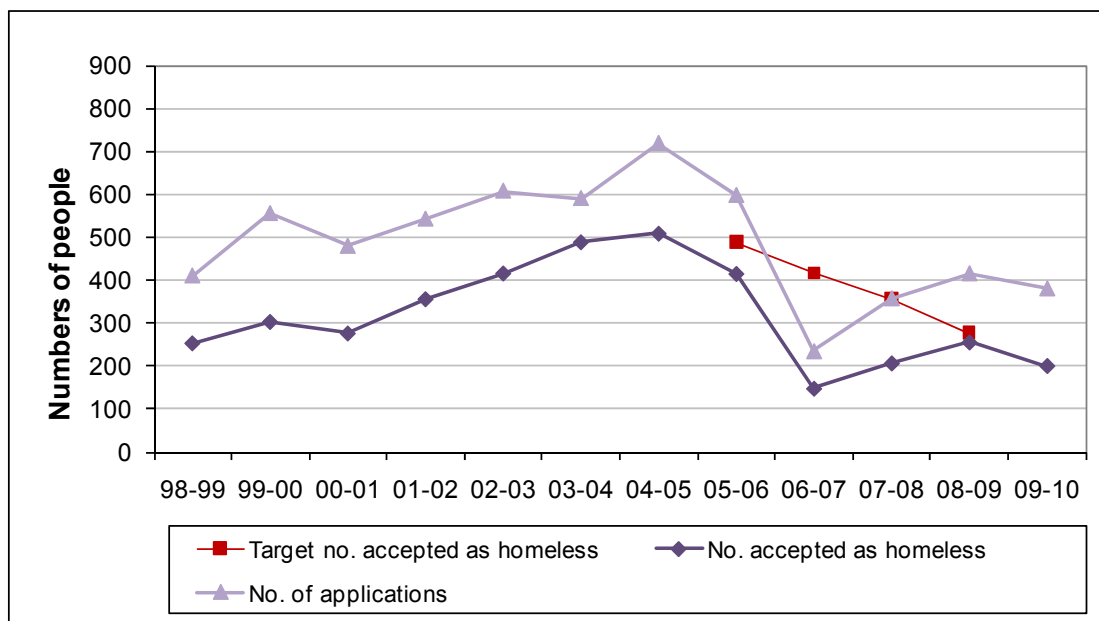
## Housing



**There was a decrease in the number of people applying and accepted as homeless in Herefordshire in 2009-10; following an increase in the previous two years.**

In 2006-07 the number of households being accepted as homeless reached a 12 year low. In the same year, new homeless prevention measures were put in place, which aimed at trying to prevent people from becoming homeless. This work was targeted at individuals or households before they applied as homeless, putting in place interventions such as mortgage rescue. However, after an initial decrease, numbers increased again between 2006-07 and 2008-09 only to decrease again in 2009-10. It is possible that this increase was due to the effects of the recession.

Chart 13. Number of people applying and numbers of those accepted as homeless in Herefordshire (towards whom the council has full statutory duty)



Source: Strategic Housing, Herefordshire Council



## **A combination of existing high proportions of lone pensioner and pensioner households and an ageing population may result in an increasing demand for certain types of suitable accommodation**

Herefordshire has a slightly higher proportion of lone pensioner households, 15% compared to the West Midlands and England (both 14%) and a higher proportion of pensioner couples (12%) than the West Midlands and England (both 9%).

The number of people aged 65 years and over in Herefordshire is expected to be 65% higher in 2026 than in 2007. In particular, the number of people aged 85+ is expected to more than double, from 5,000 in 2007 to 10,200 in 2026.

Source: 2001 Census, ONS, Crown copyright and Herefordshire Council's Research Team population forecasts



## **Herefordshire has the worst housing affordability ratio for all local authorities within the West Midlands region**

For 2009, the house price affordability ratio for Herefordshire was 8.5. That is, for those on lower quartile earnings, a house at the bottom end of the market would cost them 8.5 times their annual earnings. Herefordshire had the worst affordability ratio out of all the West Midlands authorities and neighbouring counties

Source: Land Registry & CLG (Department for Communities and Local Government)



## **High demand for affordable social properties in Herefordshire, in particular in Hereford City.**

Information from Homepoint, about demand for socially rented housing shows that demand in the early part of 2010 is greatest in Hereford City. Properties within Hereford City received the most average bids, 40 per property advertised; second most popular was Ross-on-Wye with an average of 21 bids per property. There is generally equal demand (average number of bids) for different sized properties, however there is a much larger difference in the numbers advertised.

Source: Home Point



## **A third of dwellings in Herefordshire were in a 'Non-Decent' condition**

In 2005, 34% of dwellings in Herefordshire failed the "Decency Standard". The proportion varied with type of tenure, ranging from just under 50% of privately rented dwellings found to be "Non-Decent" down to 24% of Housing Association dwellings.

Source: House Condition Survey 2005, Herefordshire Council





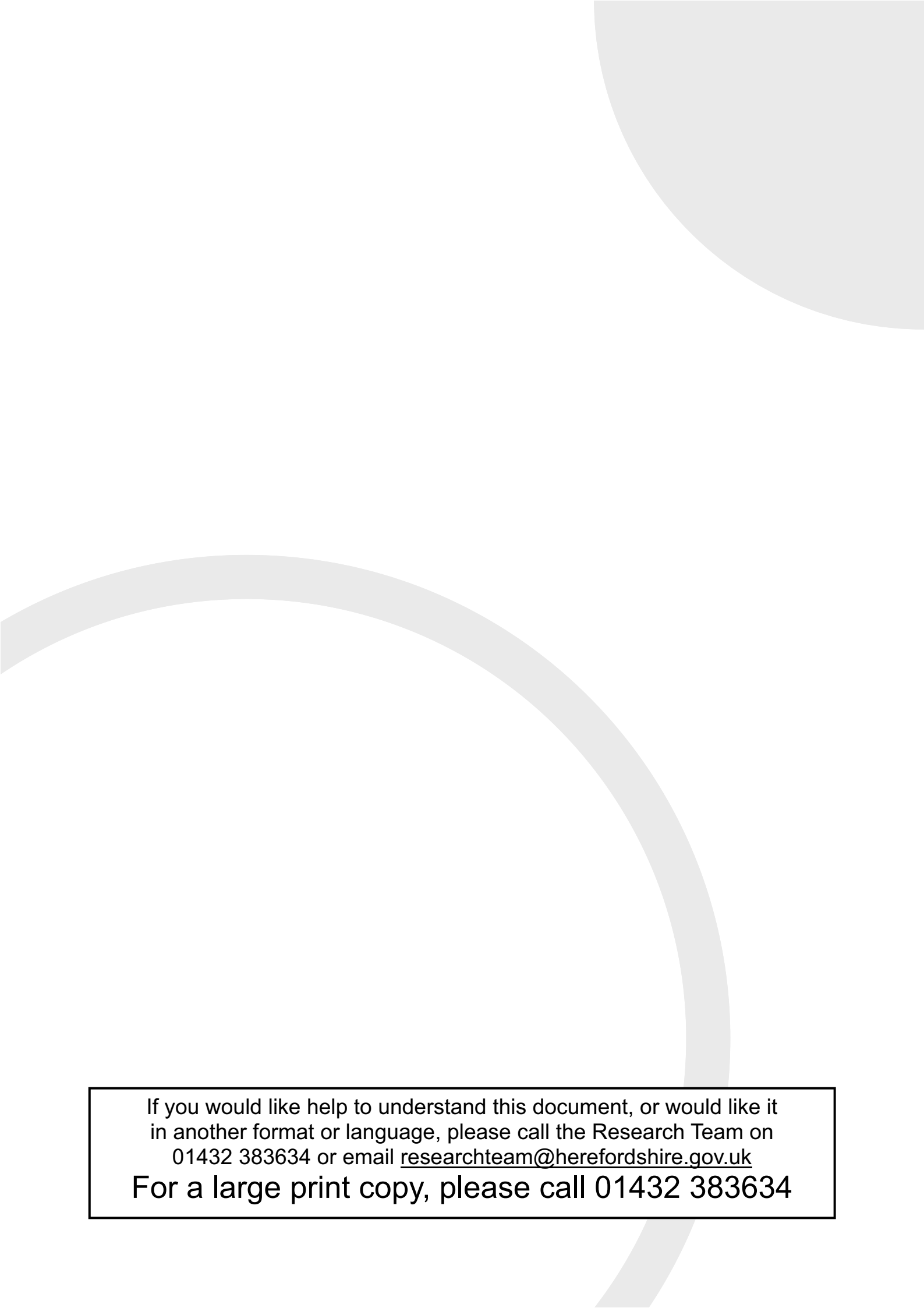
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