

the state of Herefordshire report
2011

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 2011 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 themes:

- Population
- Economic Development and Enterprise
- Health and Wellbeing
- Children and Young People
- Environment
- Safer Communities
- Stronger Communities
- Housing

The State of Herefordshire Report is published annually and uses the most up-to-date information available at the time of writing, much of which in this report relates to 2010-11 financial year. 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 2011 was produced by Herefordshire Partnership's Researchers in conjunction with colleagues from across the organisation and signed off by the Herefordshire Partnership Executive Group. **We would like to thank all 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

It has not been possible to produce the full theme chapters of the State of Herefordshire report for 2011. The 2010 chapters are still available from the Facts and Figures website (see link below). Analysis for some topics has been updated and is also available from the website. If you are unsure whether something has been updated please get in touch using the contact details below.

www.herefordshire.gov.uk/FactsandFigures

Herefordshire Partnership Research Team
Contact details: 01432 260 893
email: researchteam@herefordshire.gov.uk

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Summary of strengths, weaknesses, opportunities or threats



Opportunity

		Page number
Population	The population of Herefordshire is increasing due to net in-migration, mainly from other parts of the UK – although growth has slowed during the recession.	10
	Herefordshire has a relatively small, but growing, Black, Asian & Minority Ethnic (BAME) population	12
	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.	13
Economy	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	16
	The rateable value of commercial property is low in Herefordshire compared to the West Midlands and England	21
	Businesses and residents identify congestion (in Hereford City) as in need of improvement, although in 2010 the picture for congestion in Hereford City was not clear	23
Health & wellbeing	The rate of deaths related to stroke has fallen more rapidly than nationally over recent years, but deaths from stroke remain higher than nationally	25
	Over the last 5 years 30 adults with learning disability have moved from care homes into their own tenancies; further developing appropriate housing and support options could allow more people to attain their own tenancies or move back to live in the county.	30
Children and Young People	A decrease in numbers of young people as victims of violence against the person offences	32
	Although Herefordshire performs relatively well compared with nationally for the educational achievement of looked after children they still do less well than their peers	33
	Secondary school persistent absence rates have improved	33



Opportunity

Environment	Access to nature is important to Herefordshire's residents in making somewhere a good place to live	35
	Households in Herefordshire are producing less waste and a greater proportion of household waste is now being recycled	37
Safer Communities	The number of anti-social behaviour incidents has reduced in Herefordshire, although anti-social behaviour remains a concern for a large proportion of Herefordshire residents	39
Stronger Communities	Residents are generally happy with health services in Herefordshire, but there are specific aspects around access they feel should be better	43
	Satisfaction with other public services was generally high but had fallen for some	43
	Over one in five of residents felt well-informed about what to do in the event of a large-scale emergency	45
	Affordable decent housing, public transport and clean streets are regarded as both important and needing to improve. However, when asked to trade-off investment in services the priorities were, tackling traffic congestion, more support for families to protect vulnerable children and maintaining adult social care services	45
Housing	There was a decrease in the number of people applying and accepted as homeless in Herefordshire in 2010-11; following an increase between 2006-07 and 2008-09	46



Strength

		Page number
Economy	Herefordshire has a lower rate of new business start-ups than England as a whole, but start-ups are surviving longer than regionally and nationally. In 2009 the rate of new business formation had slowed.	15
	The rate of self-employment in Herefordshire is higher than in the West Midlands and England as a whole.	17
	Herefordshire has a relatively high employment rate, 76% in 09-10, compared to 69% in the West Midlands and 71% nationally	17
Health & wellbeing	Herefordshire has a longer life expectancy that is healthy and disability free and life expectancy in general than regionally and nationally	25
	The rate of overall premature mortality has fallen consistently over recent years and remains lower than nationally	28
	A high proportion of adults with learning disability have taken up personal budgets	30
Children and Young People	Generally lower teenage pregnancy rates	31
	Stability of placements for looked after children in Herefordshire is good	31
	Increases in proportions of pupils volunteering	33
	The picture of offending in young people is good. Large decreases seen in numbers of first time entrants to the Youth Justice system and decreases in reoffending of those already in the Youth Justice System	34
Environment	Less of Herefordshire's designated built and historic environment is at high risk ^[1] in 2010 compared to 2009	35
	Local wildlife sites and sites of special scientific interest in Herefordshire are increasingly being better managed	36
Safer Communities	The number of accidental dwelling fires has fallen by over 10% and, despite a small increase in the total number of fires attended this year, the overall trend remains downward	41
	The number of people killed in fire incidents remains very low	41

Stronger Communities	Three-quarters of residents believed they had been treated with respect and consideration by local public services	44
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Threat and challenge

		Page number
Population	Herefordshire is a sparsely populated county.	10
	Herefordshire's population has a relatively old age structure; and numbers of older people are expected to increase disproportionately to the total population.	11
Economy	The age profile of the potential resident workforce is changing	16
	Despite the increase in unemployment due to the recession, more people in Herefordshire claim an out-of-work benefit because they are unable to work for health reasons than because they are unemployed and actively seeking work.	18
	Skilled trade occupations account for a relatively large proportion of those in employment; employers find skilled trade vacancies hard-to-fill; and skilled trade vacancies account for the highest proportion of skill shortage vacancies	19
	Employers report that there are skills gaps in managerial and skilled trade occupations and that some young people are poorly prepared for work	19
	There is still demand for migrant labour in Herefordshire that employers report would be difficult to fill from other sources	20
	Based on past trends total employment in Herefordshire is projected to decrease	20
	Access to broadband, mobile phone services and other infrastructure is an issue for some residents and businesses in rural areas	21
	Emissions of CO ₂ from the industry and commerce have decreased, but both climate change and volatility in energy prices will pose challenges for both businesses and residents in future	22
Herefordshire loses approximately 5% of its working age population who travel to work outside the county	22	



Threat and challenge

Health & wellbeing	The levels of cancer and coronary heart disease are lower than nationally and regionally but they remain the county's biggest killers	25
	Smoking remains the single most important cause of premature death, ill-health and hospital admission in Herefordshire	27
	Obesity is emerging as a major contributory factor to poor health, disability and premature death	27
	In line with national trends suicide rates had been declining, but have not reduced further since 2002. There was a small, although not statistically significant, rise in 2010.	27
	Numbers of sexually transmitted infections (STIs) rose sharply in 2009	28
	The number of 18 - 64 year olds with disabilities in Herefordshire is likely to increase by 2026	29
	Reliance on and support for carers is currently a challenge and will only get worse in future years	29
	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	29
	Low numbers of adults with a learning disability of working age are currently supported in employment, (11% in 2010-11) although the proportions are among the highest in England.	30
	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.	30
Demography will impose increasing demands for learning disability services as one cohort of users and their carers age, and as another cohort of younger people with more profound disabilities move into adulthood	30	
Children and Young People	Healthy lifestyle choices for teenage girls remain a concern, particularly as alcohol related hospital admissions have risen	31
	Bullying is still a concern in Herefordshire	32
	The gap in attainment between the best and worst performing areas at GCSE is still increasing; and in 2010 there were more areas amongst the most deprived in England in terms of achievement in education and skills	32
	Early years achievement against the Early Years Foundation Stage Profile (EYFSP)	32
	Not as many young people, including young offenders and care leavers, engaged with education, employment and training as is wanted	34
	The child poverty indicator demonstrates that the profile of child poverty is deteriorating , and has identified new pockets that appear to be linked to areas with a high density of social housing	34



Threat and challenge

Environment	Salmon, which are an iconic species, saw considerable decline in the mid 1990s and catch numbers remain low.	36
	Emissions of CO ₂ decreased in Herefordshire between 2005 and 2008, but remain higher than for the UK as a whole	37
	Changes to the global and local climate will directly impact on the quality of people's daily lives.	38
	Air quality (as measured by Nitrogen Dioxide (NO ₂) Emissions) has worsened in the last year across the majority of monitoring sites in the county	38
Safer Communities	Overall crime is low and has been decreasing, but economic conditions risk a reversal of this trend	39
	Alcohol misuse is a growing problem, affecting A&E attendances, hospital admissions and crime levels	39
	Increasing reoffending rates	40
	Fires - Hoax calls continue to be driven down	40
	Whilst the number of people killed or seriously injured on Herefordshire's roads has been decreasing, the Hereford and Worcester Fire and Rescue Service still attends the equivalent of four road traffic collisions each week in Herefordshire	41
	The number of fatal incidents involving young road users is a concern and there has been a notable increase in "drink drive" related accidents, but the number of motorcycle collisions has decreased.	42
Stronger Communities	Falls are still the single largest cause of admission to hospital due to an accident	42
	Access to key services in rural parts of Herefordshire is notably worse when compared to other parts of England	43
	Language can be a problem for some minority groups, particularly in accessing health services	43
	In 2008, 29% of residents felt that they could influence decisions affecting their local area	44
Housing	Access to finance was the biggest problem facing third sector organisations in 2010	44
	A combination of already high proportions of pensioner households and an ageing population may result in an increasing need for certain types of suitable accommodation	46
	High demand for affordable properties in Herefordshire, in particular in Hereford City	47
	Stock condition of privately rented dwellings is worse than for other tenures	48
	Economic conditions are having an impact on the supply of affordable housing in Herefordshire	47



Weakness

		Page number
Economy	Herefordshire's economic output is low compared to regionally and nationally	14
	Herefordshire's weekly work based earnings are low compared to regionally and nationally and the gap between Herefordshire's earnings and those of the West Midlands region and England as a whole is getting wider.	15
	Although still low compared with the West Midlands region and England, unemployment is decreasing slowly and remains much higher than prior to the recession	17
	Pockets of deprivation are concentrated in urban areas of Herefordshire, but smaller pockets also occur in more rural areas.	18
	Qualification rates in Herefordshire were lower than across England in 2010	19
Health & wellbeing	Significant health inequalities exist between those living in the most and least deprived areas	26
	Increasing numbers of older people living in income deprivation	28
Children and Young People	Dental health of children in the county is poor by regional and national standards	31
	Decreasing proportions of mothers breastfeeding	31
	Large gap between academic achievement of all pupils and those with identified Special Educational Needs and those receiving Free School Meals	33
	Absenteeism rates - primary, secondary, Looked After Children primary	33
Safer Communities	Domestic Abuse	40
	The mortality rate from accidents is high and hospital admission levels are rising	40
Housing	Herefordshire has the worst housing affordability ratio of all local authorities within the West Midlands region	47

Population

THREATS AND



CHALLENGES

Herefordshire is a sparsely populated county.

Herefordshire is a predominately rural county of 2,180 square kilometres (842 square miles) situated in the south-west corner of the West Midlands region bordering Wales. With 179,300 residents, it has the 4th lowest population density in England: 80 persons per square kilometre.

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 had a greater proportion of its population living in 'very sparse' Output Areas in 2001 than Herefordshire (25%). Over half (54%) of the county's residents live in areas defined as rural.

Sources: ONS 2010 mid-year population estimates, mid-2009 Small Area Population Estimates and 2001 Census (Crown copyright); Defra's rural-urban classifications of Lower Super Output Areas.



The population of Herefordshire is increasing due to net in-migration, mainly from other parts of the UK – although growth has slowed during the recession.

Herefordshire's resident population grew by 3% between 2001 and 2010 – which is the same as that of the West Midlands region overall (3%), but lower than England & Wales (+6%). 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). Although there has been some net in-migration from overseas since 2004-05, the vast majority (between 70% and 100%) of annual net migration is from other parts of the UK – mainly London and the south-east.

Annual population growth has slowed in the last couple of years, mainly because of decreases in net migration from both the UK and overseas – possibly due to the impact of the recession on job and housing availability (see Housing key findings). These changes, along with revisions to the population estimates, mean that predictions have over-estimated total population for the last few years. It is not yet known what the longer-term impact will be, but a net increase of 16,600 new dwellings between 2006 and 2026 was expected to lead to a total population of 193,600 in 2026, 8% higher than the current (2010) estimate of 179,300.

Sources: ONS population estimates (Crown copyright), [Regional Trends 43: Impact of the Recession](#) and 2008-based sub-national population projections; Herefordshire Council Research Team's 2006-based population forecasts.

Population



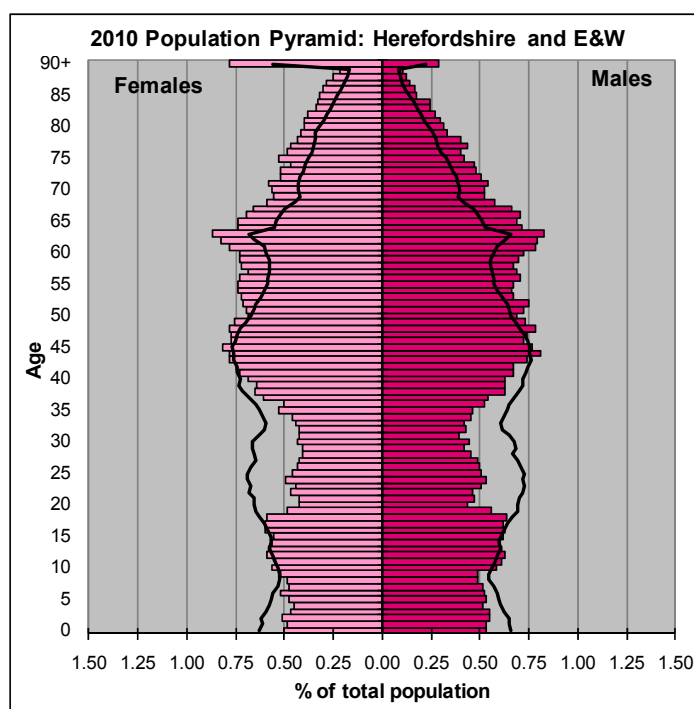
Herefordshire’s population has a relatively old age structure; and numbers of older people are expected to increase disproportionately to the total population.

Just over a fifth (22%) of Herefordshire’s population is aged 65 and over (39,800 people), compared to 17% both regionally and nationally. Numbers of older people have grown more rapidly locally than nationally: there are 18% more people aged 65+ living in Herefordshire in 2010 than in 2001, compared to 10% more in England & Wales.

This growth is expected to continue, mainly driven by the ageing of the current population as the post-war ‘baby boomers’ move into retirement age (see chart 1). There are expected to be over 60,000 people aged 65+ living in the county by 2026, over 50% more than currently.

In particular, the number of people aged 85 and over is expected to continue growing at an increasing rate, from 5,600 in 2010 to more than 10,000 by 2026. This group makes by far the greatest demands on health and social care and is at greatest risk of isolation due to living alone and in poor housing.

Chart 1: Age structure of population, mid-2010 (Lines represent E&W; bars Herefordshire)



Source: ONS 2010 mid-year estimates © Crown copyright

Source: ONS population estimates (Crown copyright), Herefordshire Council Research Team’s 2006-based population forecasts and “*Future social care needs of older people*” (2006); Herefordshire Council Social Care client data (April-July 2010).

Population

THREATS AND



CHALLENGES

Although overall numbers of children continue to fall, there have been more births than expected in recent years.

The current proportion of Herefordshire's population aged under 16 (17%) is similar to England & Wales (19%), but numbers have been falling consistently throughout the last decade, from 34,000 in 2001 to 30,800 in 2010.

The county experiences net in-migration of children each year, but the main factor influencing the total number of resident children is the number of births. The observed decline in total children is due to the downward trend in annual births throughout the 1990s, and is expected to continue until 2016, sixteen years after numbers of births began to rise. The 2006-based forecasts predicted that numbers of children would stabilise at around 29,000 in 2016 (6% below 2010 levels), reflecting the expectation that numbers of births would level off at around 1,600-1,700 per year from 2007.

However, there were 1,800-1,900 births a year from 2007-08 to 2009-10 – 100-200 more each year than predicted; and provisional figures suggest the same for 2010-11. The under-prediction is due to fertility rates (i.e. the number of births per woman in child-bearing age groups) rising more than national projections assumed, particularly in Herefordshire. It is not yet known whether these high fertility rates will continue, but numbers of births would need to remain at this level for a sustained period of time for numbers of children to rise back to even current levels after 2016.

Sources: ONS mid-year population estimates and national population projections (Crown copyright); Herefordshire Council Research Team's 2006-based population forecasts; provisional births data from NHS Herefordshire.



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

Estimates suggest that 6% of Herefordshire's resident population (10,500 people) are from an ethnic group other than 'white British', which is very low compared to both England and the West Midlands region overall (17% & 18% respectively).

However, the county's BAME population has more than doubled between 2001 and 2009; increasing by 141%, compared to a 3% growth in its total population. 'White other' (than British or Irish) is by far the largest BAME group (4,300 residents), but numbers in the 'Asian or Asian British' and 'Black or Black British' groups have increased the most – quadrupling between 2001 and 2009.

The BAME population has a younger age profile than the county as a whole: almost half of all BAME residents are aged 16-44, compared to just a third of the whole population – although both have similar proportions of under 16s.

Increasing numbers of births are to mothers born outside the UK (200 in 2009 – 13% of all births, up from 100 in 2003 – 6% of total). Since 2006 the non-UK born mothers have mainly come from Poland (31%) or other Eastern European countries (14%).

Source: ONS experimental estimates of population by ethnic group and births by country of mother's birth – Crown copyright.

Population



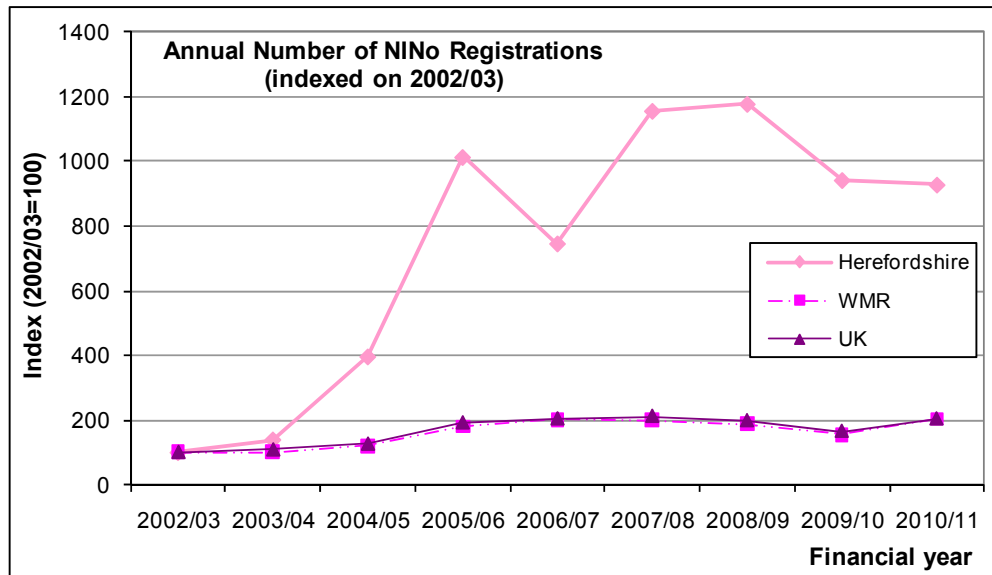
There has been a dramatic increase in numbers of migrant workers coming to Herefordshire since the expansion of the European Union in 2004, although it is not possible to determine how many have stayed. There is therefore no single estimate of the number in the county at any one time.

For instance, despite being 20% lower in the last two years (about 2,600 in 2009/10 and 2010/11) than the peak of 3,300 in 2008/09, annual National Insurance Number registrations from overseas nationals in Herefordshire are still almost ten times higher than in 2002/03 (compared to national registrations 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 2011, a total of 5,000 individual seasonal workers from overseas (mainly Bulgaria, Romania and Poland) were expected to be employed on farms in Herefordshire. Numbers expected at any one time peaked at 3,100 in May. The total number of individuals expected was 10% higher than in 2010, although still notably lower than the 6,700 expected in 2008.

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 development and enterprise

Economic structure and competitiveness

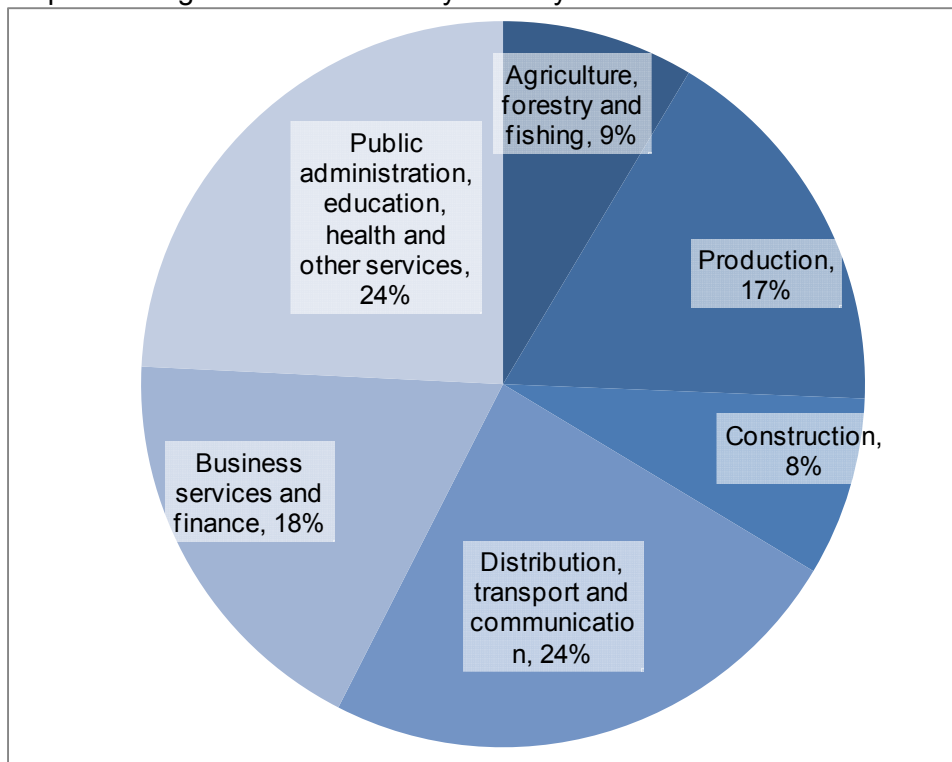


Herefordshire's economic output is low compared to regionally and nationally

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 England 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 2008



Source: ONS Crown copyright

Economic development and enterprise

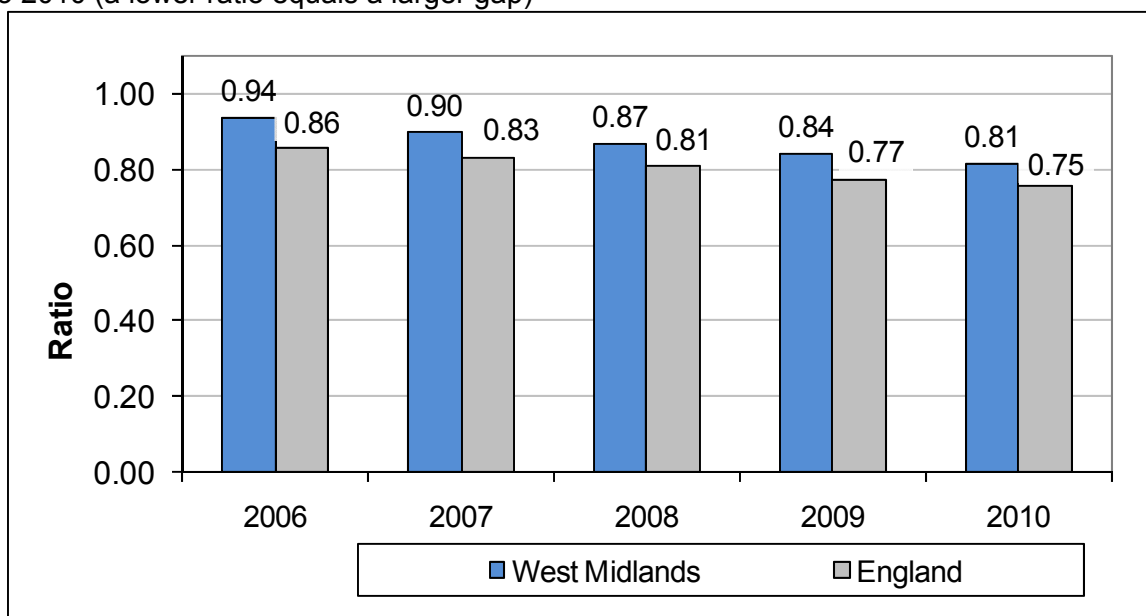


Herefordshire's weekly work based earnings are low compared to regionally and nationally and the gap between Herefordshire's earnings and those of the West Midlands region and England as a whole is getting wider.

In 2010, the median weekly earnings for people who worked in Herefordshire were £380.70, not significantly different from 2009, but significantly lower than the West Midlands region (£467.50) and England (£504.50). 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, by 2010 this gap had widened to 19% lower. The gap between Herefordshire's and England's earnings is even wider, 14% lower in 2006 increasing to 25% lower in 2010.

Chart 4. Ratio of Herefordshire's weekly earnings to the West Midlands and England, 2006 to 2010 (a lower ratio equals a larger gap)



Source: ASHE 2009, ONS—Crown Copyright



Herefordshire has a lower rate of new business start-ups than England as a whole, but start-ups are surviving longer than regionally and nationally. In 2009 the rate of new business formation had slowed.

Although start-up rates in Herefordshire are lower than those across England (42.2 per population aged 16+ in Herefordshire compared to 48.8 for England), survival rates are generally greater than nationally for businesses that have been active for 3 years or more. In 2009 the 3 year survival rate (first active in 2006) was 70% compared to 66% across England and 67% across the West Midlands. However in 2009, the rates of new business formation (as a proportion of active businesses) had decreased in all areas, from 12% across England in 2007 to 10% in 2009 and from 10% in Herefordshire in 2007 to 8% in 2009.

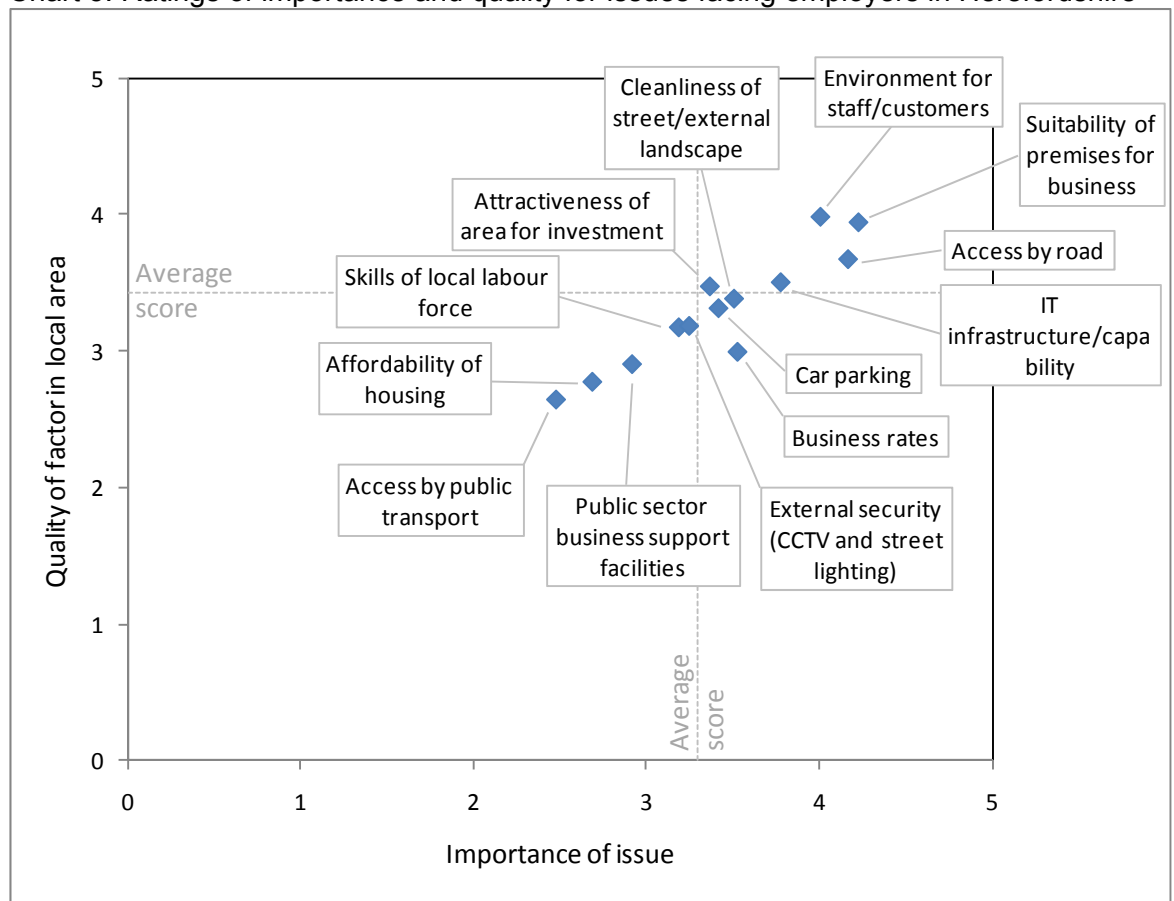
Economic development and enterprise



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 generally 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



The age profile of the potential resident workforce is changing

The number of people aged 16-64 living in Herefordshire increased by 3% from 107,200 in 2001 to 109,900 in 2008, but has since fallen - to 108,700 in 2010. This decline is due to the ageing of the population structure, and will continue as people born in the ‘baby boom’ of the late 1940s start to turn 65 (see chart 1, p.11). Forecasts suggest that the number could fall to less than 104,000 by 2026.

Economic development and enterprise

The age profile within this group has also been changing, with people aged 45+ making up 49% of the 16-64 year-old population in 2010 compared to 44% in 2001. Again, this trend will continue with the ageing of the 1960s 'baby boomers'.

However, the trends will also mean a continued increase in the numbers of people in the 'younger' older age-groups – numbers of 65-74 year-olds have increased by 18% from 17,600 in 2001 to 20,700 in 2010, and may increase another 30% by 2026. Herefordshire had a relatively high rate of economic activity amongst this age group at the time of the 2001 census (13% compared to 9% for England and Wales, and 8% for the West Midlands region), possibly related to high rates of self-employment and employment in the agricultural sector in which people tend to work to an older age. As the changes in state pension age and any lasting impacts of the recession take effect, an even larger proportion of this growing age-group may work to an older age.



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 20% in 2009-10, significantly greater than the rate for the West Midlands (12%) and England (13%). 'Agriculture and fishing', 'other services'¹ and 'construction' were the industries with the greatest proportion of workers being self-employed (58%, 45% and 39% respectively).



STRENGTH

Herefordshire has a relatively high employment rate, 76% in 2009/10, compared to 69% in the West Midlands and 71% nationally.



WEAKNESS

Although still low compared with the West Midlands region and England, unemployment is decreasing slowly and remains much higher than prior to the recession

Total unemployment (claimants of Jobseekers Allowance) has seen some decreases since its peak at the beginning of 2010, but remains much higher than prior to the recession. In May 2011 total unemployment in Herefordshire was still 85% above what it was in May 2008 at the start of recession, but the unemployment rate remains lower than for the West Midlands and England. The nature of unemployment (Jobseekers Allowance claimants) has changed over the course of recession and recovery, but has particularly affected some groups. For example the rate of unemployment amongst young people (18-24) has seen bigger increases (in percentage point terms) than the other age groups; and unemployment amongst women in April 2011 was as high as at any point during the recession and higher than at any point since 1997.

Source: ONS Crown Copyright Reserved

¹ 'Other services' includes arts, entertainment and recreation and other service activities

Economic development and enterprise



Despite the increase in unemployment due to the recession, more people in Herefordshire claim an out-of-work benefit because they are unable to work for health reasons than because they are unemployed and actively seeking work.

The number of workless people claiming any kind of out-of-work benefit² has increased as a result of the recession, although the rate of claiming still remains low in Herefordshire (8.8% of all working age people) compared to regionally (13.5%) and nationally (11.8%) in 2010. At its highest point (10,600 claimants in August 2009) it was around 20% above pre-recession levels. The increase was primarily as a result of an increase in the number of unemployed people claiming Jobseekers Allowance whilst looking for work.

However, despite this increase, claimants of Employment and Support Allowance (ESA) and Incapacity Benefits still made up the majority (60%) of out-of-work benefit claimants – most were long term claimants (over 5 years). This is two and a half times as many as Jobseekers Allowance claimants, who made up 23% of the out-of-work group - most were short terms claimants (less than 6 months). ESA and IB are benefits for people who are not expected to be available for work due to health reasons.

Source: ONS Crown Copyright Reserved



Pockets of deprivation are concentrated in urban areas of Herefordshire, but smaller pockets also occur in more rural areas.

Herefordshire as a whole experiences relatively low levels of deprivation, with relatively few areas (8 LSOAs³) amongst the most deprived in England in terms of multiple deprivation. These areas are in the south of Hereford City, Leominster and Ross-on-Wye. Within these areas a relatively large proportion of people are subject to various aspects of deprivation. For example more than a third of people in 'Golden Post – Newton Farm' in the south of Hereford City and 'Leominster Ridgemoor' live in income deprivation, putting them in the 10% most deprived nationally in this respect.

Measuring deprivation at LSOA³ can hide smaller pockets of deprivation or that which occurs at household level such as 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. Whilst there are few concentrations of deprivation at LSOA level in rural areas, there are still a considerable number of people experiencing certain types of deprivation in rural areas as a whole. For example only one out of the ten areas in Herefordshire that are the most income deprived in England is classified as rural, even though 44% of all people in the county that live in income deprivation are resident in rural areas. It's also important to consider differences in living costs between rural and urban areas. People in rural areas typically need to spend 10–20 per cent more on everyday requirements than those in urban areas, with the more remote the area, the greater these additional costs. Transport and domestic fuel costs make up the biggest difference⁴.

Source: Indices of Deprivation 2010, Department for Communities and Local Government (CLG)

² The out-of-work benefit group includes; jobseekers; employment and support allowance and incapacity benefits; lone parents and others on income related benefits

³ Lower Super Output Areas (LSOAs) are fixed statistical geographies of about 1,500 people designed by the Office for National Statistics (ONS). For more information please see the useful definitions page <http://www.herefordshire.gov.uk/factsandfigures/definitions.aspx#OAgeogs>

⁴ "A minimum income standard for rural households" Joseph Rowntree Foundation. <http://www.jrf.org.uk/publications/minimum-income-rural-households>

Economic development and enterprise



Qualification rates in Herefordshire were lower than across England in 2010

In 2010 rates of qualification amongst Herefordshire's working age residents (16-64) were lower than those across England at all levels from 1 to 5. For example 46.5% of the working age population in Herefordshire were qualified to at least level 3 (equivalent to 2 or more A-levels, advanced GNVQ or NVQ 3) compared to 50.7% across England. Herefordshire also had a higher proportion of working age residents without any qualifications in 2010. This negative picture is a departure from previous years where rates have been similar to those across England. Although not significant, rates of qualification have decreased over the last three years in Herefordshire, whilst national rates have significantly increased.

Source: ONS Crown copyright – Annual Population



Skilled trade occupations account for a relatively large proportion of those in employment; employers find skilled trade vacancies hard-to-fill; and skilled trade vacancies account for the highest proportion of skill shortage vacancies.

Herefordshire had a greater proportion of residents (17%) employed in skilled trade occupations e.g. electrician, plumber, pipe fitter, welder, mechanic, joiner etc. compared to England (10%) in 2009-10⁵. 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%)⁶. Whilst projections suggest employment in skilled trade occupations in Herefordshire will decrease by 16% between 2010 and 2020⁷, other research shows that nationally in a number of skilled trades the workforce is also ageing, and yet, in a number of emerging sectors the demand for builders, electrical trades, plumbing, joinery, heating, ventilation and air conditioning is likely to grow⁸.



Employers report that there are skills gaps in managerial and skilled trade occupations and that some young people are poorly prepared for work

Around a fifth of employers in the county report having skills gaps in their current workforce. Of those that reported skills gaps the most frequently stated occupations with skills gaps were skilled trade occupations (27%), managers (26%) and administrative/clerical staff (19%)⁶. These skill sets were identified as being difficult to recruit to and were skills that were often imported from outside of the county. It was felt that this issue was compounded by the lack of free or affordable training, particularly management training courses, available locally⁹.

A considerable proportion of employers report 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 experience of the working world, life experience or maturity that was reported by 100% of

⁵ Source: ONS Crown copyright – Annual Population

⁶ National Employers Skills Survey 2009

⁷ Source: SQW consulting (2010) The economic demand for housing in the West Midlands, 2006-2026, A final report to the West Midlands Regional Assembly

⁸ 2010 National Strategic Skills Audit for England www.ukces.org.uk/ourwork/nssa

⁹ Your Business...Your Future: The Business perspective of the Herefordshire Economy, March 2011

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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%).

THREATS AND



CHALLENGES

There is still demand for migrant labour¹⁰ in Herefordshire that employers report would be difficult to fill from other sources.

Overall just 8% of employers in the county employed migrant labour¹¹ in 2010, although the proportion increased dramatically with size reaching nearly two thirds for the largest employers. Just under half (47%) of employers reported employing migrant workers on a permanent basis, with a further 32% stating they were employed temporarily and the remaining 21% stating that migrant workers were employed on a seasonal basis. Hotels & restaurants; manufacturing; agriculture; public administration & education; and health & social care were the most common sectors of employment.

Businesses in the county report problems in recruiting local people to undertake un-skilled positions leaving some sectors still reliant on migrant labour. A number of businesses said their preference was to take on migrant workers to fill vacancies, rather than young people on training schemes, as they felt within the current economic climate migrant workers were cheaper and were easier to 'pick up and let go'⁹.

This is particularly true of agriculture where migrant labour is important in both unskilled and management roles. During the course of 2011 a total of 5,000 individual seasonal workers from overseas are expected to be employed on farms in Herefordshire, a 10% increase (400 workers) in the overall number compared with 2010 - the first rise since 2008¹². This demand is in part linked to the fact that there is a shortage of young people that want to do agricultural jobs. There is some concern within the sector about the future supply of seasonal migrant labour. This concern mostly relates to the Seasonal Agricultural Workers Scheme (SAWS) coming to an end after 2011 as well as increased competition for labour with other countries. There are also examples of migrant labour being used in the manufacturing sector, and playing a pivotal role in the growth and success of these companies⁹.

THREATS AND



CHALLENGES

Based on past trends total employment in Herefordshire is projected to decrease

Over the period 2010 to 2026 the number of jobs in Herefordshire is projected to decline from 87,200 to 83,000 with most of this decline occurring in the decade 2010-2020¹³. 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%).

¹⁰ A migrant worker is defined as someone who has been working in the UK for more than three months whose usual country of residence is not in the UK, and in this case, included agency workers and those self-employed.

¹¹ Source: Herefordshire Employers Survey 2010

¹² Employment of seasonal workers from overseas on farms in Herefordshire – 2011

¹³ SQW consulting (2010) The economic demand for housing in the West Midlands, 2006-2026, A final report to the West Midlands Regional Assembly

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 m² in 2008 (all bulk classes¹⁴) compared to £49 m² in the West Midlands and £66 m² in England as a whole. The greatest difference in value between Herefordshire and England is for commercial offices (£56 m² in Herefordshire compared to £130 m² in England as a whole).

This lower rate potentially gives Herefordshire a commercial advantage, although this is at odds with the views of some businesses who report that affordability of businesses premises, particularly the high cost of rent and the impact of this on business rates, create barriers to growth. There is also a perceived lack of suitable freehold property and land⁹. 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 2010¹⁵.

THREATS AND



CHALLENGES

Access to broadband, mobile phone services and other infrastructure is an issue for some residents and businesses in rural areas.

In 2011 Herefordshire had one of the highest proportions in the UK of broadband customers receiving a service of less than 2 Mbps. In 2008 57% of Herefordshire's postcodes had the potential for broadband up to 2 Mbps – the highest category of service available via BT landline. However, 46% of rural postcodes in the county were likely to receive no service or low broadband speed (up to 0.512 Mbps), compared to only 1% of urban areas. There are also mobile phone 'black-spots' in some rural areas. National research shows the proportion of businesses which operate from home is significantly higher in rural areas than in urban areas¹⁶. There are no accurate measures of 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 and other services with which to operate. In a recent consultation it was highlighted that for businesses looking to establish rurally-based premises poor infrastructure (water, drainage, electricity, broadband, and mobile phone coverage) prevented them from growing and diversifying.

Whilst more than four fifths of employers reported having access to broadband internet and nearly two thirds said their service met their business needs, 57% 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.

¹⁴ Bulk classes include: retail premises, offices, factories, warehouses and other bulk premises.

¹⁵ Herefordshire Employers' Survey 2010

¹⁶ Invisible Businesses: the characteristics of home-based businesses in the United Kingdom
http://www.strath.ac.uk/media/departments/huntercentre/research/workingpapers/media_144423_en.pdf

Economic development and enterprise

**THREATS AND
CHALLENGES**



Emissions of CO₂ from industry and commerce have decreased, but both climate change and volatility in energy prices will pose challenges for both businesses and residents in future.

In Herefordshire between 2005 and 2008 there was a 4.4% decrease in CO₂ 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 tCO₂/cap¹⁷) are higher than for the UK as a whole (2.9 tCO₂/cap). Emissions from the transport sector are also higher in Herefordshire (2.4 tCO₂/cap) than the UK (1.7 tCO₂/cap), although similar to other rural authorities.

Source: Department for Energy and Climate Change

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.

Source: Sustainable Energy security: Strategic risks and opportunities for business (2010) Lloyds of London

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 become more common in the medium term putting more people at risk of fuel poverty.

**THREATS AND
CHALLENGES**



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, 84%) 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 may have increased. For example the number of residents travelling to work in Worcester increased from 1% in 2001 to 3% in 2008¹⁸.

¹⁷ tCO₂/cap = tonnes of carbon dioxide per head of population

¹⁸ Source: Annual Population Survey special analysis

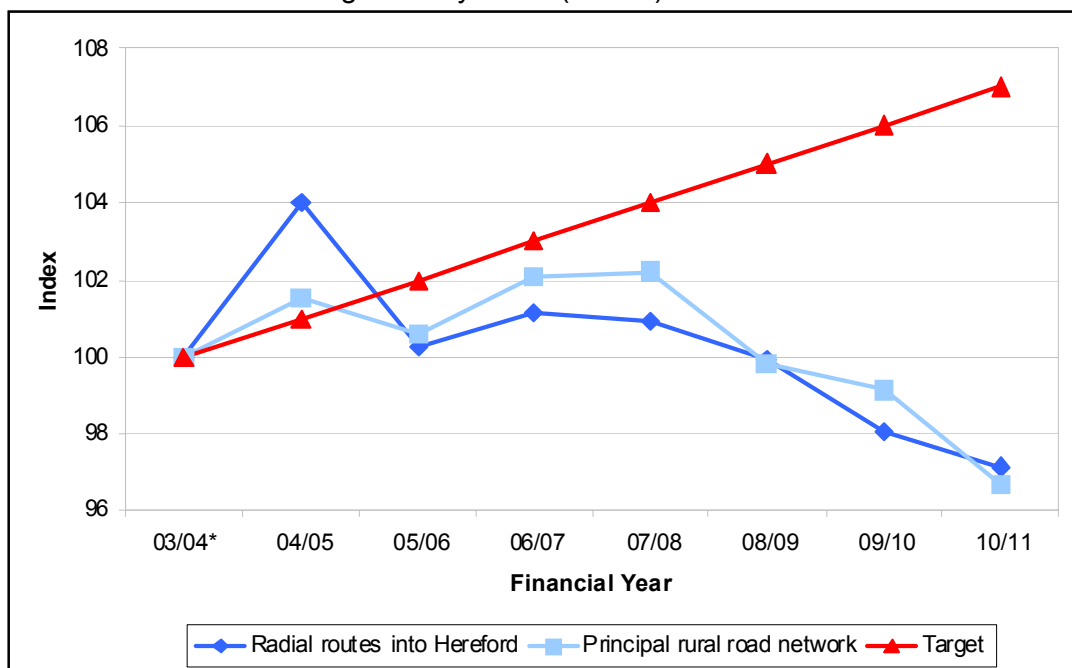
Transport



Businesses and residents identify congestion (in Hereford City) as in need of improvement, although in 2010 the picture for congestion in Hereford City was not clear.

Indicators of congestion for Hereford City based on traffic volumes and bus punctuality showed continued improvement in 2010, but average journey times across the City and NO₂ emissions (linked to congestion) both worsened. Volumes of traffic on both the radial routes into Hereford and on the principal rural network have both decreased over the last few years, recording a 3% decline on the level they were 2003-04. In 2010-11, 85% of buses were running on time, this has exceeded the target of 73% for this period and is a large improvement on 67% in 2007-08. The average peak journey time on specific routes within Hereford increased from 19 mins 30 in 2008-09 to 20 mins 46 in 2010-11. NO₂ emissions across many sites in Hereford also increased in 2010 (see key finding in environment section for more detail p38).

Chart 6. Index of annual average weekly traffic (AAWT) volumes in Herefordshire



Source: LTP2, Transportation, Herefordshire Council

In a survey of employers¹⁹ in 2010 three quarters of respondents felt that an effective transportation system was important for the delivery of goods and services. 23% of businesses reported experiencing 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.

¹⁹ Source: Herefordshire Employers Survey 2010
<http://www.herefordshire.gov.uk/factsandfigures/1422.aspx>

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In a survey of residents in 2008²⁰ a third of respondents identified traffic congestion (out of a list of 20 items) as most in need of improvement. This was one of the top answers after road and pavement repairs and activities for teenagers. A similar proportion also identified public transport as in need of improvement. Residents of urban areas were most likely to think that traffic congestion needed improvement.

²⁰ Herefordshire quality of life survey
<http://www.herefordshire.gov.uk/factsandfigures/residentsviews.aspx>

Health and Well-being

Healthy communities



STRENGTH

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 the period 2007-09, males are expected to live until they are 79.1 years and females 83.3 years.

Healthy and disability free life expectancy gives an estimate of how many healthy and disability free years of life can be expected for a given population. 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



OPPORTUNITIES

The rate of deaths related to stroke has fallen more rapidly than nationally over recent years, but remains higher than nationally.

Rates of death from stroke fell from 81 deaths per 100,000 population in 1996 to 53 deaths per 100,000 population in 2008. Despite this stroke is the third biggest killer in Herefordshire and a major cause of hospital admissions. People in Herefordshire are approximately 24% more likely to die of stroke than expected given local population composition. Physical inactivity is responsible for over half of the strokes (57%) in Herefordshire – this compares with 26% for hypercholesterolemia and 13% for hypertension (i.e. high blood pressure). Similarly obesity (19%) is responsible for more strokes than hypertension (13%).

THREATS AND



CHALLENGES

The levels of cancer and coronary heart disease are lower than nationally and regionally but they remain the county's biggest killers

There are different types of cancer, half of which are preventable. Smoking is the single biggest preventable cause, but other contributory aspects of unhealthy lifestyles can also be addressed. Herefordshire experiences significantly lower mortality rates from cancer (159 per 100,000 population) than the West Midlands (175 per 100,000) region and England as a whole (172 per 100,000), although the local rate has now stabilised whilst national and regional rates continue to fall. People in Herefordshire are around 8% less likely to die of cancer compared to the population of England. However cancer remains the major cause of mortality, hospital admission and years of life lost in the County.

Coronary Heart Disease (CHD) is the second biggest killer in Herefordshire and a major cause of hospital admissions. However, people in Herefordshire are significantly less likely to die from coronary heart disease compared to the population of England as a whole. Although mortality rates in Herefordshire have fallen by almost 50% since 1996, they have not reduced quite as quickly as regional and national rates. Hypercholesterolemia (i.e. high

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cholesterol) is a well known risk factor for CHD and is responsible for a significant proportion (40%) in Herefordshire. However, we also found that almost as much of CHD (35%) is due to physical inactivity and that obesity contributes to a greater proportion of CHD than hypertension (obesity 19%, hypertension 13%). It should also be noted that another lifestyle risk factor – smoking - causes a quarter of all CHD in the county

Source: Public Health Department, Herefordshire PCT



Significant health inequalities exist between those living in the most and least deprived areas

Residents of deprived areas face a number of challenges associated with living in deprivation, but there are some specific health issues that have been highlighted. Compared to the neighbourhoods experiencing the lowest levels of multiple deprivation in Herefordshire, people in the most deprived neighbourhoods are:

- 65% more likely to die of chronic lower respiratory diseases.
- 59% more likely to die from coronary heart disease, and 159% more likely to die prematurely (i.e. before age 75) from coronary heart disease.
- 24% more likely to die from cancers.

However, there are no significant differences in rates of hospital admission due to these conditions, suggesting there may be issues around engagement with services for people in the most deprived areas.

People living in the most deprived areas are significantly more likely to be admitted to hospital as an emergency due to an accident. For all **alcohol-attributable** conditions residents of the most deprived quartile of the County are 95% more likely to be admitted than those in the least deprived quartile. With regard to **alcohol-specific** conditions residents of the most deprived areas are four times as likely to be admitted and among under 18s in particular are over 12 times more likely to be admitted.

Source: Public Health Department, Herefordshire PCT

People born in the most deprived areas of Herefordshire have a slightly shorter life expectancy than those in the least deprived areas (3.5 years shorter for men and 2.5 years for women). They are also expected to live less of their lives without a disability – and this gap is wider (men 6.1 years less; women 5.0 years). However, these inequalities are significantly smaller than nationally and regionally – in fact the gap in overall life expectancy is one of the smallest in the country.

Source: Marmot Indicators for Local Authorities in England

Nine areas of the county – all in Hereford City or Leominster - are amongst the 25% most deprived in England in terms of 'health' deprivation, which is based on years of potential life lost, comparative illness and disability, acute morbidity, adults under 60 suffering from mood or anxiety disorders, and hospital episodes.

Source: Indices of Deprivation 2010, Department for Communities and Local Government

Health and well-being

THREATS AND



CHALLENGES

Smoking remains the single most important cause of premature death, ill-health and hospital admission in Herefordshire

Smoking prevalence among adults (18+ years) is estimated at 18.5% in Herefordshire in 2009/10. There were approximately 316 smoking-related deaths per year between 2007-09 in the County and approximately 35% of smoking-related deaths since 2005/06 have been among those aged less than 75 years. There were on average approximately 1,470 smoking-attributable hospital admissions among Herefordshire residents aged 35+ years in the period 2007/08 – 20010/11.

Source: Public Health Department, Herefordshire PCT

THREATS AND



CHALLENGES

Obesity is emerging as a major contributory factor to poor health, disability and premature death.

In 2009-10, 11% of the Herefordshire GP practice population were classed as obese, with this ranging from 7% to 18% in different GP practices across Herefordshire. However, it is generally felt that any local data obtained from GP monitoring systems will under report adult obesity levels due to the ad hoc way that it is recorded.

Evidence for this potential under-reporting is that Health Survey for England estimates for 2006-08 indicate that, based on the characteristics of the population, 25.3% of adults aged 16+ in Herefordshire would be expected to be obese – a similar proportion to England as a whole (24.2%). Latest estimates for the school year 2009/10 show that 8.4% of reception age and 15.4% of year 6 children are obese.

Obesity is emerging as a major contributing factor to poor health, disability and premature death and is responsible for a large proportion of strokes, coronary heart disease and colon cancers.

Source: Public Health Department, Herefordshire PCT

THREATS AND



CHALLENGES

In line with national trends suicide rates had been declining, but have not reduced further since 2002. There was a small, although not statistically significant, rise in 2010.

Nationally suicide rates fluctuate year on year but there has been a downward trend since the early 1980's. The national rate (per 100,000 population) up to 2008 showed a 14% reduction from the Our Healthier Nation (OHN) baseline of 1996. In Herefordshire there was considerable (30%) improvement from the 1996 baseline until 2002, but since then the suicide rate has not reduced further. There have been 171 suicide deaths in Herefordshire since the start of 2001 – giving a crude average of 17 deaths per year. Following the national pattern most of the deaths occur in men (123 deaths or 71.9%), 69 of which (56%) occurred in men aged under 50 years. Among women just over 40% of deaths occur in those aged under 50 years.

In 2010 there was an apparent increase in the number of deaths due to suicide in Herefordshire, with 22 deaths notified. To account for the effects of fluctuations in small numbers and changes in the underlying population size, we have examined suicide rates across a rolling three-year period. For Herefordshire the directly standardised suicide rate for 2007-09 was 8.18 per 100,000 population, not significantly different from those of the West Midlands or England. Based on provisional data* this rose to 9.89 per 100,000 population in 2008-10, but this is not significantly different from 2007-09 locally. (No regional or national data is available for comparison).

Source: Public Health Department, NHS Herefordshire

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

The rate of overall premature mortality (deaths under 75 years) has fallen consistently over recent years and remains lower than nationally. In 2007-09 locally, there were approximately 257 premature deaths per year per 100,000 population. This is similar to that for comparable areas but lower than the 288 deaths per 100,000 nationally.

Herefordshire's standardised rate of years of life lost due to premature mortality is lower than regional and national rates. Cancer is responsible for the greatest number of years of life lost per annum (36% or approximately 3,000 years lost) in Herefordshire, but accidents are responsible for the highest average years of life lost per death (32 years) since they tend to occur at younger ages.

Infant mortality is also low compared to regional and national rates. During 2007-09, there were 17 deaths under one year of age which equates to a rate of 3.2 per 1,000 live births, compared to 4.7 per 1,000 live births in England & Wales.

Source: Herefordshire PCT



Numbers of sexually transmitted infections (STIs) rose 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 may be partly explained by the 10% increase in the number of sexual health screens performed in 2009 among this group.

Source: Herefordshire PCT

Older and vulnerable people living independently



Increasing numbers of older people living in income deprivation

The level of income deprivation affecting older people (aged 60+) relative to the rest of England is about the same in 2010 edition of the indices of deprivation as in 2007, but higher than 2004; in 2010 13 LSOAs in Herefordshire were amongst the 25% most deprived in England compared to 14 LSOAs in 2007 and 5 LSOAs in 2004. However, the total number of older people living in income deprivation in the county increased between 2004 and 2007; and between 2007 and 2010. Nearly half of the most deprived areas in 2010 were in the south of Hereford City, a further three in North Hereford, two in Leominster and one in Bromyard and Ross-on-Wye (no areas were amongst the 10% most deprived in England). 'Leominster Ridgemoor' had the greatest proportion of older people living in income deprivation at 38%. 'Bromyard Central' LSOA, which was the most deprived area of the county and in the 10% most deprived nationally in the 2007 edition of the indices of deprivation, saw the greatest decrease in the proportion of older people living in income deprivation from 39% in 2007 to 34% in 2010. 'Newton Farm – Treago' in south Hereford saw the greatest increase going from 22% of older people living in income deprivation in 2007 to 30% in 2010.

Source: Indices of Deprivation 2010, Department for Communities and Local Government (CLG)

Health and well-being

THREATS AND



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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; 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 2009, Herefordshire Council Research Team

In 2010-11 the number carers receiving support increased. 1,500 carers received specific carers' services or advice and information following an assessment or review of their needs. This was about 24% of all people being provided social care support to live at home.

Source: Peoples Services Commissioning, Herefordshire Council

THREATS AND



CHALLENGES

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

In 2005 there were an estimated 4,600 people aged 18-64 with moderate disabilities who likely to require some form of personal care. This number was expected to have increased by no more than 5% (250 people) by 2012, and 8% (350 people) by 2021. An estimated further 950 people with serious disabilities were likely to require care; a figure expected to increase by 5% (50 people) by 2012, but no further by 2021.

Source: Corporate Policy and Research Team, Herefordshire Council

THREATS AND



CHALLENGES

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, given national prevalence rates and the age profile of residents. 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.

Source: Needs Analysis: Adults with Mental Health Problems, 2007, Herefordshire Council

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 7: Expected numbers of older people with a social care dependency

HEREFORDSHIRE	2011	2020	%change 2011-20
Number of older people with HIGH demand for social care	5,100	6,500	27%
Number of older people with SOME dependency	12,800	16,200	26%

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 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. Typical of the situation across the country, dementia diagnoses recorded in GP registers is only one third of the expected prevalence. This has implications in terms of lack of treatment and care.

Source: Dementia Clinical Pathway Group Metrics, Baseline report, July 2009, NHS West Midlands

STRENGTH



A high proportion of adults with learning disability have taken up personal budgets.



Over the last 5 years 30 adults with learning disability have moved from care homes into their own tenancies; further developing appropriate housing and support options could allow more people to attain their own tenancies or move back to live in the county.



Low numbers of adults with a learning disability of working age are currently supported in employment, (11% in 2010-11) although the proportions are among the highest in England.



Demography will impose increasing demands for learning disability services as one cohort of users and their carers age, and as another cohort of younger people with more profound disabilities move into adulthood.

Children and Young People



STRENGTH

Generally lower teenage pregnancy rates

Herefordshire has a lower teenage conception rate (34.2 conceptions per 1,000 girls aged 15-17 for the three years 2007-2009) than both the West Midlands region (45.3) and England and Wales (40.3). Herefordshire's figures have steadily decreased since the turn of the century; however since 2004-06 (26.2) rates have not reduced further. Conception rates are considerably higher for some areas of the county, notably areas of Hereford City, Leominster and Ross-on-Wye.

Source: Herefordshire Teenage Pregnancy Unit & ONS, Crown copyright

THREATS AND



CHALLENGES

Healthy lifestyle choices for teenage girls remain a concern, particularly as alcohol related hospital admissions have risen.

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

However, the number of alcohol attributable hospital admissions amongst teenage girls are a concern. In 2010-11 38% of alcohol attributable hospital admissions amongst women aged under 45 were aged 15-19. Since 2007/08 there has been an increase of over 30% in alcohol-attributable admissions for Herefordshire residents, and the number of qualifying admissions increased by over 7% in 2010/11 alone.

Source: Every Child Matters Surveys; Public Health, Herefordshire Public Services



WEAKNESS

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). Children in Herefordshire had poorer dental health compared to regionally and nationally. In 2007-08 two in every five children had some experience of tooth decay by the age of 5 years and more than two in every five had experienced decay in at least one of their permanent teeth by the age of 12 years.

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



WEAKNESS

Decreasing proportions of mothers breastfeeding

In 2010-11 47% of babies are recorded as being breastfed at 6-8 weeks less than in 2008-09 and 2009-10 (both 49%) and below the target of 60%.

Source: CYP Performance Digest



STRENGTH

Stability of placements for looked after children in Herefordshire is good

In 2010/11, 5% of looked after children had been in three or more placements during the previous 12 months and 78% 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. Although the stability figure is slightly below the previous year's

Children and young people

outturn, the figure is still better than England as a whole and Herefordshire's statistical neighbours.

Source: CYP Performance Digest



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

In 2010-11, 338 young people (aged under 18 years) were victims of violence against the person offences. This was a decrease from 400 in 2009-10 and 469 in 2008-09.

Source: Safer Herefordshire



Bullying is still a concern in Herefordshire

According to the 2009 survey, Herefordshire pupils are more likely to say that they had been bullied in the last 12 months. 38% of Herefordshire pupils compared with 29% of a wider sample of English pupils.

Source: Every Child Matters Survey, 2009



The gap in attainment between the best and worst performing areas at GCSE is still increasing; and in 2010 there were more areas amongst the most deprived in England in terms of achievement in education and skills.

25% of pupils in the lowest performing ward, Bringsty, achieved 5 or more GCSEs at grades A*-C including English and Maths in the 2010 exams compared to 26.4% of pupils in the lowest performing ward in the 2009 exams (St. Martins and Hinton). Whereas the highest performing ward, Bircher, had 76% of pupils achieving 5 or more GCSEs at grades A*-C including English and Maths, equal to the best performing ward in the previous year. This achievement gap continues to increase, and is more noticeable at LSOA level where the pass rate range is 0% - 84.6%. Many of the areas with the lowest attainment rates are also those that experience some of the highest levels of multiple deprivation.

According to the Indices of Deprivation 2010, there are 19 areas in Herefordshire that fall within the 25% most deprived in England in relation to the children and young people's education and skills sub-domain, an increase from 13 in the 2007 edition. Nine of these areas are also within the 10% most deprived nationally, an increase from four in the 2007 indices. Nine of the 25% most deprived areas are in the south of Hereford City and four in the north of Hereford City. The rest are in the market towns of Leominster, Bromyard, Ross-on-Wye and Ledbury, but also the village of Credenhill.

Source: People's Services Commissioning, Herefordshire Council and the Indices of Deprivation 2010, Department for Communities and Local Government (CLG)



Early years achievement against the Early Years Foundation Stage Profile (EYFSP)

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, shows the level of achievement of 0-5 year olds in Herefordshire. In the academic year 2009/10 44.7% of children 0-5 years old achieved 78 points across the EYFSP, this was lower than previous years, below the target set of 53.5% and below the national rate.

Source: CYP Performance Digest

Children and young people



WEAKNESS

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

The average percentage of pupils without Special Educational Needs (SEN) achieving level 4 or above for Key Stage 2 in both Maths and English was 54.0 percentage points higher than the average for those with Special Educational Needs in the summer 2010 exams. The average for pupils without SEN achieving at least 5 GCSEs or equivalent at levels A* to C including Maths and English was 53.5 percentage points higher than the average for those with Special Educational Needs.

In the summer 2010 exams, achievement of pupils receiving free school meals was 30.2 percentage points lower at GCSE on the same measure, than their peers not receiving free school meals.

Source: CYP Performance Digest



OPPORTUNITIES

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 the academic year 2009/10, 14.3% of looked after children achieved 5 or more GCSEs or equivalent at grades A* - C including English and Maths. This equated to three out of 16 looked after children in the cohort. A further 80% achieved 1 GCSE at A* - G or a GNVQ. Looked after children do perform well, and outperform their peers from the most deprived areas. In the summer 2010 exams, 75% of looked after children sat at least one GCSE exam or equivalent.

Source: CYP Performance Digest



WEAKNESS

Absenteeism rates - primary, secondary, Looked After Children primary

In the academic year 2009/10, 3.8% of half days in **primary** school and 9.2% of half days in **secondary** schools were missed, both of which were higher than the targets set. However, the absence rate by looked after children at primary level was lower than the general absence rate.

Source: CYP Performance Digest



OPPORTUNITIES

Secondary school persistent absence rates have improved

In the academic year 2009/10, 4.6% of secondary school pupils were considered to have persistent absence, which was below the set target. This was identical to the previous academic year, but below the 6.0% rate in the 2008/2009 academic year.

Source: CYP Performance Digest



STRENGTH

Increases in proportions of pupils volunteering

According to the 2009 survey, 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

Children and young people



STRENGTH

The picture of offending in young people is good. Large decreases seen in numbers of first time entrants to the Youth Justice system and decreases in reoffending of those already in the Youth Justice System

There has been a significant reduction in the numbers of first time entrants (aged 10 to 17 years) to Youth Justice System over the last year, dropping to 108 new entrants in 2010/11 from 150 in 2009/10, with decreases also seen in the last three years. Reoffending of those young people already in the Youth Justice System has decreased, from an average of 1.3 offences committed by each young person in 2009/10 to an average of 0.9 offences in 2010/11.

Source: CYP Performance Digest

THREATS AND



CHALLENGES

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

In 2010/11, 7.0% of 16 to 18 year olds in Herefordshire were not in education, employment or training (NEET), an increase on the previous year and now slightly below the national figure (7.3%) despite additional NEET programmes being made available.

In 2010/11, 39.3% of care leavers were in education, employment or training (EET) at the time of their 19th birthday, a significant decrease from the previous year. In 2010/11, 70.9% of young offenders were engaged in suitable education, training or employment.

Source: CYP Performance Digest

THREATS AND



CHALLENGES

The child poverty indicator demonstrates that the profile of child poverty is deteriorating, and has identified new pockets that appear to be linked to areas with a high density of social housing.

Overall the proportion of children in the county living in child poverty has increased. The proportion of children living in poverty ranges from 1.3% in 'Ross – Archenfield' LSOA²¹ to 48.6% in 'Golden Post-Newton Farm' LSOA, with higher proportions of children living in poverty in areas of significant vulnerability e.g. the south of Hereford City and Leominster. However there are areas (LSOAs²²) where the rate of child poverty has increased: 'Bromyard central', 'Ross - John Kyrle'²², 'Ledbury ring road' (29%, 29%, and 25% respectively), and newly identified areas such as 'Kington Doughnut' (22%).

Source: Child Poverty Needs Assessments

²¹ Lower Super Output Areas (LSOAs) are fixed statistical geographies of about 1,500 people designed by the Office for National Statistics (ONS). For more information please see the useful definitions page <http://www.herefordshire.gov.uk/factsandfigures/definitions.aspx#OAgeogs>

²² The 'John Kyrle' LSOA covers the area from John Kyrle School towards the centre of Ross, to Kyrle Street; it includes most of Three Crosses Road, Brampton Street & Greytree Road, but not Springfield Road or Brampton Abbots.

Environment

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%).

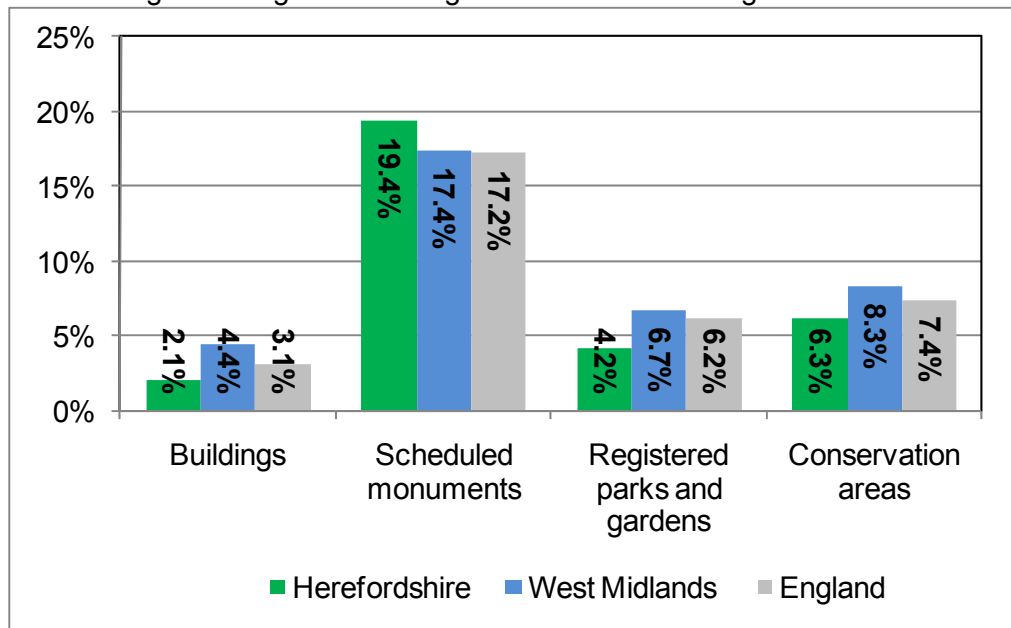
Source: Herefordshire quality of life survey 2008



Less of Herefordshire’s designated built and historic environment was at high risk²³ 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

²³ 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

Environment

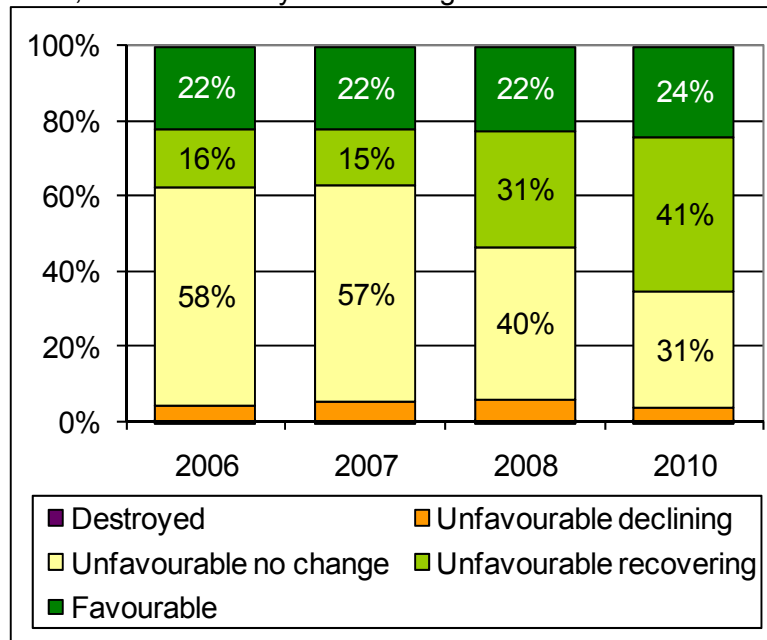


Management of local wildlife sites and sites of special scientific interest in Herefordshire saw considerable improvement between 2007 and 2010

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%. This measure was a national indicator which is no longer measured.

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 1000 per year. In 2008 the catch just exceeded 1000, but then dropped back in 2009 and 2010.

Environment



Households in Herefordshire are producing less waste and a greater proportion of household waste is now being recycled

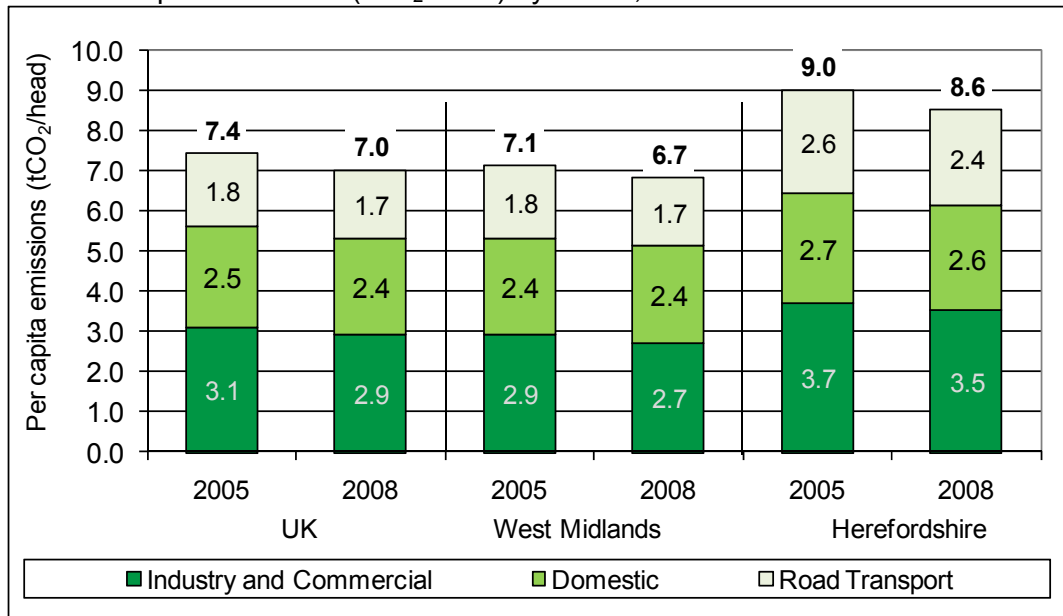
Historically Herefordshire has produced more waste per household and has recycled less when compared to England as a whole. However, the situation is improving due to changes in the way waste, particularly recycling, is collected. On average in 2010-11 589kg was collected per household per year compared to 646kg in 2009-10. The amount that households recycle is also improving, but is just below target. In 2009-10 households on average recycled 35% of their waste. In 2010-11 this had increased to 40% (the target was 41%). These improvements are likely to have moved Herefordshire’s recycling rate closer to the national rate.

Source: Waste and sustainability, Herefordshire Council



Emissions of CO₂ decreased in Herefordshire between 2005 and 2008, but remain higher than for the UK as a whole.

Chart 10: Per capita emissions (tCO₂/head) by sector, 2005-2008



Estimates of carbon dioxide emissions (CO₂) for Local Authority areas suggest that Herefordshire emits more CO₂ per capita (8.6 tonnes of CO₂ per head of population) than the West Midlands (6.7 tCO₂ per cap) or UK (7.0 tCO₂ 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: Department for Energy and Climate Change

Environment

THREATS AND



CHALLENGES

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 (predictions to 2050 in brackets):

- 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 between 1998 and 2008, 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)

THREATS AND



CHALLENGES

Air quality (as measured by Nitrogen Dioxide (NO₂) Emissions) has worsened in the last year across the majority of monitoring sites in the county.

In 2010 sites on Victoria St. and Edgar St. in Hereford, the A40 at Pencraig and Bargates in Leominster all exceeded the 40 µg/m³ objective²⁴ for NO₂ emissions and, with the exception of Pencraig, have done so for the previous seven years (all are in Air Quality Management Areas). With the exception of Bargates in Leominster, all of these sites saw an increase in average annual emissions in 2010 following decreases in 2008 and 2009. In fact the vast majority of sites (87%) in Herefordshire saw an increase in emissions in 2010, although the majority were still below pre-2008 levels. In all, 19 out of 59 sites (including duplicates) exceeded the objective of 40 µg/m³. Around half of all monitoring sites are located in Hereford City. The most significant source of NO₂ is from internal combustion engines (road traffic) and therefore higher levels of nitrogen dioxide tend to suggest higher levels of traffic congestion. The increase seen in 2010 doesn't however match the picture from some other indicators of congestion for Hereford City. NO₂ emissions are however found to be disproportionately affected by heavy goods vehicles, accounting for less than 10% of traffic volumes, but around 50% of emissions. This could explain some of the difference between this and other measures.

Source: Air, Land and Water Pollution, Herefordshire Public Services

²⁴ Objectives in the Air Quality Regulations (2000) for Local Air Quality Management

Safer Communities

Community Safety



Overall crime is low and has been decreasing, but economic conditions risk a reversal of this trend

In 2010-11, there were 27 recorded comparator crimes per 1,000 residents in Herefordshire, compared to 32 in West Mercia Police as a whole and 41 in England and Wales. Apart from a slight rise in 2006-07, crime has fallen consistently in Herefordshire from 2001-02 to 2010-11, with only 9,729 crimes recorded in 2010-11. The Safer Herefordshire target was to reduce overall crime by 8% by 2010-11 from the 2007-08 baseline, a reduction of 13% was achieved. However, in the first quarter of 2011-12 Herefordshire saw an increase in all recorded crime compared to the same period in 2010-11. Early projections suggest that Herefordshire may see an increase in crime levels during 2011-12 a trend which may reflect a difficult economic recovery.

Theft *from* a motor vehicle; theft *of* a motor vehicle; violence against the person and burglary dwelling offences have all seen considerable decreases since 2003-04, although the latter two saw an increase over the last financial year.

Source: Home Office (Iquanta) and Safer Herefordshire



The number of anti-social behaviour incidents has reduced in Herefordshire, although anti-social behaviour remains a concern for a large proportion of Herefordshire residents

There were 10,376 incidents of anti-social behaviour in Herefordshire in 2010-11, which is a decrease from 11,850 in 2008-09 and 12,276 in 2007-08. Anti-social behaviour incidents reduced by 15% during the three-year period 2008-2011.

In 2009-10, 18% of residents said that crime and anti-social behaviour was a fairly or very big problem in their local neighbourhood. In particular people identified the following as problems in their neighbourhood (tending to agree or strongly agreeing they were a problem): speeding traffic (64%); rubbish or litter lying around (52%); under-age drinking (52%); dog mess (51%); groups of people loitering or hanging around in public places (50%); people using drugs (47%); and people being drunk or rowdy in public places (45%).

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



Alcohol misuse is a growing problem, affecting A&E attendances, hospital admissions and crime levels

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, and this rose slightly in 2010-11 to 5.47 offences (an increase of 14 offences). A high percentage of assaults reported to Hereford Hospital A&E are alcohol-related (as a proportion of all assaults that 'walk in'²⁵ to A&E) compared to other hospitals in the West Midlands region.

²⁵ As apposed to those that are brought to A&E by ambulance

Safer communities

Alcohol-attributable conditions are a significant cause of hospital admissions in Herefordshire. There were over 3,500 alcohol-attributable admissions in 2010/11, an increase of 30% on 2007/08. The number of admissions increased by over 7% in 2010/11 alone.

Source: Safer Herefordshire; and Public Health, Herefordshire Public Services



Increasing reoffending rates

For the period January to December 2010 the reoffending rate in Herefordshire was 11.52%, similar to the rate predicted for the period based on the profile of offenders. Previously the actual rate of offending was significantly lower than the predicted rate, but more recently the gap has reduced to be insignificant.

Source: Ministry of Justice



Domestic Abuse

In 2010-11 there were 2,532 incidents flagged as domestic abuse, which affected a total of 1,508 victims, a slight increase on 2009-10. 39% of all recorded domestic abuse offences were alcohol-related, down 1% on 2009-10.

The number of calls to the Herefordshire Women's Aid Helpline has risen to 1,232 during 2010-11, up from 860 in 2005-06, the numbers reduced in 2006-07 and 2007-08, but increased again from 2008-09.

Source: Safer Herefordshire



Fires - Hoax calls continue to be driven down

The number of malicious false alarms attended by the Service in Herefordshire rose slightly from 17 incidents in 2009-10 to 19 in 2010-11, although this was a 52% decrease on 40 incidents in 2005-06.

Source: Safer Herefordshire

Fewer Accidents



The mortality rate from accidents is high and hospital admission levels are rising

Accident-related mortality²⁶ has increased locally by over 30% since 1996, in contrast to static rates nationally. Mortality rates among males (38 deaths per 100,000) are over three times those of females (11 deaths). 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 more likely to die from accidents than those in the least deprived neighbourhoods. Accidents are responsible for the highest average potential years of life lost per death in Herefordshire – 32 years per death.

Source: Public Health, Herefordshire Public Services

²⁶ All accidents are included, such as falls, drownings and land transport accidents

Safer communities



The number of accidental dwelling fires has fallen by over 10% and, despite a small increase in the total number of fires attended this year, the overall trend remains downward.

There were 98 accidental dwelling fires in Herefordshire in 2010-11, an 11% decrease over the previous year. The number of deliberate dwelling fires in 2010-11 was 8 compared to 12 in 2006-07, while the number of deliberate primary vehicle fires in 2010-11 was 21, seven fewer than in 2006-07. In all, Hereford & Worcester Fire and Rescue Service (FRS) attended 18% fewer fire incidents in Herefordshire in 2010-11 than they did five years ago. Over this period, the number of accidental and deliberate fires has fallen by 3% and 46% respectively.

While the figures continue to show a long-term downward trend in the total number of fire incidents in Herefordshire, there was a small increase in 2010-11 – 633 fire incidents compared to 621 in 2009-10. The FRS continues to focus on driving down these numbers, with improved risk profiling to increase the targeting of its fire prevention activities towards groups most at risk of fire. In line with this, the FRS carried out 970 Home Fire Safety Checks in Herefordshire in 2010-11, 12% more than in the previous year, and fitted 1,096 smoke alarms.

Source: Hereford and Worcester Fire and Rescue Service



The number of people killed in fire incidents remains very low

A total of two people were killed in fires across the Fire and Rescue Service area in 2010-11, with one fatality in Herefordshire, which occurred as a result of a car fire. In all, there have been four fire fatalities in Herefordshire in the last five years, including one death in an accidental dwelling fire, which occurred in 2006-07. Twenty-one people were injured in fire incidents in Herefordshire in 2010-11, an increase over the 17 people injured in the previous year. The FRS continues to highlight key risk areas in its fire safety campaigns and activities, including in relation to chimney fires, with numbers falling by 11% from a high of 139 chimney fires in Herefordshire in 2008/09.

Source: Hereford and Worcester Fire and Rescue Service



Whilst the number of people killed or seriously injured on Herefordshire's roads has been decreasing, the Hereford and Worcester Fire and Rescue Service still attends the equivalent of four road traffic collisions each week in Herefordshire

In 2010, 61 people were killed or seriously injured on Herefordshire's roads. This was fewer than in 2009 and fewer than in all other years since 1999. Individual years are subject to considerable variability so a three year rolling average is used for longer term trends. Based on this three year rolling average there has been a 44% decrease in the number of people killed or seriously injured on Herefordshire's roads since 2001-03. While the number of people killed or seriously injured on roads continues to decrease, the FRS is still required to attend four RTC incidents each week in Herefordshire. The FRS attended 206 road traffic collisions (RTCs) in Herefordshire in 2010-11, a decrease of 14% over last year's six-year high of 240 RTC incidents attended. Across the two counties of Herefordshire and Worcestershire, the number of RTC incidents attended (656 incidents) was the lowest recorded in recent years, though it still represents more than twelve RTC incidents per week.

Source: Herefordshire Council, Transportation; Hereford and Worcester Fire and Rescue Service

Safer communities



The number of fatal incidents involving young road users is a concern and there has been a notable increase in “drink drive” related accidents, but the number of motorcycle collisions has decreased.

Whilst motorcycle casualties still account for 18% of the overall KSI casualty figure, these have exhibited a marginal decrease compared to 2008, with small reductions in all severities for this vehicle class.

Overall “young road users” (16 – 25 age group) remain a concern with disproportionately high representations within the KSI casualty statistics. More worrying is their over representation in the Fatal casualties, with this age group accounting for 54% (7 of 13) of road fatalities within the County.

2009 saw a notable increase in “drink drive” related accidents compared to previous years, with more than double the number (30 compared to 14) recorded in 2009 compared to 2008. This number is also the highest recorded since 2005.

During 2009 the number of incidents occurring on the trunk road network increased by 50% (20 to 30 casualties) compared to the previous year, whilst on the Council’s road network there was a marginal increase of 3% (73 to 75 casualties).

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



Falls are still the single largest cause of admission to hospital due to an accident

Falls are the largest cause of accident-related hospital admission in Herefordshire, accounting for about 63% of such admissions between 2005/06 – 2009/10. On average there are almost 200 emergency hospital admissions among the elderly due to hip fractures and 50% of falls occur in the home. There is 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 2000-2014

Stronger communities

Stronger communities

THREATS AND



CHALLENGES

Access to key services in rural parts of Herefordshire is notably worse when compared to other parts of England

According to the 2010 Indices of Deprivation, 75 out of 116 LSOAs in Herefordshire fall within the 25% most deprived in England in terms of geographical barriers to services. 50 of these also fall within the 10% most deprived. This measure is based on the road distance to a GP, Post Office, Primary School and food shop.

Source: Indices of Deprivation 2010, 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 the most difficult of any service (over three in ten finding it difficult), whilst also being one of the most important. Nearly one in five found it difficult to access their GP or local hospital.

Source: Herefordshire quality of life survey 2008



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 2008

THREATS AND



CHALLENGES

Language can be a problem for some minority groups, particularly in accessing health services

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

Stronger communities



Three-quarters of residents believed they had been treated with respect and consideration by local public services most or all of the time (in 2007-08). 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.



In 2008, 29% of residents felt that they could influence decisions affecting their local area. Respondents who lived in villages were most likely to agree that they could influence decisions affecting their local area.

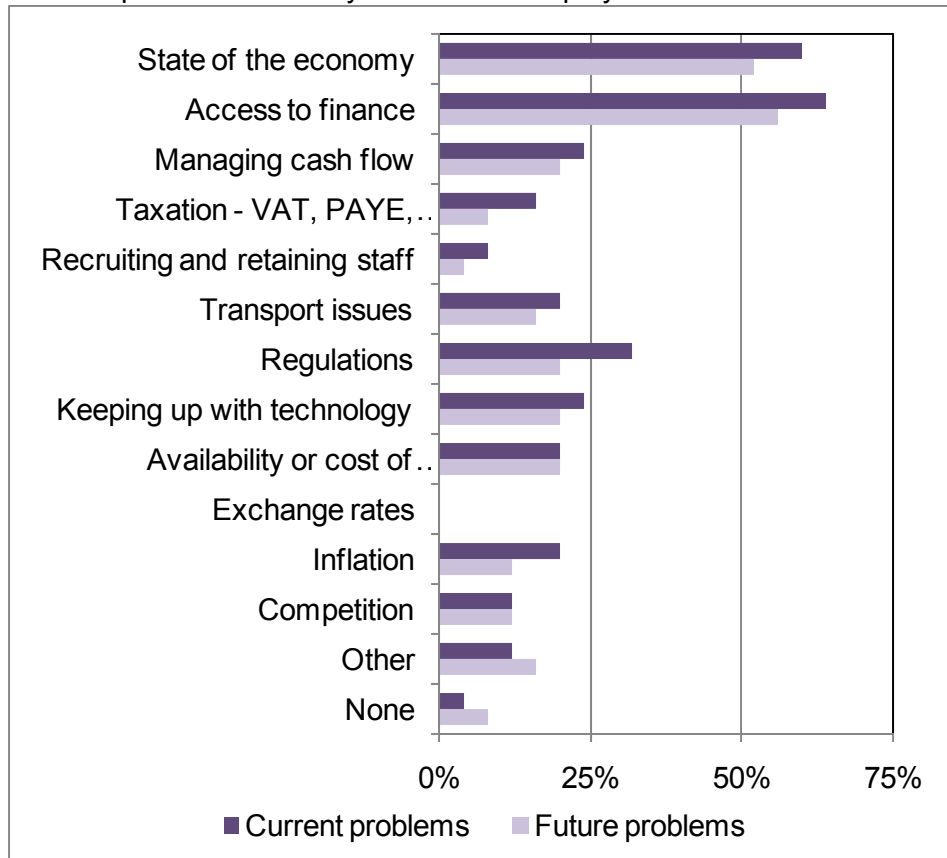
Source: Herefordshire quality of life survey 2008



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

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 11 below). 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.

Chart 11. Current problems faced by third sector employers in Herefordshire



Source: Herefordshire Employers' Survey

Stronger communities



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. However, when asked to trade-off investment in services the priorities were, tackling traffic congestion, more support for families to protect vulnerable children and maintaining adult social care services.

Out of a list of 20, the items seen as most important and most in need of improvement were affordable decent housing, clean streets and public transport. Although crime and health services were amongst the most important in making somewhere a good place to live they were not viewed as the 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.

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.

Source: Herefordshire Council and PCT strategic options consultation

Housing

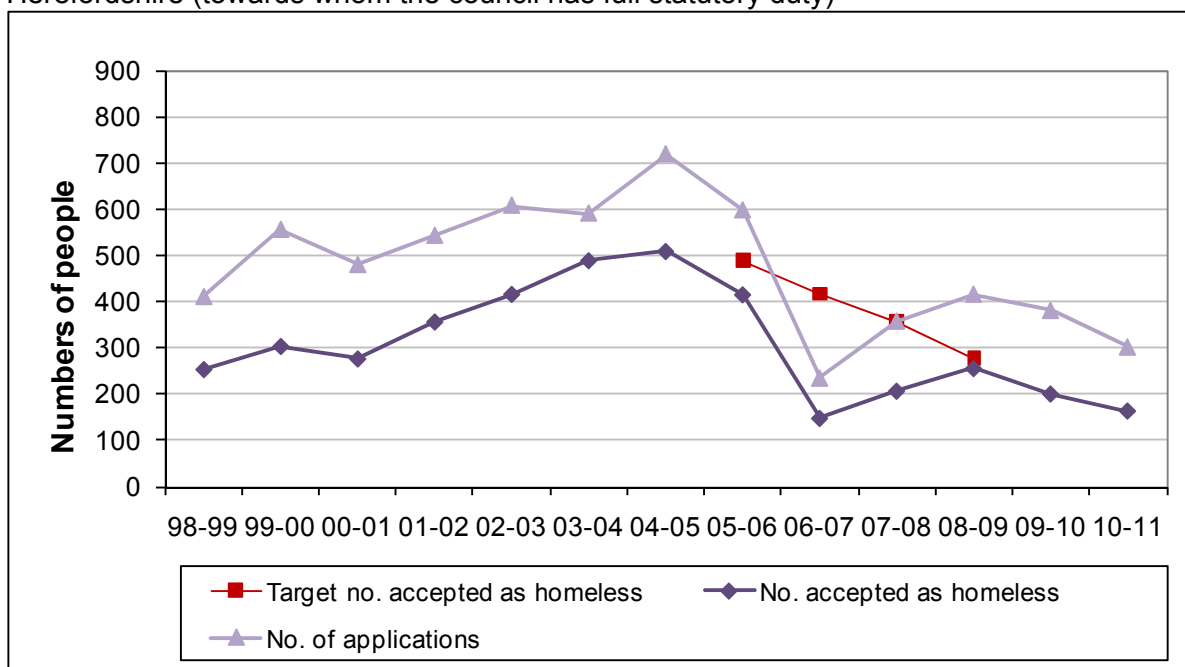
Housing



There was a decrease in the number of people applying and accepted as homeless in Herefordshire in 2010-11; following an increase between 2006-07 and 2008-09.

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 and 2010-11. It is possible that this increase was due to the effects of the recession. No target has been set since 2008-09.

Chart 12. 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 already high proportions of pensioner households and an ageing population may result in an increasing need for certain types of suitable accommodation

In 2001, a higher proportion of households in Herefordshire were made up of either a pensioner living alone or with other pensioners (28%) than in England or Wales or the West Midlands region overall (24%). This proportion will have increased over the decade as the age structure of the population has got older, and will only increase further as this continues (see key finding about ageing population structure, p.11).

More detailed information about the likely demand for particular types of accommodation will be available from a survey of older people's housing needs, commissioned in 2010 to inform an Older People's Housing Plan - which is due to be published in 2011.

Source: ONS 2001 Census and mid-year population estimates 2001-2010, Crown copyright and Herefordshire Council's Research Team population forecasts

Housing



Herefordshire has the worst housing affordability ratio of all local authorities within the West Midlands region

For 2010, the house price affordability ratio for Herefordshire was 9.3. That is, for those with the lowest earnings (bottom quartile), a house at the bottom end of the market would cost them 9.3 times their annual earnings. Herefordshire had the worst affordability ratio out of all the West Midlands authorities and neighbouring counties and the ratio is consistently higher (i.e. worse) for Herefordshire compared to the West Midlands region, and to England, and the discrepancy has become larger in recent years.

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



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

The average number of bids per property made to Home point for socially rented housing gives us a measure of overall demand in the county for this type of housing. The average number of bids increased from 21 in 2003 to 34 in 2008, prior to levelling off, with the latest overall average being 35 between January and August 2011. It is to be expected that a steep increase was seen during the early years of the choice based lettings system, which started in October 2002, following the introduction of online bidding. It is not possible to see a specific effect of the recession on the average number of bids per property. The greatest demand in the early part of 2011 was for properties in Hereford City, receiving the most average bids, 52 per property advertised; second most popular was Ross-on-Wye with an average of 28 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 (more 1-bed and 2-bed properties).

Source: Home Point

Modelled forecasts show continuing future demand for affordable housing across the county. Of newly-forming households in the period to 2016, 80% will be unable to afford market housing, whether owner-occupied or privately rented, leading to an anticipated need for 2,800 additional units of affordable housing over this period. Of these 2,800 households, it is estimated that 55% would be able to afford some form of intermediate tenure (shared ownership or affordable rent at 80% of the market rate) with the remaining 45% requiring social rent. In the longer term, to 2026, it is estimated that 41% of additional housing supply in the county should be affordable, that is around 7,000 units. Again, 45% of these would need to be social rented.

Source: Herefordshire Local Housing Market Assessment by GL Hearn Property Consultants, June 2011



Economic conditions are having an impact on the supply of affordable housing in Herefordshire

In 2008/9, a total of 208 additional affordable dwellings were provided in Herefordshire. Due to the recession, with its well-documented effect on the delivery of new housing, it was inevitable that future delivery would be challenging, making the provision of 136 units in 2010/11 a good achievement. However, this reduction in new housing has an impact on Herefordshire's affordability issues. Overall completions in Herefordshire have also declined from 829 in 2007/8 to 547 in 2009/10, which is below target. Again this may be attributable to economic conditions.

Housing

The number of sales declined markedly due to the recession, from over 1000 in the 3rd quarter of 2007 to less than half that figure a year later, and was only just over 600 in the 3rd quarter of 2010. Availability of finance has been found to be a problem in various surveys of the market, for example by the Research Team and by GL Hearn at the beginning of 2011.

Source: Herefordshire Council Research Team and GL Hearn Consultants



Stock condition of privately rented dwellings is worse than for other tenures

In 2005, 10% of private sector stock was classed as having “Category 1 hazards” – ie. the dwelling has a defect or defects which are severe enough that the local authority has a duty to address them. When broken down by tenure, the findings were that 9% of owner occupied stock and 17% of privately rented stock had Category 1 hazards. More recent data on hazards is available for housing association stock, and in 2011, only one housing association dwelling (out of over 11,000) was recorded as being in this condition; during 2010/11 Herefordshire Council freed 78 private sector dwellings from Category 1 hazards.

Source: House Condition Survey 2005, Herefordshire Council

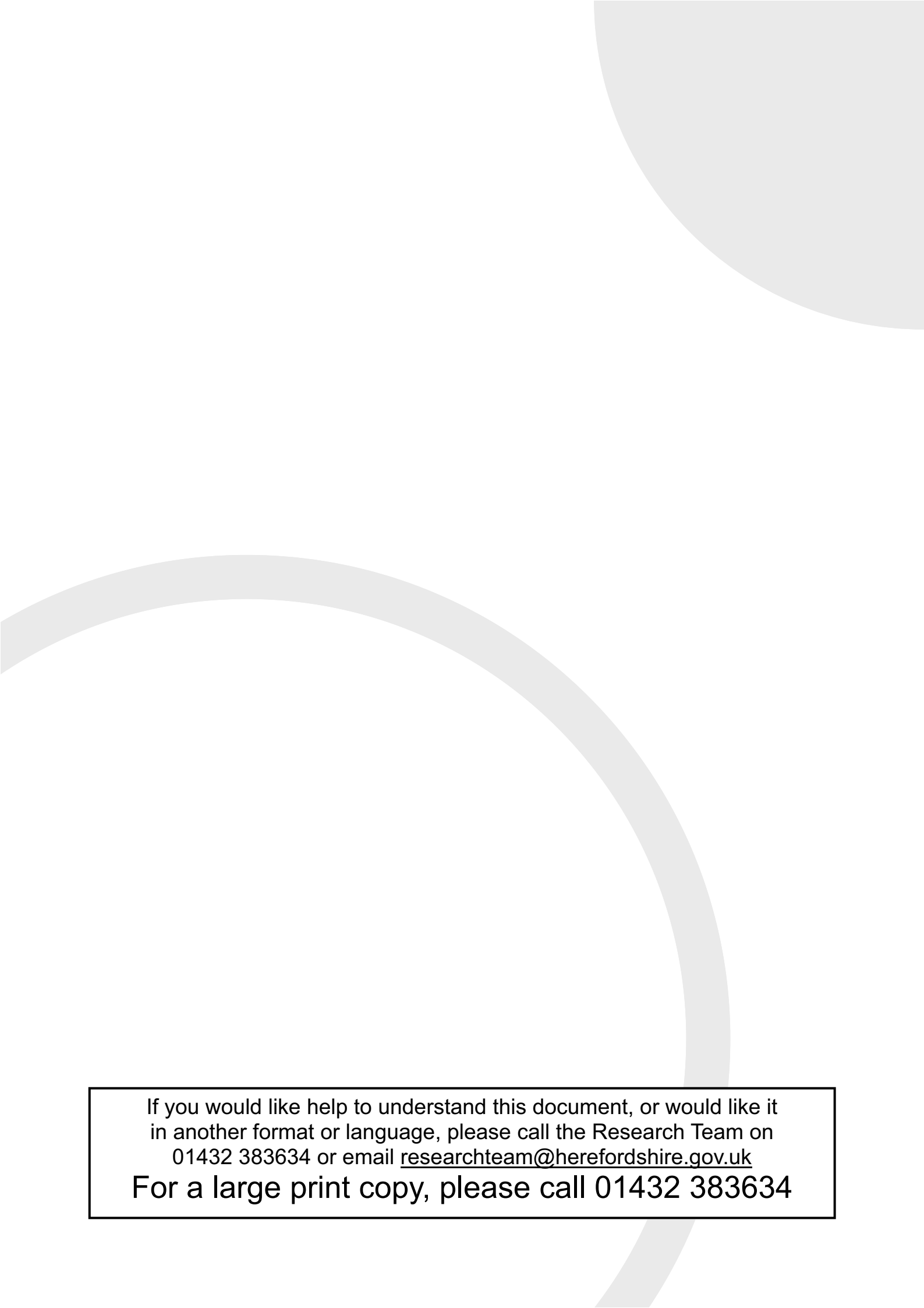
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