

Understanding Herefordshire 2014

An integrated needs assessment

Version 1.0, May 2014



www.herefordshire.gov.uk/understandhere

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About this document

The *Understanding Herefordshire* report provides strategic intelligence for commissioning and business planning for the whole county - to help determine priorities for resource allocation for a sustainable future, regardless of which organisation you are part of. It is an integrated assessment of the health and well-being needs of the *people* of Herefordshire, bringing together the statutory requirement to produce a *Joint Strategic Needs Assessment* and the previous *State of Herefordshire* reports (developed over the last decade). It is essential to understand the *place* – such as the local economy and environment – in which people live, learn and work as part of understanding their quality of life. Individual determinants of health and quality of life include a person's age, gender and hereditary factors but there are also the social, economic and environmental determinants of well-being which include lifestyle factors, social and community influences, living and working conditions, activities, the built environment and the natural environment.

The diagram below shows these determinants of health and well-being and demonstrates the interdependences between different aspects. As the chief executive of Public Health England puts it, “**everything is connected in some way and helping to identify the best value interventions will support moving resources around the system.**” With this in mind, *Understanding Herefordshire* highlights some of the opportunities for joint working between organisations and communities in Herefordshire to meet the health and well-being needs of our population in the context of significantly reduced funding.



Figure 1: The health map (Barton, H. and Grant, M., (2006); *A health map for the local human habitat*, Journal of the Royal Society for the Promotion of Public Health

This document is a high level summary with electronic links to the underlying evidence provided throughout the document, where more detail and supporting strategies can be found. The integrated evidence base is available at www.herefordshire.gov.uk/factsandfigures and maintained by the local authority strategic intelligence team with contributors from other areas of Herefordshire Council, Herefordshire's Clinical Commissioning Group, Herefordshire Voluntary Organisation Support Services, Healthwatch Herefordshire, Herefordshire Carers' Support, the Local Nature Partnership and others.

Understanding localities

This document is a summary of the needs of Herefordshire as a whole, but wherever possible the analysis has been carried out for smaller areas and is available by following the **electronic links** to the underlying evidence base. Major geographical differences have been mentioned here where appropriate, but for a fuller understanding of a particular locality *Understanding Herefordshire* should be used alongside the *Key Findings about Herefordshire Localities* available at www.herefordshire.gov.uk/aboutlocalities. Also available online are various statistical profiles of particular areas, including [localities](#), [GP practices](#), [wards, market towns and smaller areas within them](#).

Understanding inequalities

Analyses of different groups within the population or different geographic areas can highlight where there are inequalities in terms of health and well-being outcomes. This has been done throughout the report and is denoted by the following symbol in the margin.



Key issues and long-term challenges

- **Sparse, scattered population** is a key driver in meeting need and the cost of addressing that need. Impact on transport, broadband and jobs. Lack of transport options for rural communities. Opportunities for integration of health, social care & education transport.
- **Ageing population:** social care demand already rising; dementia diagnosis remains a challenge; co-ordination of service; provision of appropriate housing.
- **Wages and economic growth:** second lowest earnings in Great Britain, after Blaenau Gwent. This along with the sector makeup of the county contributes to low economic productivity.
- **Affordable housing** is the worst in the West Midlands, with houses at the lower end of the market costing around 8.6 times the annual wages of the lowest earners.
- **Enabling development:** required levels of economic development and housing growth will be enabled by a range of transport measures, but it is important to ensure that these developments do not unacceptably impact upon the local environment. In particular work is needed to manage housing development and land use to ensure water quality in the River Wye and Lugg Special Area of Conservation is not compromised.
- **Lifestyle choices** for those living in the most deprived areas; smoking, alcohol and obesity are key risk factors in causing ill-health and early death. More can't work for health reasons than can't find a job.
- **Strong communities:** one in three volunteer; one in five are carers...but one in twenty feel lonely most of the time - social isolation and loneliness affect vulnerability.
- **Protecting the most vulnerable:** children in need; victims of domestic abuse; families in poverty. Need for more effective use and sharing of information and multi-agency co-ordination to ensure an effective, holistic approach.
- **Educational attainment:** mixed picture for children attending state maintained schools. Achievement is similar to national in the early years of primary school, but not as good in later years of compulsory education. Challenge of tackling relatively low attainment against a backdrop of high proportions of children attending schools rated as good or outstanding by Ofsted.
- **Poverty:** one in five households live in poverty. Income deprivation is mostly in urban areas but also in rural pockets. Effect of welfare reform starting to be seen in increased need for 'crisis' support - there is a need to work with third sector providers to ensure holistic assessment of those in greatest need.
- **Inequalities** mean some sectors of society continue to get a raw deal: gap between most & least deprived areas widening; poorer health outcomes for those in most deprived areas; looked after children, those with special education needs or English as an additional language don't do as well at school; people with mental health problems or learning disabilities are less likely to be in employment; one of the highest gender pay gaps in the country; only a third of estimated dementia cases have been diagnosed.



About Herefordshire

Geography and infrastructure

Herefordshire is a predominantly rural county, with the 4th lowest population density in England. It is situated in the south-west of the West Midlands region bordering Wales. The city of Hereford, in the middle of the county, is the centre for most facilities; other principal locations are the five market towns of Leominster, Ross-on-Wye, Ledbury, Bromyard and Kington.

Herefordshire has beautiful unspoilt countryside; distinctive heritage; remote valleys and rivers. The River Wye divides the county, flowing east from the Welsh border through Hereford city before turning south into the Wye Valley Area of Outstanding Natural Beauty. The Malvern Hills AONB, rising to 400m, borders the east of county, and the south-west is dominated by the western reaches of the Black Mountains with altitudes of more than 600m.

Unlike other rural counties, which have large areas with no residents, Herefordshire's 82,700 homes and 184,900 residents are scattered across its 842 square miles – which poses a particular challenge for service delivery and access. Almost all its land area falls within the 25 per cent most deprived in England in terms of geographical barriers to services; the Golden Valley in the south-west and the Mortimer locality in the north-west are particularly affected. Compounding the physical access issue, access to broadband, mobile phone services and other service infrastructure is an issue for some residents and businesses in rural areas.

With only four railway stations, the transport network is mainly comprised of rural 'C' or unclassified roads leading off single carriageway 'A' roads. The main road links, which all pass through Hereford, are the A49 trunk road (running from north to south), the A438 (east to west) and the A4103 towards Worcester.

In general the county has a relatively large proportion of employment in sectors that tend to attract lower wages such as 'wholesale and retail' and 'agriculture', which affects the overall productivity of the county (as measured by a low GVA). Self-employment is more common than nationally, particularly in 'agriculture', 'arts, entertainment and recreation, and other service activities' and 'construction'. Low wages and relatively high house prices mean that the affordability of housing is a key issue for the county – both to buy and rent, so there is consistently high demand for social housing.

Population and changing demographics

The **current (mid-2012) resident population** is 184,900, having grown – entirely due to migration – by six per cent (10,000 people) since 2001 (compared to eight per cent in England & Wales overall). This doesn't include 3,000 students living away from home during term-time who may well use local services when home. It also does not include approximately 3,000 temporary seasonal workers from Eastern Europe each year. Latest demographic trend-led projections suggest that, if recent trends were to continue, the population would reach 205,400 by 2031 – 11 per cent higher than in 2012. This would equate to 0.6 per cent growth per annum – slightly higher than observed during the last decade (0.5 per cent). Initial indications are that the current intention to build **16,500 new homes** between 2011 and 2031 would more than satisfy this level of population growth. However, further work is planned to ascertain whether this would still supply enough labour to support realistic economic growth.

The county still has an older **age structure** than nationally, with 22 per cent of the population aged 65 years or above (40,800 people), compared to 17 per cent nationally. This includes 5,500 residents aged 85 and over. There is a similar proportion of under-16s as nationally (17 compared to 19 per cent). A spatial analysis of the proportion of under 20 year olds in the population areas across Herefordshire (see **figure 2**) shows that, with the exception of the area containing Lucton boarding school, the highest proportions of young people are found in areas of Leominster, Credenhill, south Hereford, and Ross-on-Wye. South Hereford has the highest concentration of young people overall.

Despite an overall net in-migration of 200-300 under 18s and their families each year, both from elsewhere in the UK and overseas, and rising numbers of births during the last decade, the total **number of children** living in Herefordshire has been falling consistently. This is due to these births and migrants not being enough to compensate for the high numbers of births seen in the 1980s and early 90s – children who were becoming adults during the 2000s. However, the 2011 census confirmed that increased immigration in the latter part of the last decade slowed the rate of this fall. There are currently (mid-2012) 31,500 under 16s (seven per cent fewer than in 2001), and 39,900 under 20s (four per cent fewer than in 2001). This overall decline does however mask the fact that number of under-fives has been rising since 2006.

The population under 20 in the county has consistently fallen

Herefordshire has a lower proportion of **younger working age adults** (aged 16 to early forties) compared with England & Wales as a whole, but has a higher proportion of older working age adults (mid-forties to 64). There was a sharp increase in the number of 16 to 64 year olds during the middle of the last decade, largely due to international migration. However, since 2008 numbers have been gradually declining due to relatively lower migration levels and by the post-war 'baby-boomers' moving into retirement age.

Net **migration** increased from both elsewhere in the UK (net in-flow of 300 people) and overseas (1,000 people) in 2011-12, although remained lower than prior to the recession. As every year, this included net in-flows of most age-groups – the only notable exception being 800 18 to 20 year-olds moving to

other parts of the UK (a net 'loss' of 14 per cent of the population of this age-group each year). The people most likely to leave the county for somewhere else in the UK are 19 year-olds, whilst 22 year-olds are the most likely of all ages to move here – coinciding with starting and finishing university. Recent [qualitative research](#) confirms the assumption that young people leave the county for education and alternative employment opportunities to the relatively low-paid and low-skilled jobs available locally, but also because of a perceived lack of wider social and cultural activities. However, it also found that strong family connections were a reason for staying or returning.

19 year-olds are most likely to leave the county for other parts of the UK and 22 year-olds most likely to move here

After being responsible for a reversal of the declining trend in the number of young adults (16-34) during the last decade, **international migration** is still driving the growth in the county's population: on average 70 per cent of migrants are from overseas. Having fallen

Residents born outside the UK are more likely to be in employment and less likely to have no qualifications than those born in the UK

by five per cent from 2001, since 2005 the number of 16-34s has increased by 14 per cent (+4,500 people).

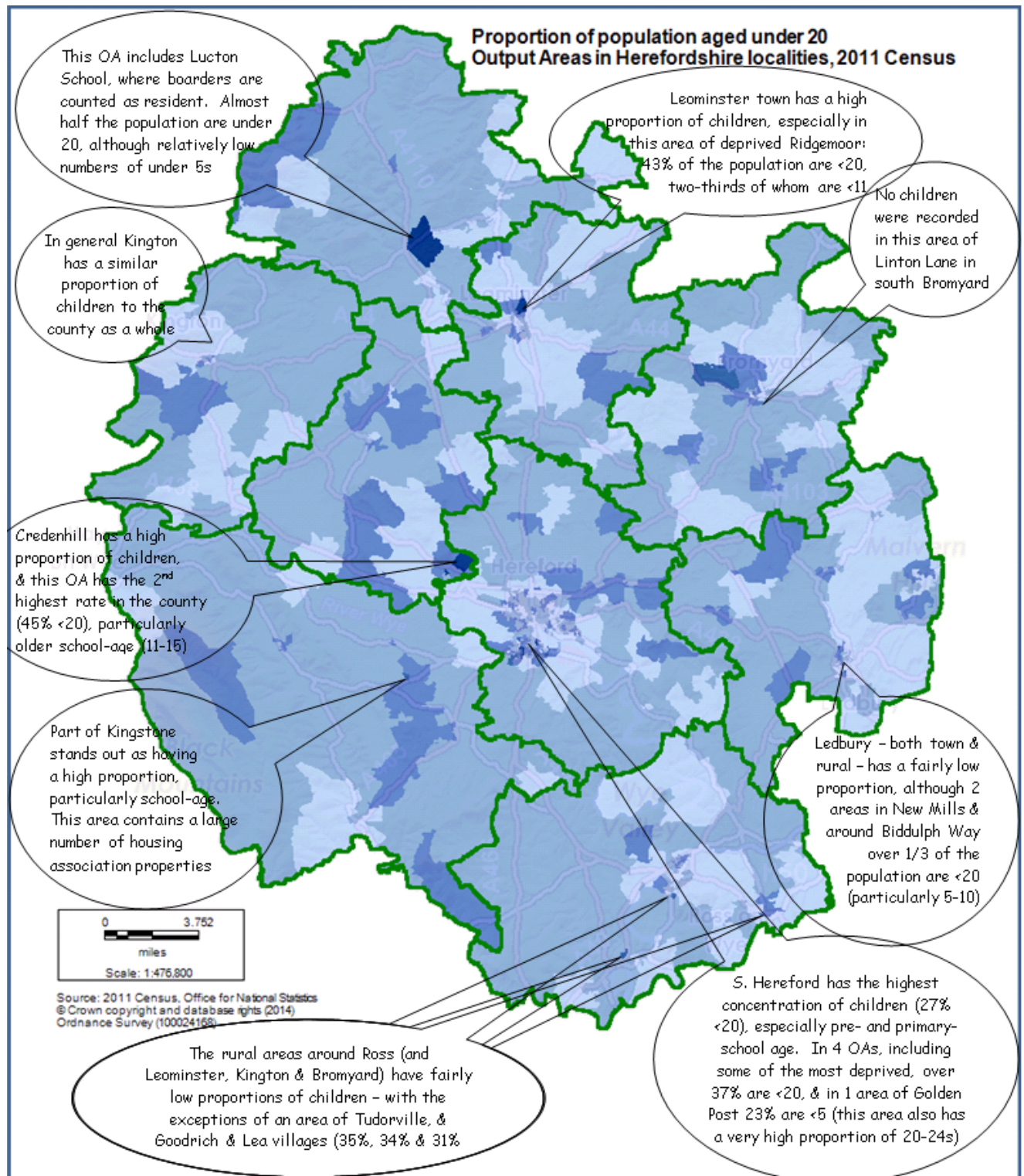
County residents not born in the UK are more likely to be in employment and are less likely to have no qualifications than county residents born in the UK.

In January this year, [Bulgarian and Romanian nationals](#) gained free employment rights in the UK - whereas before they were restricted to either self-employment or temporary jobs via, for example, the Seasonal Agricultural Workers Scheme. It is too early to assess what impact the changes have had on migration from these countries, but there has been no evidence of any increased demand on public services so far. There was concern in the agricultural

sector about the impact on the supply of seasonal labour, but from early responses to this year's farm survey this doesn't seem to have been realised yet.

More information on the ethnic make-up of Herefordshire's population (including Gypsy and Irish Travellers) was made available with the 2011 Census data and was described in last year's *Understanding Herefordshire* report and is available online.

Figure 2: Proportion of population aged under 20 by census output area in Herefordshire

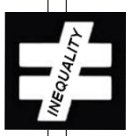
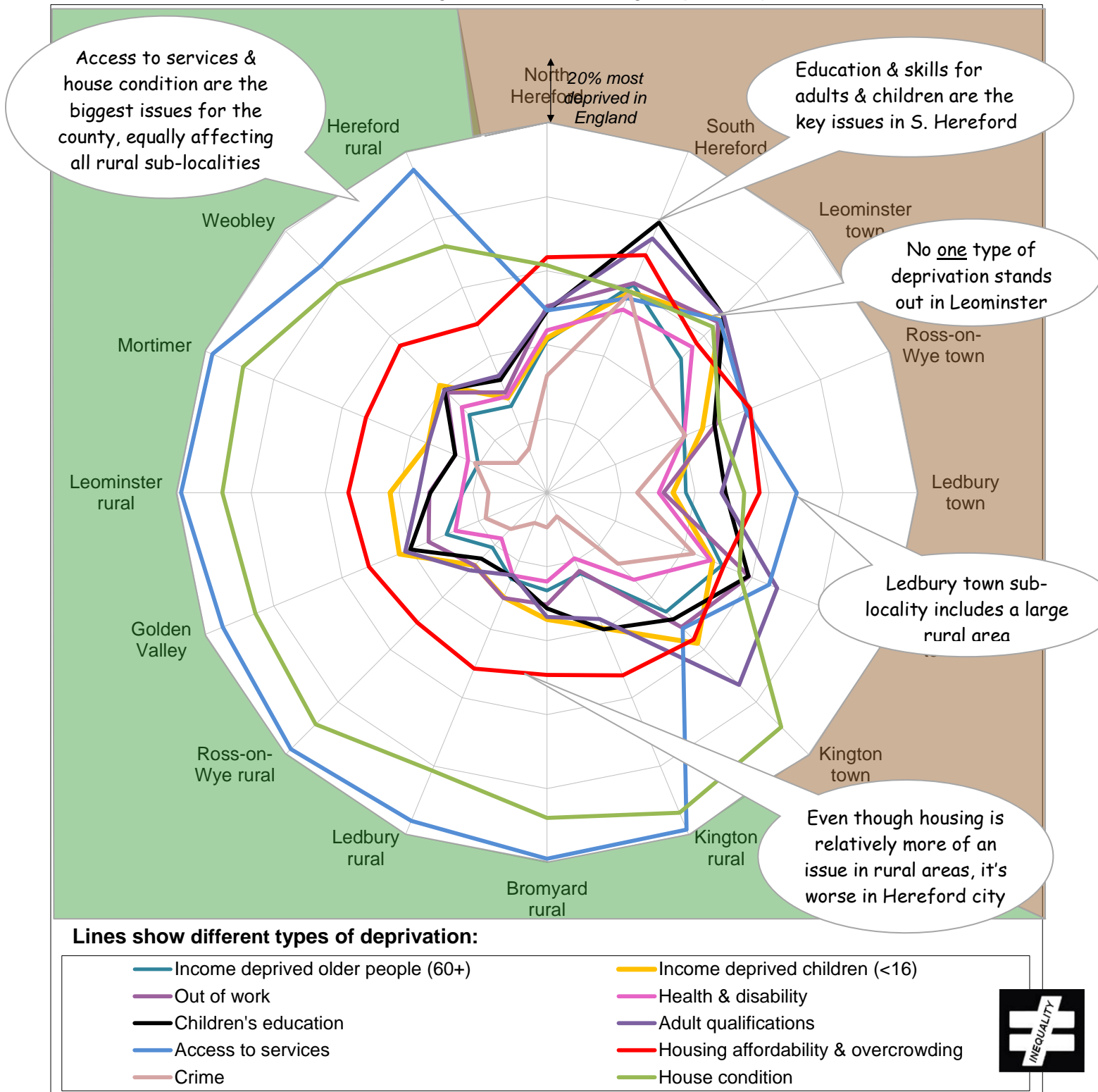


Overview of inequalities and deprivation



As a whole, Herefordshire has relatively low levels of overall, **multiple deprivation**. In general people are healthy, live longer compared with nationally, and have positive experiences of the things that affect their lives and well-being. However, some areas of south Hereford, Leominster and Ross are amongst the 25 per cent most deprived in England and have become more deprived relative to other areas. Different types of deprivation affect different areas – figure 3 shows how the issues vary around the county.

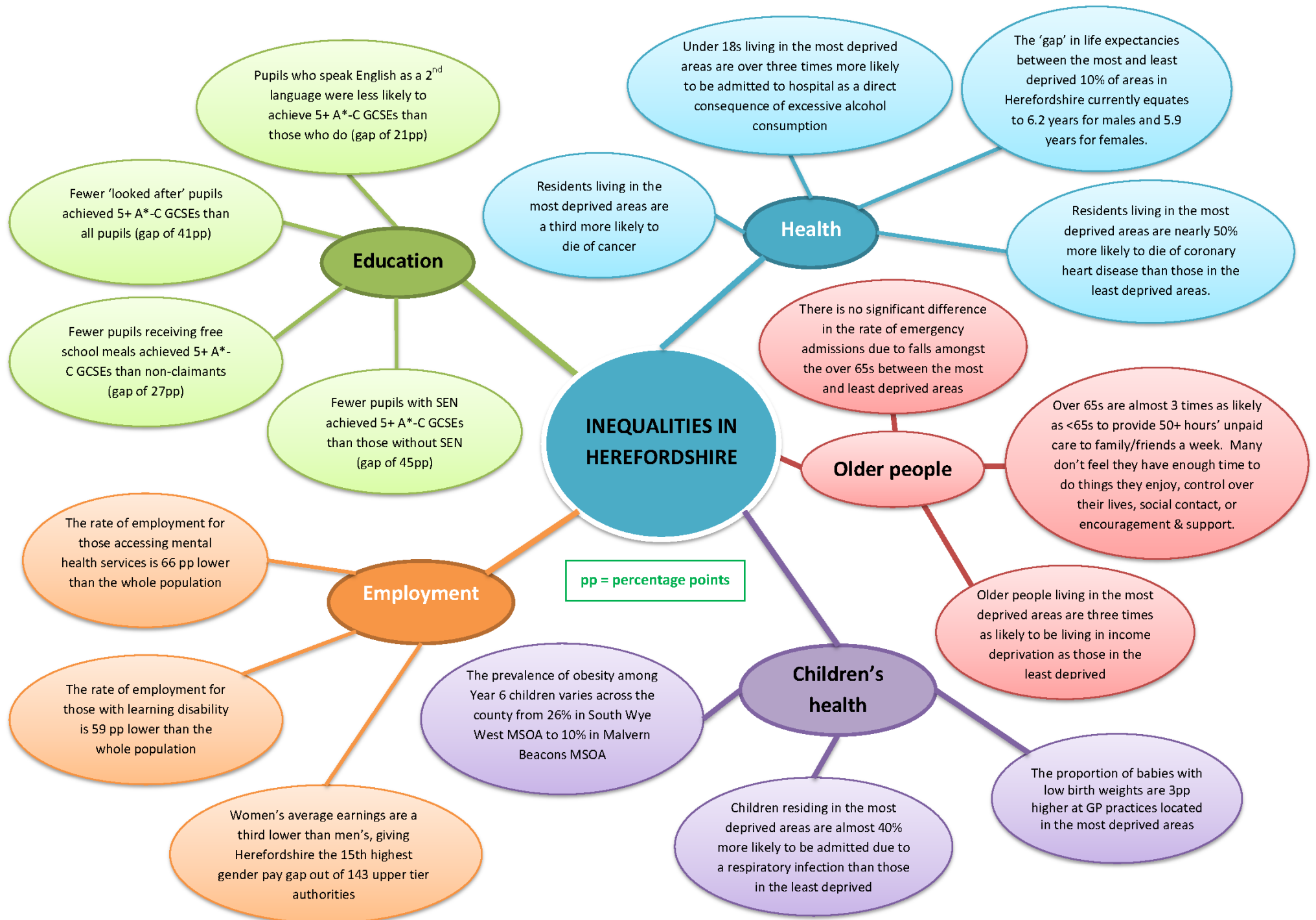
Figure 3: Deprivation in Herefordshire localities relative to all of England (a point nearer the outside of the chart indicates greater relative average deprivation)



experiences. People with particular characteristics are also getting a raw deal in some aspects of their lives compared to their peers - for example the health and education outcomes of children looked after by the local authority; the employment of adults using secondary mental health services and those with learning disabilities. The diagram in **figure 4** highlights some of these poorer health and well-being outcomes.

In addition to specific inequalities, evidence indicates there are certain groups who require or make extensive use of a disproportionate number of services from different providers. For example, in a sample of 108 child protection cases in 2012, domestic abuse was present in 52 per cent of cases, requiring involvement from both social care services and the police. Further work is required to understand how individuals and families interact with the range of services in place to help, to enable early, effective multi-agency intervention – particularly better coordination and integration to help those in need, who often have to negotiate a complex system of organisations to get support.

Figure 4: Diagram showing inequalities in health and well-being outcomes in Herefordshire



Residents' views about life in Herefordshire

When they were last asked, in the [2012 Quality of life survey](#), most Herefordshire residents were satisfied with their local area as a place to live (91 per cent) and their own home (94 per cent). The majority (69 per cent) felt that people from different backgrounds get on well together – although this had fallen since 2008 and was more likely amongst rural residents. However, 20 per cent felt there was a big problem with people not treating each other with respect and consideration.

In the same survey, the top three **residents' priorities for the council** (from a list of six) were: create a successful economy, improve health and social care and raise standards for children and young people. Views on what's important and what needs improving to make a local area a good place to live prioritised: affordable decent housing, job prospects, road and pavement repairs and public transport; with some variation across localities. In qualitative research testing these and potential changes to public services ([Your Community, Your Say, 2012](#)) with residents, health services, public transport and policing were high priority, and public toilets, street lighting, cultural facilities and services and planting schemes were less important. Road and pavement repairs and public transport were identified as most in need of improvement. There were mixed views about the importance of maintaining public rights of way and street cleaning, although general consensus suggested that these services could be better delivered at a local level. However, both this and other consultations (e.g. the recent one about bus subsidies) have revealed less desire for communities to run services themselves should they wish, than to have a say in how they are run.

The **council's budget consultation** in late 2013 received over 700 responses from individuals and organisations. As in 2012 there was strong opposition to reductions in support to the voluntary and community sector, which was perceived as doing a good job and providing good value for money and essential services, particularly in preventing people needing intervention from the council. The importance of public transport in helping people remain independent was also stressed (see the transport section for more), as were the roles of libraries and culture & the arts. Two-thirds of relevant comments were opposed to triggering a referendum by increasing Council Tax by five per cent.

When residents were asked for their **views about public services** in 2012 there were higher [levels of satisfaction](#) compared to 2008 for the police (69 per cent), local dentist (80 per cent) and the way Herefordshire Council runs things (51 per cent). Satisfaction with GPs, local hospital and the fire and rescue service remained high (80 per cent+). However, only a little over a quarter of respondents agreed that the council provides

value for money, only slightly more than in 2008. Perceived inefficiencies, overpaid and ineffective management have been strong themes emerging from the last two annual budget consultations and the [Your Community, Your Say](#) engagement events.

Starting well: birth to age 5 years

There are currently 9,800 children aged five and under, four per cent more than in 2001. If the most recent demographic trends were to continue, the number would remain at a similar level until 2023, when it would start a slow decline – reaching 9,400 (-4 per cent) by 2031.

The [child health profile](#) for young children shows that for some aspects Herefordshire fares better than England:

- Significantly lower rate of women **smoking during pregnancy** at 11.2 per 100 maternities compared to 13.2 in England as a whole.
- Lower **infant mortality** rate in Herefordshire (4.1 deaths per 1000 live births) than regional and national rates and decreasing in line with national trends.
- Lower prevalence of **obesity** in reception year – i.e. aged 4-5 (8.6 per cent) than nationally (9.6 per cent) although this varies across the county with higher levels in areas of south Leominster and Ross-on-Wye and lower levels in Greater Ledbury and other areas of Ross-on-Wye.
- Significantly lower rate of **child poverty** (14 per cent) than nationally (21 per cent) but there are still approximately 4,400 children living in low income families.

However there are areas where there is a need to improve outcomes for young children, namely:

- **Immunisation rates** within the first year are comparable to national and regional coverage at 94 per cent, thereafter progressively lower within a child's second year with considerably lower rates than elsewhere for immunisation within the fifth year.
- Higher rates of **tooth decay** in children aged five years, ranking 13th out of 14 comparator local authorities.
- **Breast feeding** initiation rates are marginally lower than the average for England at 74 per cent, ranking 8th out of 15 comparators. Rates of breastfeeding at 6-8 weeks are similar to national levels at 47 per cent, which are considered to be relatively low anyway.

The biggest challenge for Herefordshire is to address the within county inequalities that are observed for some health outcomes – for example, GP practices located in the most deprived areas have higher proportions of low birth weights (almost nine per cent in Leominster, compared to a county average of seven).



There was an increase of nearly five percentage points in total **hospital admissions** of children (0-19 years) in 2012-13 with approximately 40 per cent being emergency admissions. There has been a sharp growth in the number of admissions of children aged under five (23 per cent) and 5-9 years (18 per cent) over the last two years. Viral infections (all sites) are the most common specific cause of hospital admissions amongst under fives (11 per cent of total admissions). Acute upper respiratory infections (including acute tonsillitis) account for a further 10 per cent.

In 2013, 55 per cent of children aged 5 in Herefordshire achieved a **‘good level of development’** at the end of the Early Years Foundation Stage (from birth to aged 5), higher than that for England and the region (52 and 50 per cent respectively) and just within the top quartile¹ of all English local authorities. Both boys and girls in the county



55% of children aged 5 achieved a ‘good level of development’

performed above the national average. Attainment inequalities still exist amongst particular groups, both compared to other children in Herefordshire and the same groups nationally: only 34 per cent of those on free school meals (36 per cent nationally); and 32 per cent of children who speak English as an additional language (EAL) (44 per cent nationally). Children with special educational needs also do less well than their peers locally. These inequalities persist through all key stages of education (see next section).

¹ The 25 per cent of authorities that have the highest proportions.

Developing well: realising children and young people's potential

There is an overall trend for lower numbers of children and young people in the county, although this masks differences for particular age groups: the numbers of 16-19 year olds rose by nine per cent from 2001, whilst there are currently almost 3,000 fewer school-age children than there were then (12 per cent fall). The number of 20-25 year-olds increased by 3,000 – more than a third - mainly due to the natural 'cohort effect' of there being more teenagers turning 20 than 25 year-olds turning 26 after 2004, but also due to immigration.

Considering the different age-groups, the number of primary school aged children is likely to rise by 2021 – although remain below 2001 levels. The number of secondary school age children is expected to remain about the same or fall slightly again. The population of late teens (16-19s) is higher than in 2001 but has been declining since 2008 and is likely to fall again as today's 7-10 year-olds grow up. A decline in the number of 20-25s is likely from the current high of 11,500, but this is the age group most dependent on trends in immigration, so one of the most difficult to predict.

The different trends (recent and future) for specific age groups highlight the different challenges for particular services for children. Maternity and early years' services have had to adapt to rising numbers, whilst overall there is a surplus of school places caused by falling numbers, which is not likely to be reversed in the near future.

Education

There is a mixed picture of educational outcomes for children attending state maintained schools in Herefordshire. Achievement is similar to the national picture in the early years of primary school, but not as good in later years of compulsory education. Results in the last academic year (2012-13) were as follows:

- The percentage of children reaching the desired thresholds for reading (89 per cent), writing (84 per cent) and maths (90 per cent) at **Key Stage 1** (2nd and 3rd years of primary school) were similar to the national rates, but no better than the average (median) of all English local authorities. Local rates fluctuate each year, but are all better than they were in 2010-11.
- 70 per cent of children reached the desired level for English, maths and reading at **Key Stage 2** (end of primary school), five percentage points lower than the national rate; with boys in Herefordshire achieving three percentage points below their peers nationally and girls six percentage points below. Local rates have improved slightly since 2010-11, but the county is one of the lowest performing among comparator areas, and when considering the different elements separately is amongst the lowest quartile nationally in all but reading.

- In 2013, 56 per cent of Herefordshire pupils achieved **5+ A*-C GCSEs** (or equivalent) including English and maths. Although national rates continue to improve, the local rate has fallen slightly since 2011. In 2012-13 it was lower than 8 out of 10 comparator authorities (statistical neighbours), and was nearly five percentage points below the England rate, when in 2006-07 it was nearly six percentage points *higher* (52 per cent vs. 46 per cent). Over this six-year period, local GCSE attainment has moved from the top quartile of local authorities to the bottom.
- Herefordshire has a larger gap than nationally between students who speak **English as an additional language (EAL)** students and non-EAL learners across nearly all educational outcomes. Only 35 per cent achieved 5+ A*-C GCSEs in 2013 – the lowest in England. The increasing numbers of EAL pupils has a direct resource implication for schools, necessitating specialised language staff to ensure that these youngsters progress to their full potential. Evidence suggests that EAL pupils tend to struggle in the early years, however once they have an understanding of the English language, make accelerated progress compared to their English-speaking colleagues.
- The gaps in attainment seen in the early years' development for children eligible for free school meals and with special educational needs also persist at Key Stage 2 and GCSE, with lower proportions achieving compared to other pupils in Herefordshire and compared to the same groups nationally (see figure 4)
- Overall, students in **Key Stage 5 ('A' levels and level 3 qualifications)** perform well with a higher percentage achieving at least two substantial level 3 qualifications than pupils nationally. In 2013 Herefordshire was the highest performing area amongst statistical neighbours for this measure and is consistently in the top quartile nationally.

56% of pupils achieved 5+ A*-C GCSEs inc. English and Maths - 5 percentage points below the national rate



Herefordshire was the highest performing of its statistical comparators at post-compulsory education (e.g. A-level)

The challenge for Herefordshire in tackling the issues in primary and secondary level educational attainment raised above is that, despite these overall results, many schools are rated as good or outstanding by Ofsted. According to the chief inspector's report for 2013, 72 per cent of primary and 89 per cent of secondary pupils in Herefordshire attended good or outstanding schools. As at April 2014, these figures stood at 84 per cent and 89 per cent respectively – putting Herefordshire in the 1st (top) quartile for primary and 2nd for secondary out of all English local authorities.

The percentage of young people who are **not in education, employment and training** (so-called 'NEET') fell from 7.7 per cent in 2011 to 6.2 per cent in 2012, bringing it in line with the regional and national figures. The latest figure is similar (6.7 per cent in January 2014), but it should be noted that this could have been affected by recent work to reduce the percentage of young people whose status was 'not known' from 10.1 per cent to 3.5.

Child health

Hospital admissions for children aged 5-9 have increased by 18 per cent over the last two years but have remained static for those aged 10+ years over the same period. Rates of admission from the most deprived areas of the county are significantly high relative to all other areas; people from the 25 per cent most deprived areas accounted for 35 per cent of total admissions. Children residing in the most deprived areas are almost 40 per cent more likely to be admitted due to a respiratory infection than those living in the least deprived areas. Herefordshire currently has a significantly high rate of hospital admissions in national terms due to unintentional and deliberate injuries in young people aged 0-14 years (118.1 per 10,000 population in 2012-13) and one of the highest rates within our comparator group.



Almost 15 per cent of hospital admissions of young people aged 15-19 years are pregnancy-related (including medical abortion procedures). Local teenage conception rates are consistently lower than national and regional rates. The latest was 28 per 1,000 girls aged 15-17 years across the three-year period 2009-11, which had fallen by over 25 per cent since the period 1998-2000 - in line with other areas. However Herefordshire has a high rate of chlamydial infection amongst young people relative to most other West Midlands authorities. Concern has been raised via **Healthwatch Herefordshire** about the impact that reductions in sexual health services might have on young people's ability to access confidential advice.

The most frequent **cause of death** for children aged 5-16 and those aged 17-19 between

Children from the most deprived areas are 40% more likely to be admitted to hospital due to respiratory illness than the least deprived

2001 and 2012 was transport accidents (20 out of 58 deaths of 5-16s and 20 out of 40 deaths of 17-19s), although the overall rate of children killed or seriously injured in road traffic accidents was lower than the England average. Overall, child mortality rates (aged 1-17) are slightly higher than nationally but this is not statistically significant. The second most common cause of death for children and young people aged 5-19 years was intentional self-harm,

though this equated to fewer than 10 deaths. The rates of hospital admissions for self-harm amongst under 17s are on a par with the rate for England.

Herefordshire has a significantly lower prevalence of **obesity** among Year 6 pupils (16.5 per cent) than nationally (19.0 per cent). This prevalence varies across the county from 25.7 per cent in South Wye West to 9.7 per cent in the Malvern Beacons area. South

Wye West has a significantly high rate relative to the county overall.

Young people from the most deprived areas are over 3 times more likely to be admitted to hospital due to binge drinking than the least deprived areas

Whilst **alcohol misuse** can present health problems for all age groups, the risks are far more dangerous in young people as their bodies are still growing and alcohol can adversely affect their development.

Research has shown that alcohol may leave young people vulnerable to long term damage leading to conditions such as cancer of the mouth and throat,

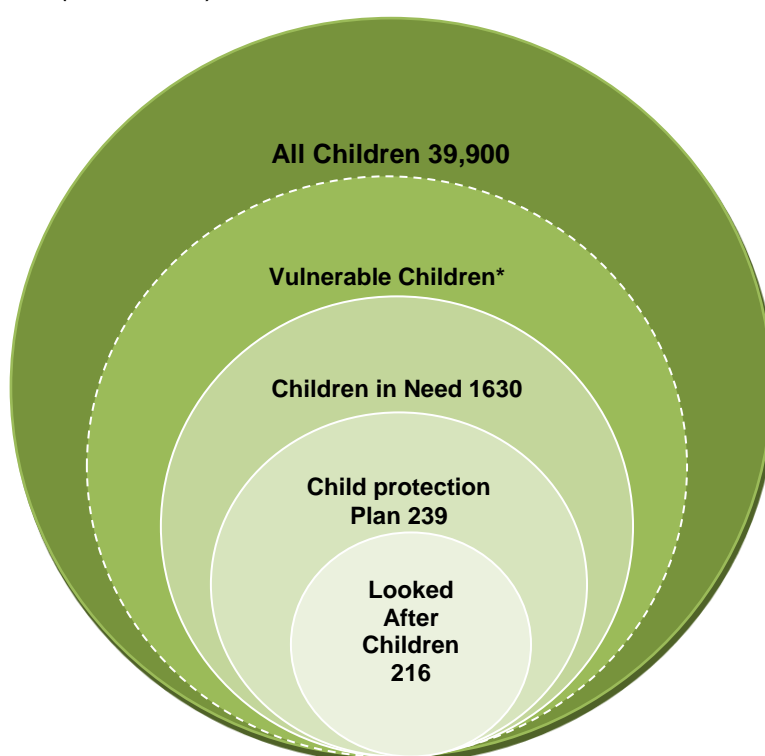
sexual and mental health issues, liver cirrhosis and heart disease. Alcohol attributable hospital admissions for under 18s in Herefordshire have shown a decreasing trend between 2010/11 and 2012/13; however they are still significantly higher than the England average and compare poorly against other areas (ranked 262 of 317 local authorities for which data has been published). Furthermore a young person is over three times more likely to be admitted due to binge drinking if they live in the most deprived areas of the county than if they live in the least deprived areas.



Children in need

The broader concept of 'a *child in need*' (CIN) introduced by the Children Act 1989 is that a child is in need of statutory support if they are unlikely to achieve a reasonable standard of health or development without the provision of services by a local authority; likely to be significantly impaired, or further impaired, without these services; or if he/she is a disabled child. Herefordshire has the highest rate compared to its statistical neighbours and higher than the national rate of children becoming in need, children subject to child protection plans and children becoming looked after. This rate has been increasing over the past five years; consequently the numbers of children in these categories have also increased. The numbers are shown in figure 5 below.

Figure 5: Diagram showing numbers of children in need and subsets within them in Herefordshire (June 2013)



*No single definition and due to different circumstances, therefore not measurable

The most common initial reason for a child becoming in need or looked after is abuse and neglect, accounting for 68 per cent of all looked after children cases reviewed in 2012. Domestic violence abuse is the most prevalent type of abuse and neglect for both children in need and looked after children accounting for 30 per cent and 68 per cent of all cases respectively. There is no single database in the county that allows those children exposed to domestic violence abuse to be identified. West Mercia Women's Aid and West Mercia Police estimate that around 300-400

Neglect and abuse accounts for 68% of the initial reasons for children being in need or looked after

children are exposed to domestic violence per month (*where some of these are likely to be the same children*).

Outcomes for **looked after children** are very poor in Herefordshire compared to their peers nationally and in comparator areas. At all key stages of education looked after children perform worse than their peers.



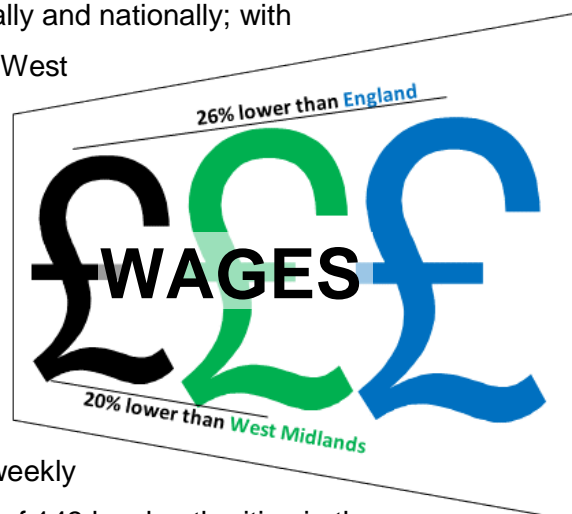
In addition to the above, the Children's Integrated Needs Assessment (2014) includes analyses of profiles of vulnerable children as defined by legislations and policies and these included homeless children, children exposed to domestic violence abuse, disabled children, young carers, young offenders, Gypsy Roma Travellers and care leavers. Key findings of these were:

- The county's homelessness rate is the second highest compared to statistical neighbours, with over half of households labelled homeless having dependent children (equating to a total of 201 in the first three quarters of 2013-14)
- Based on data modelling, Herefordshire has approximately 1,000-1,800 children experiencing some form of disability. Five per cent of children in need are as a result of their disability. There is no mandatory database recording disabled children in Herefordshire
- About 300 young carers are registered with Herefordshire Carers' Support. The majority are aged between 11-15 years and over half look after their mothers
- Just over 100 people aged between 10-17 entered the youth justice system for the first time
- There are currently 250 Gypsy, Roma Travellers aged under 20 known to the local authority. Educational attainment is noted to be improving in Herefordshire for this group.

Working well: economic development

Economic development

Herefordshire's economic output is low compared to regionally and nationally; with persistently low wages - the lowest average earnings in the West Midlands and in fact the second lowest earnings in Great Britain in 2013, after Blaenau Gwent. There is currently no robust evidence to explain why wages in Herefordshire do not seem to be increasing in line with regional and national trends. Possible explanations are the types of employment by industry sector in the county (high proportions in low value sectors), a high rate of self-employment and a wider gender pay gap (average female weekly earnings are a third lower than male's – the 15th widest gap of 143 local authorities in the country).



Increased housing provision and population growth is expected to mean increased demand for **jobs** by 2031 – uncertainty over economic conditions makes it difficult to predict how many jobs there will be to meet this demand, although regeneration projects in Hereford City have the potential to create thousands of new jobs. In 2012 the number of business closures was still higher than start-ups, meaning that the number of businesses operating in the county continued to decline. Herefordshire still has a greater number of businesses per head of population than across England but a lack of recovery in business start-ups locally post-recession means this difference is getting smaller.

Transport has a key role to play in terms of supporting economic growth in Herefordshire through the provision and maintenance of transport infrastructure and services which provide access for businesses and services in the county. Transport modelling has shown that without a transport package comprising a relief road and complementary sustainable transport measures, planned growth will result in increasing congestion in Hereford City. If the congestion is not managed through this package, development and growth in areas such as the Hereford Enterprise Zone will be limited because of problems accessing the site. The additional capacity provided by a western relief road will provide the opportunity to introduce more sustainable transport measures on the transport network. This will include further provision for cycle routes and improved bus access.

Monitoring of traffic flows has shown a slight reduction of three per cent in Hereford between 2008-09 and 2012-13 and four per cent in the rural areas over the same period. This is reflected in national trends and is likely to be related to the economic

downturn. We are undertaking further monitoring to clarify what role the council's [Destination Hereford](#) project may have played in reducing traffic flows. The transport modelling which has underpinned assessment of the Core Strategy has been updated to take into account these recent trends to ensure that the proposals remain valid.

The labour market and social inclusion

The overall [employment rate](#) increased over the last decade and was in the top twenty per cent nationally in 2011, although this hides a reduction since 2008. People accessing secondary mental health services were considerably less likely than the population as a whole to be in employment – their rate of employment was 66 percentage points lower. The picture was similar for those with a learning disability (59 percentage points lower). The last decade has seen an increase of 1,200 more working age residents (16-64) who are self-employed (+7 per cent) - in 2011 the county [self-employment](#) rate (15 per cent) was in the top five per cent nationally. There was a disproportionate increase in the number of people in the county working part-time (up to 30 hours) over the last decade, increasing by 23 per cent compared to just 6 per cent for full-time (3,900 and 2,600 more people respectively). In 2011 the rate of part-time working (23 per cent) was in the top ten per cent nationally. Nationally the proportion of people that are underemployed i.e. those wanting more hours, has increased considerably since 2008 for both people working full-time and part-time. Both the increase in part-time working and underemployment (reported nationally) can be attributed to the recession. The increase in part-time working is forecast to continue and may be partly increased by incentives under [Universal Credit](#).

Part-time working increased by 23% in the last decade compared to 6% for full-time

The recession has had less of an effect on unemployment levels than might have been expected given its length and depth. The number claiming Jobseekers Allowance decreased over the last year – possibly affected by changes to the sanction regime i.e. benefit being removed for non-compliance. Unemployment remains low (1.5 per cent in April 2014) compared with the West Midlands (3.4 per cent) and England (2.7 per cent). In Herefordshire twice as many people claim an out-of-work benefit due to poor health than because they are unemployed and actively seeking work.

Around a fifth of households in Herefordshire live in [poverty](#)² (14,500 households), a similar proportion to nationally and regionally. [Income deprivation](#) mostly occurs in the

² A household is considered to be in poverty if its net income (after housing costs and taxes) is less than 60% of the national average (median).



urban areas of Herefordshire, including Hereford City, Leominster and Ross-on-Wye, but also to a lesser extent the market towns of Kington and Bromyard. Smaller pockets also occur in more rural areas. Rural households are also likely to face additional costs associated with transport and heating the home, which have increased at a higher rate than inflation – in 2013 minimum income requirements were estimated nationally to be at least 10 per cent higher for residents of villages than for the population as a whole. Pensioner couples had the greatest difference with income requirements being 25 per cent higher. Across the UK an increasing proportion of children live in poverty, although Herefordshire typically has lower rates of child poverty than nationally (see Starting Well section).

The link between poverty and households being out-of-work is shown by the areas with the highest rates of poverty having the highest rates of claiming for out-of-work benefits. These same areas are those where most households will be affected by the various [changes to the welfare](#) system. Some households in these areas will be subject to a whole raft of changes including the implementation of universal credit, changes to housing benefit, reductions in support for Council Tax and changes to disability benefits. It is not just those on out-of-work or disability benefits that will be affected by changes to welfare. Those in work will also see changes to tax credit entitlements. In all, changes to tax and welfare payments over the coming years will result in more people living in poverty with those at the bottom end of the income scale being most affected. Overall the economic impact of welfare changes in Herefordshire is estimated to be an annual loss of £43 million – approximately one per cent of total economic output. Per head of population (£385 per year) this is less than the national average (£448). It is difficult to define exactly which households in the county will be mostly affected, but they are likely to be those at the lower end of the income distribution who are eligible for housing and council tax benefit, those claiming incapacity and disability benefits, lone parents, couples with no children and those with low literacy and low financial literacy.

The effect of welfare changes is now starting to be seen in an increase in need for support locally; in particular the use of sanctions and delays in benefit processing has created an increased demand for 'crisis' support e.g. help with food and utilities. The criteria for the [local welfare provision scheme](#) (LWP) introduced by Herefordshire Council in April 2013 has not replicated the crisis loans previously offered by the Department for Work and Pensions (DWP). The scheme does not bypass DWP sanctions or 'top-up' benefits when the DWP can provide benefit advances for those in need (true in a significant number of LWP cases) meaning support delivered through LWP has been limited. Those seeking support are frequently referred directly to food banks by social workers, housing associations, Citizens' Advice Bureaux and others and are generally

provided support without a more holistic assessment of their need. Hereford City food bank and the Citizens' Advice Bureau have both seen an increase in demand for their services over the last year, a reflection of the increase in demand and the provision available. The number of food parcels given out by the Hereford City food bank in the first three months of 2014 was over double the number given out in the same period of 2013 – around two fifths of these were reported as being related to benefit issues. Work between Herefordshire Council and third sector providers is ongoing to ensure that provision is joined up so those in greatest need get the necessary support. Herefordshire Council is currently reviewing the Local Welfare Scheme, in consultation with third sector providers and others, to ensure those in greatest need get the necessary support. Looking at food aid specifically, national research suggests that those in greatest need of support do not always turn to food aid for a number of reasons including perceptions and availability of information about provision and feeling that it is degrading or shameful.

Qualifications and skills

The 2011 Census showed that [qualification rates](#) were similar to those across England. In contradiction, the most recent data from the Annual Population Survey shows Herefordshire to have a greater proportion of residents without qualifications. Looking in more detail at the census data there are some noticeable differences by age: generally speaking younger county residents are less well qualified than older residents when compared to England as a whole.

The proportions of residents (aged 16-64) with no qualifications and those with up to level 2 (i.e. 5+ GCSEs A*-C) decreased from 2001, whilst the proportions with level 3 (i.e. 2+ A-levels or equivalent) and 4 (degree or higher) and above has increased – a trend that was also seen nationally. The most extreme changes were at either end of the qualification spectrum.

Analysis of qualification rates by country of birth shows that generally speaking county residents born outside the UK have higher qualification rates than those born in the UK. For example the proportion qualified at level 4 or above was highest for those born in the Americas or Caribbean (49 per cent compared to 27 per cent of the UK-born population). With the exception of those from Ireland, residents born anywhere outside the UK had lower proportions without qualifications than those residents born in the UK.

Herefordshire has a similar rate of enrolment on higher education courses (36 per cent) as across the UK, and around 40 per cent of graduates return to work in the county - a further two per cent find work elsewhere in the Marches. Enrolment rates are



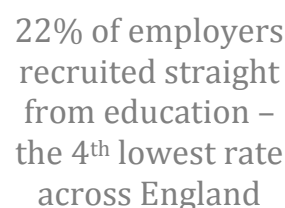
considerably lower in the most deprived areas of Herefordshire: 14 per cent in Belmont and 16 per cent in St Martin's and Hinton ward.

In 2013, 14 per cent of employers in the county had vacancies, twice as many as in 2011 (six per cent) and similar to the proportion across England (15 per cent) and the other Marches Local Enterprise Partnership (LEP) areas (Shropshire 12 per cent and Telford and Wrekin 13 per cent). The most common occupation of vacancies was elementary staff (18 per cent of all vacancies), followed by professionals (13 per cent), administrative/clerical staff (13 per cent) and caring, leisure and other services staff (12 per cent).

23 per cent of vacancies in the county were reported as being 'hard-to-fill', the vast majority of which because of skills shortages. Across England 29 per cent of vacancies were hard-to-fill.

Nine per cent of employers in the county reported that employees did not have the required skills to carry out their role - a lower rate than across England (15 per cent), Shropshire (14 per cent) and Telford and Wrekin (18 per cent). 'Technical or practical skills or job specific skills', 'planning and organisation skills' and 'team working skills' were the most common skills that needed improving.

Relatively few employers in the county recruited people straight from education - 22 per cent did so in the last 2-3 years compared to 27 per cent across England, 26 per cent in Shropshire and 31 per cent in Telford and Wrekin – Herefordshire had the 4th lowest rate across England. The proportion of young people that were reported as being poorly prepared for work was highest for those recruited at 17-18 years old from school with around a third of employers reporting this.



22% of employers recruited straight from education – the 4th lowest rate across England

Ageing well: people aged 65 years and over

Herefordshire's 39,400 residents aged 65 and over are scattered across the county, although those aged 65-84 are slightly more likely to live in rural villages, hamlets and isolated dwellings than the population as a whole (47 per cent of 65-84s; 43 per cent of all people). The very elderly (85+) are more likely to be living in rural town and fringe areas (Bromyard, Kington, Ledbury, Credenhill, Clehonger): 18 per cent compared to 11 per cent of the total population.

Many older people in Herefordshire are active and well, and many are an asset to the community – reducing the burden on public services by providing large amounts of informal care to friends and family and volunteering for third sector organisations. Rates of limiting long-term illness amongst those aged 65-84 are lower than nationally, and people turning 65 in the county can expect to live longer, and in good health and without a disability, than those elsewhere. Nevertheless, the natural ageing of the population, as the post-war 'baby-boomers' become very elderly, will have continuing implications on the need for care and support since poor health and limiting conditions increase with age.

Future levels of need for traditional social care are unclear, but older people and their carers will need to be enabled to support themselves. In particular, an estimated 3,000 people with dementia could almost double in 20 years. In 2013-14, 35 per cent of these had been diagnosed – higher than the 33 per cent the year before, but still notably lower than the 48 per cent England average for 2012-13. Improved diagnosis rates could lead to increased demand for social care of this group in the population.

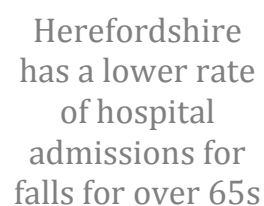
Herefordshire supports a smaller proportion of older people in social care than the national average, possibly due to residents being healthier and more able to self-fund than elsewhere: 74 per cent of those receiving nursing care pay for their own care compared with 48 per cent nationally, as do 68 per cent receiving residential and dementia care compared to 45 per cent nationally.

A national study on older people and loneliness showed that older people had a slightly higher rate of those 'feeling lonely often', even higher for those aged 80 and over. Those who report feeling lonely 'sometimes' or 'often' are much more likely to report a lower level of satisfaction with their lives overall. People who had been widowed, separated or divorced, or those who were in poor health were more likely to report feeling lonely. There was also a strong association found between reported feelings of loneliness and reported limitations in performing daily activities. Limitations in daily activities together with other changes in circumstances such as loss of partner or losing touch with friends as age

increases are likely to contribute to the increase in reported feelings of loneliness in the oldest age groups.

While most people in Herefordshire (60 per cent) had contact with family, friends or neighbours most days of the week, for one in twenty the contact is once a month or less and a similar proportion (five per cent) felt lonely most or all the time (regardless of age or where they live in the county). Those who live alone are most likely to experience this kind of isolation; currently 28 per cent of households comprise one person – half of whom are over 65. The highest proportions of lone pensioner households are found in Hereford and the market towns.

In 2012-13 Herefordshire had a much lower rate of emergency hospital admissions for falls in people aged 65 and over (1,428 per 100,000) than England or regionally (2,011 and 1,951 respectively). This also applies to emergency hospital admissions for hip fractures in people aged 65 and over in Herefordshire. Excess winter deaths for those aged 85 and over in Herefordshire are similar to national figures for the 3 year period 2009 to 2012.



Herefordshire
has a lower rate
of hospital
admissions for
falls for over 65s

From interview studies, over 60 per cent of people would prefer to die at home when the time comes. However it is also known that patients' preferences can change over time as their illness progresses. Therefore both determining and ensuring a patient's preferred place of death where possible is an important component of care at the end of life. Monitoring actual place of death figures for Herefordshire residents is therefore important but should be interpreted alongside these other less quantifiable measures. Figures from 2004 to 2012 show that Herefordshire has a hospital death rate of around 48 per cent (34 per cent of deaths occur at Hereford County Hospital specifically) – significantly lower than the national figure of 55 per cent. Deaths at a person's usual dwelling (home or care home) were relatively high at 45 per cent in 2012. There is also a steady rate of nine per cent of deaths occurring in a hospice, which is also relatively high compared to other hospices in the West Midlands due to St Michael's Hospice's open policy of admitting patients who identify it as their preferred place of dying irrespective of diagnosis.

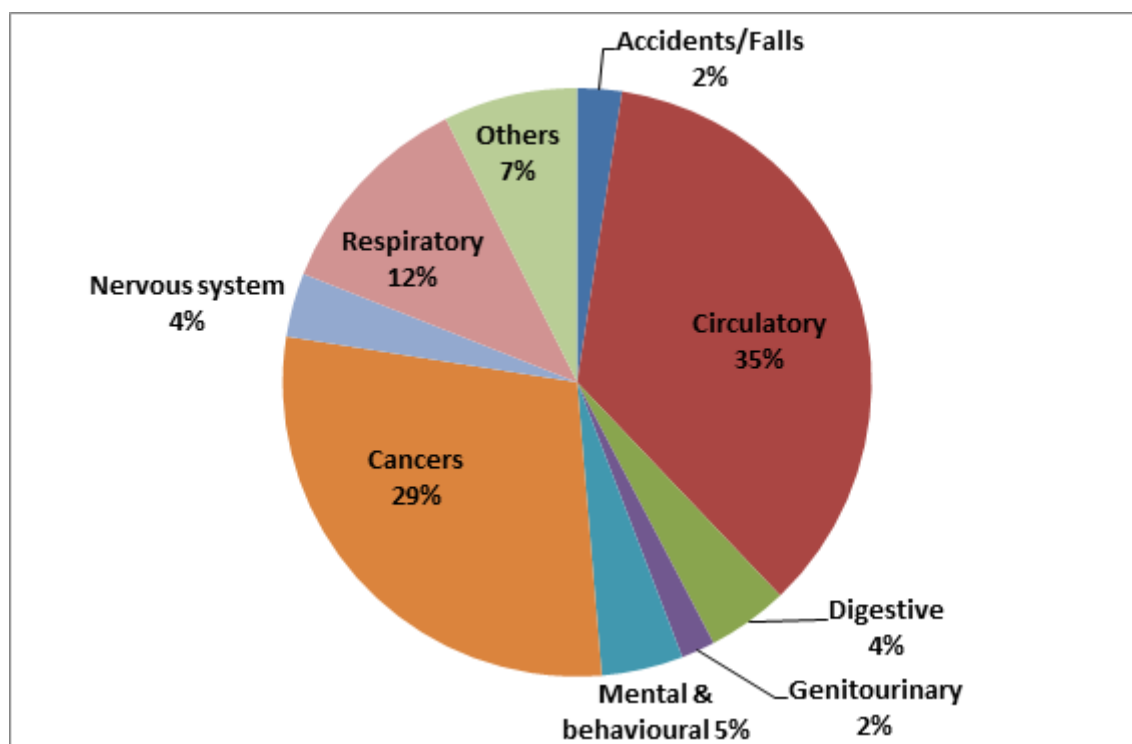
Being well

This is an overview of the healthy life expectancy, ill-health (morbidity) and premature mortality of Herefordshire's population included in the public health outcomes framework (see the [public health outcomes framework tool](#) for more detail and data). The health of people living in Herefordshire is generally better than that of the England average; with higher life expectancies at birth and lower inequalities in local health outcomes. However, even within this context the effects of deprivation produce demonstrable inequalities – residents living in the most deprived areas generally have a shorter average life expectancy at birth and spend a greater part of that life expectancy with a disability when compared with residents of less deprived areas (see figure 4 earlier in the document). Smoking related mortality rates are over 40 per cent higher amongst people living in the most deprived quartile than in the county overall. Adults (35+ years) residing in the most deprived areas are a third more likely to be admitted to hospital as a consequence of their smoking than the population of Herefordshire overall.



Herefordshire's mortality rate is consistently lower than that of England and Wales (by around nine per cent in 2012) with approximately 1,900 deaths of county residents a year. Three disease groups account for almost 75 per cent of all mortality in the county: circulatory diseases (such as coronary heart disease and stroke), neoplasms (cancers) and respiratory diseases. Mortality rates are significantly lower in Herefordshire than nationally for cancers in general and lung cancer specifically. However Herefordshire experiences significantly higher mortality from strokes compared with England generally. The chart in **figure 6** shows the main underlying causes of death for residents in Herefordshire.

Figure 6: Underlying cause of death in Herefordshire (2009-13 mortality data)



Note: Digestive diseases include intestinal disorders and alcohol-related conditions such as chronic liver disease and cirrhosis. Prominent among 'other' causes of mortality are deaths before or within a month of birth (peri- and neonatal), intentional self-harm, senility, diabetes and infectious diseases such as septicaemia.

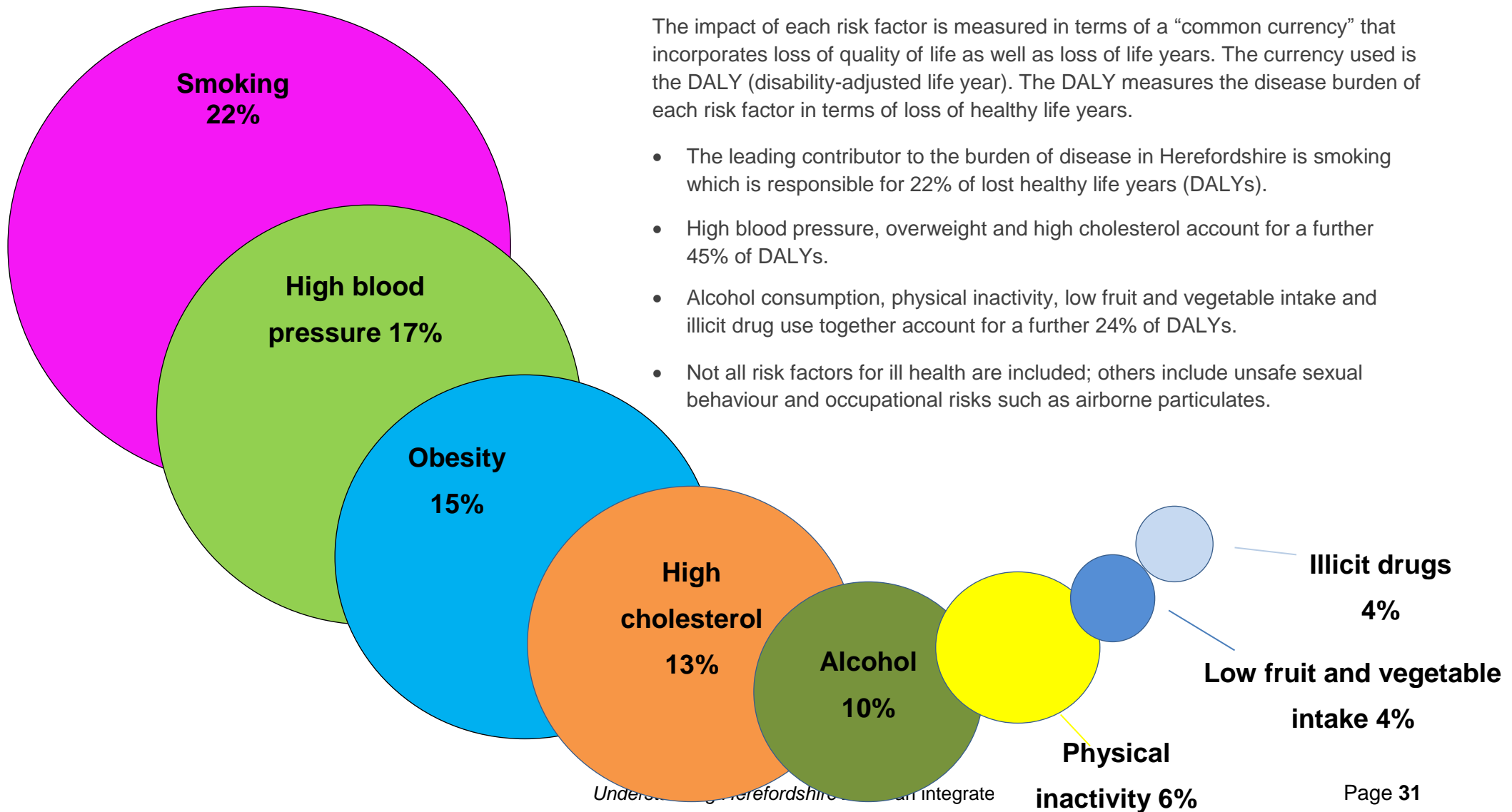
Almost a third of mortality in Herefordshire during the period 2008-12 was 'premature' (deaths under the age of 75 years), with approximately 350 people dying each year from preventable causes. The main risk factors contributing to early death and the burden of ill health are shown in the 'caterpillar' diagram in **figure 7**.

There were approximately 43,450 hospital admissions (excluding transfer admissions) per annum among Herefordshire residents across the five years 2008/09 – 2012/13.

Maternity-related admissions account for around 22 per cent of all non-elective admissions. Pneumonia and abdominal/non-specific chest pain are the most common causes of emergency admission. Breast cancer and cataract are the most common causes of elective admission. Rates of elective and non-elective admission are significantly higher among the most deprived population quartile of the county. There were around 46,800 accident and emergency attendances of Herefordshire residents at Wye Valley NHS Trust over the last four quarters for which data is available, leading to approximately 11,200 hospital admissions.

Figure 7: Risk factors contributing to the burden of ill-health Herefordshire 2009-13

Source: ONS Mortality Data, 2009-13; The World Health Report 2002, WHO



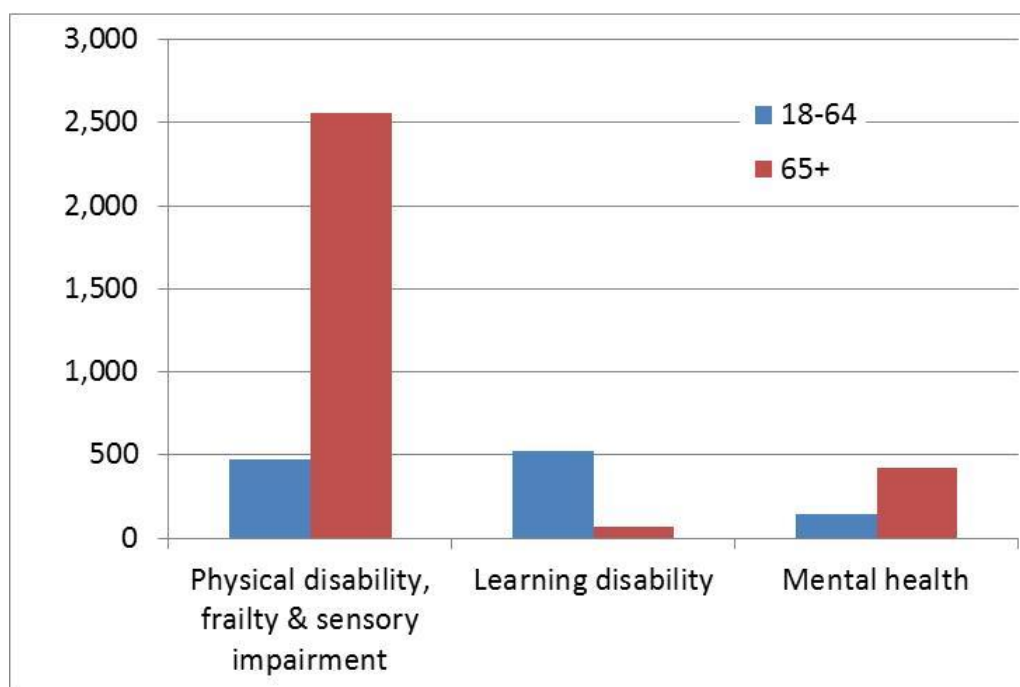
Living well: communities and protecting the vulnerable

Vulnerability depends on a person's circumstances – for example someone may be vulnerable if in receipt of social care or a health problem or disability which affects their ability to live independently. These circumstances may not be long-term, for example they could have been a victim of crime.

Adult social care

Adult social care and support in Herefordshire is provided by the council working with organisations like private care homes, home care agencies and other organisations to deliver services on its behalf. Adult social care is provided to people with needs defined as 'critical or substantial'. In 2013-14 the local authority funded adult social care for 4,200 people aged 18 and over. 72 per cent received this care mainly because of a physical disability, frailty or sensory impairment, 14 per cent for a learning disability, 14 per cent for mental health and less than half a per cent for substance misuse and the general category of 'vulnerable people'. Nearly three quarters of adult social care clients are aged 65 and over, however most clients with a learning disability are aged 18 to 64 years as shown in the chart below.

Figure 8: Number of people who received social care by primary client type and age (2013-14)



Note: excludes the primary client type 'vulnerable people' & 'substance misuse' (< 0.5%)

The remote and rural location of Herefordshire creates difficulties in recruiting and retaining social work staff – likely to be exacerbated with increased demands in 2014-15 and 2015-16. This is encountered across the wider social care workforce resulting in care cost and quality challenges. Despite this 46 per cent of **social care users** have as much social contact as they would like according to the 2013-14 [adult social care survey](#) which was similar to rates for England and comparator councils (43 and 44 per cent respectively). However, a much lower proportion of adult **carers** (who provide unpaid care) report this – just 28 per cent said they have as much social contact as they'd like in 2012-13, much lower than nationally and regionally (41 and 40 per cent respectively). Most people receiving social care in Herefordshire are happy with the service they receive (65 per cent) which is similar to nationally and comparators, with 86 per cent saying in 2013-14 that the social care services they receive have made them feel safe and secure). Herefordshire has lower than national average rates of delayed transfer to care from hospital to social care and is in the lowest quartile nationally (March 2014).

Recent research based on national prevalence rates estimates that there are 2,000 people in the county with [autism](#), 90 per cent of whom are male. People with autism have a wide spectrum of need with many requiring no support at all. The number of adults with autism, who also have a learning disability, is estimated to be between 600 and 900. Information about need amongst children is collected locally. As at January 2013, 124 children were 'statemented' as having autism as their primary category of need, and a further 43 had autism as a secondary need. Further work is needed to understand needs amongst the adult population.

Social capital – volunteering and caring

Herefordshire has high levels of [volunteering](#) with 34 per cent of adults reporting that they had given unpaid help to a group, club or organisation at least once a month in 2012 compared to 29 per cent in 2008 and 23 per cent in England overall in 2008 ([Quality of life survey](#)). Those living in the most rural parts of the county were more likely to have volunteered and those living in the most deprived areas of the county the least likely to do so. In the latest survey there was no evidence to suggest that volunteering varies by age, by whether or not volunteers are disabled, or whether they have children or not.

The 2011 Census recorded that 21,000 residents (11 per cent) were providers of at least an hour a week of [unpaid care](#) to family members, friends, neighbours or others because of long-term ill-health or disability or problems related to old age – an increase of over 3,000 and one percentage point since 2001. This included 6,700 who were providing 20 hours or more. There is some uncertainty around the true number of carers, as local surveys have found higher rates – from 19 per cent of over 16s in the [Herefordshire](#)

Health and Well-being Survey 2011 to 34 per cent of over 18s in the *Quality of Life Survey 2012*. The difference is largest amongst those providing (and reporting) lower amounts of care.

Under the age of 65, women are more likely to be carers – in 2011 those aged 50-64 were the most likely to provide 1-19 and 20-49 hours of care per week (25 per cent and 18 per cent respectively). Over 65s were the most likely to be providing 50+ hours, with no difference in likelihood between genders (5 per cent of both men and women), although in absolute numbers this equates to 970 women and 850 men.

Just over 4,000 carers are currently registered with Herefordshire Carers' Support, including 300 young carers and 750 parents caring for a child with a physical or mental disability. The majority (70 per cent) of registered carers whose age is known are aged 41-80, and most (52 per cent) care for someone over 60. The cared for exhibit a variety of conditions: 56 per cent have physical disabilities, 21 per cent learning disabilities and 23 per cent a mental illness. The single biggest reason for providing care is some form of dementia, but this is still only identified for just over 300 carers.

High proportions of carers who were receiving support from Herefordshire Council in 2012 – almost three-quarters of whom were providing 50+ hours a week - didn't feel they had enough time to do things they enjoy (89 per cent), control over their lives (80 per cent), social contact (72 per cent), or encouragement and support (66 per cent).

Safer communities

The majority of Herefordshire residents **feel very or completely safe** (53 per cent) and Herefordshire generally has a **lower rate of crime** per head of population than across England and Wales (49 per 1,000 compared to 64 per 1,000). This is reflected in the individual crime types with only three crime types out of 17 ('sexual offences', 'miscellaneous crimes against society' and 'non-domestic burglary') having more offences committed per head of population than across England and Wales. The last three years have seen some convergence, with crime rates in Herefordshire decreasing more slowly than across England and Wales. Crime is **concentrated in Hereford City and the market towns**, particularly Hereford City Centre. This is true for all crime types except 'burglary other' where the highest rate was in rural areas, particularly the Golden Valley. Based on the volume and **cost per crime**, 'violent crimes with injury' and 'sexual offences' appear to cost the county the most in terms of preventing crime, the impact on victims and in response to the crime.

The number of sexual offences in the county has increased considerably in the last two years, although this may be due to reporting of 'non-recent offences' with the recent

national attention on such crimes. The number of offences compared to other crime types is low, but the cost of these crimes to society (particularly the physical and emotional costs for victims) means that the number is not insignificant.

The **'misuse' of alcohol** in the county impacts a number of areas, particularly for the police and health services. Alcohol is linked to a large proportion of **violent crime** and is particularly related to the night time economy. It is also implicated in domestic abuse.

The health impacts of alcohol disproportionately affect deprived areas of the county (see 'Being Well' section). The numbers of victims of violent crimes with injury and alcohol-related assaults reporting to A&E have decreased over the last few years. In 2013 there were significant reductions in both the number of alcohol-related attendances at A&E (thirty per cent reduction) and violence against the person offences (five per cent reduction).



Alcohol related attendances at A&E dropped by 30% in the last year

The number of **domestic violence** and abuse (DVA) offences and incidents is fairly comparable to other areas of the West Mercia police force. However, there has been some increase in both DVA offences and incidents in the last two years, a fact which is reflected in violence against the person offences. Domestic violence and abuse was highlighted as a concern in *Understanding Herefordshire 2013*. The collection of information by agencies in the county has been improved in the last year as a result of recommendations in the **Domestic Abuse Needs Assessment**. There are however still some gaps in our understanding of the breadth of domestic abuse and how victims interact with the spectrum of public services in the county.

The number of **antisocial behaviour** (ASB) crimes and incidents in the county has seen a continual decrease in the last three years. The number of ASB incidents recorded by the police, however, is still quite large (7,900 in 2012-13 – 15 per cent of all incidents). In 2012-13 14 per cent of people were fearful of antisocial behaviour in their area. Residents of the most deprived areas were most likely to think ASB was an issue. There is a need to further understand whether ASB is decreasing universally across the county or whether certain hot spots are bucking this trend.

The number of **drug offences** committed in the county has increased at a far greater rate than any other type of crime, although rates remain below those nationally. Drug related admissions to hospital saw a considerable increase in 2012-13 and evidence suggests that drug related mortality is increasing. The number of problematic drugs users (per head of population) is similar to that nationally. The rate of drug users in the county who successfully completed drug treatment was half the national rate for both opiate and non-opiate users - 4 per cent and 19 per cent in Herefordshire compared to 8 per cent and 40

per cent across England. Both rates were lower for Herefordshire in 2012 than in the previous two years.

The number of people **re-offending** over the last three years has been consistently higher than would be expected given the characteristics of the cohort, although not statistically significant.

Herefordshire continues to have a significantly higher rate of first time entrants (aged 10 to 17) to the **youth justice system** compared to the West Mercia rate. More detailed analysis is required to ascertain the reasons for this but higher detection rates and lower rate of community resolutions appear to offer some answers. The use of community resolution is also thought to influence performance throughout the youth justice system.

In a continuation of the general trend in the county over recent years, the number of people **killed or seriously injured (KSI) on Herefordshire's roads** has continued to decrease. During 2013 numbers of KSI casualties reduced to some of the lowest recorded – the last quarter (October-December) was an exception being a third higher than the same period in the previous five years. The 61 casualties recorded in 2013 included 5 fatalities and 56 serious casualties resulting from 54 collisions. Child killed or seriously injured casualties (which make up part of the overall figure) also reduced by 40 per cent over our 2005-09 baseline to a total of 7 during 2013.

Over the last ten years Hereford and Worcester Fire and Rescue Service have seen a considerable decrease in the number of fires that they attend (-30 per cent) as well as a decrease in the number of false alarms (-11 per cent). The Fire and Rescue Service also recorded a decrease in 'special service' incidents, which includes road traffic collisions, flooding, people and animal rescues and spills/leaks (-20 per cent). This longer term trend hides an increase of fires attended in the last two years (+16 per cent between 2009-10 and 2011-12). The areas of greatest risk are centred on Hereford City. Nationally increased fire risk tends to correspond to areas that are more deprived. This seems to be the case within Herefordshire as well to some extent.

Living well: the place aspect of living

Access to services

Providing services to a scattered population across a large geographic area is a challenge. The 2012 Quality of life survey found that some residents in Herefordshire find it difficult to access services: one in five found it difficult to use a **post office** (getting there and back); one in four found it difficult to see their **GP** (suitable appointments); just under one in three found it difficult to see an **NHS dentist** (mainly registering with one) and one in four found it difficult to access **public transport** (lack of services at suitable time). A consultation on bus service subsidy reduction in spring 2014 found that most people showed a preference for reducing services on Sundays and evening services on weekdays and Saturdays. Also notable was the large majority of people who said they wouldn't be interested in volunteering for a community transport scheme where this could provide an alternative for public buses. Most who responded to the survey were bus users – when asked what they would use an alternative to the bus most said there wasn't one or that they would use the car.

The majority of county residents (83 per cent) in 2012 had **access to broadband at home**; half found it adequate but 44 per cent found it too slow for their needs. Of the 17 per cent without broadband, a quarter wanted it but didn't have a computer or the service

83% of residents
had access to
broadband at home

was unavailable or not affordable; although more than half did not want it. Analysis of Mosaic data to show likely preferred ways of obtaining information suggests that the county has a very sizeable population of people who are unlikely to use the internet, for reasons not purely related to lack of broadband service in remote areas. Access to a good

broadband service is a particular issue for residents and businesses in rural parts of the county and is being addressed through the Fastershire project, which will deliver a minimum service of 2Mbps to all and over 30Mbps to around 90% of premises by the end of 2016. There are no guarantees that all rural business parks will benefit from >30Mbps services and an assessment is underway to identify risks to delivery for these sites.

Housing

Housing is a fundamental requirement for good health and wellbeing. Inequalities in a range of health issues can be tracked to the quality of housing, examples include the effects on the general quality of living and mental/general health, people rough sleeping when their housing needs are not met

Herefordshire has the
least affordable housing
(in comparison to
earnings) in the West
Midlands

and terminal illness or death due to inadequate living conditions.

In Herefordshire, the difficulties in acquiring housing are compounded by having the worst **affordability** level within the West Midlands region; with houses at the lower end of the market costing around 8.6 times the annual earnings of the lowest earners. This puts greater pressure on the affordable housing options that are available across the county and with a high demand against limited supply, there is a substantial shortfall. The [Local Housing Market Assessment 2013](#) identified that to balance the housing market over the longer term (2011-31) an average of 35 per cent of new homes built would be a viable level of affordable housing. The report recommended a range of tenures to cater for a range of housing needs and a range of circumstances, particularly for those that can afford to pay more than social rents but still cannot access the market. In 2013-14 an additional 116 affordable homes were delivered, incorporating standards such as 'lifetime homes' to enable properties to be adapted to meet the occupants changing needs over time.



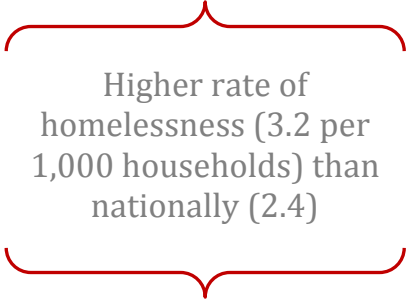
171 empty properties were brought back into use in 2013-2014

Efficient use of existing properties is also fundamental and in 2013-14 171 **empty properties** were brought back into use, of which 55 were classed as 'long-term empty' (more than six months).

A priority for Herefordshire is to provide a range of choices, advice and support for residents; **enabling vulnerable people to live independently** and remain in their homes as long as possible (for example through schemes such as the 'You At Home' handyman service). Of the new homes delivered, the needs of all vulnerable groups, particularly older persons, those with learning and physical disabilities and mental health issues will need to be addressed. Further work is being undertaken to identify and address specific needs.

A study of the housing and [support needs of older people in Herefordshire](#) in 2012 recognised the current level of home ownership (nearly 80 per cent) and equity in the older people's market and the potential to use new housing developments suitable for older people as a driver to rebalance the housing market. There is a need for a much more diversified housing market that provides a range of housing choices for older people, including two-bedroomed properties to purchase that are attractive to those who are currently under-occupying, mixed tenure extra care housing, more specialist housing provision for people with dementia and learning disabilities and a growth in the level of sheltered housing for sale and shared ownership. It is also recommended to enhance the provision of technologies such as telecare and 'floating' support to allow people to remain independently in their own homes.

A separate accommodation and needs assessment for Gypsies and Travellers is near completion to update the 2008 assessment which identified the need for 83 pitches between 2008 and 2012 and a further 26 pitches by 2017. To date 49 pitches have been delivered or identified against this figure. In addition, funding was successfully acquired in 2013 to update and refurbish 53 council-owned pitches.



Higher rate of homelessness (3.2 per 1,000 households) than nationally (2.4)

In 2013 the housing solutions team worked with 1,130 households at risk of homelessness, of which 756 (67 per cent) were prevented from becoming homeless.

The remaining 374 households applied as homeless, of which 248 were accepted as statutory homeless. The number accepted as homeless was a slight increase on the numbers in 2012 and 2011 (both 245), and remains much higher than previously (171 in 2010 and 187 in 2009). The rate of homelessness (3.2 per 1,000 households in 2012-13) was notably higher than nationally (2.4). Fewer homelessness cases were due to parents/other or relatives/friends no longer willing to accommodate the applicant (37 per cent in 2013 compared to 39 per cent in 2012) but more were due to the termination of an assured short-hold tenancy (26 per cent in 2013 compared to 17 per cent in 2012). Domestic abuse accounted for a smaller proportion in 2013 (13 per cent) than in 2012 (15 per cent).

The introduction of an Allocations Policy in 2014 will support recent legislative changes and ensure that affordable housing is allocated to those in greatest need, Making a homeless application will no longer be a direct route into affordable housing. Resources will be freed up to focus on those who most need them by a new online advice tool that will empower other residents to make their own housing, training and employment decisions.

The last decade has seen a large increase in the number of **concealed families**, i.e. those that live in a household containing more than one family (including grown-up children who have a spouse, partner or child living in the household; elderly parents living with their family; or unrelated families sharing a home). Concealed families can be used as an indicator of housing demand for planning purposes, as this group potentially includes those interested in future household formation. In 2011 there were almost 850 concealed families, an increase of 87 per cent on 2001 compared with 70 per cent nationally; whereas unconcealed families increased by five per cent in the county.

This increase could be related to a combination of the affordability of housing and the availability of finance since the credit crunch. There may also be some connection to increased migration following the expansion of the European Union, since the 2011

Census shows that a relatively large proportion of people in the white non-British ethnic group live in some form of shared housing. The most common type of concealed family was couples with no children, accounting for 49 per cent of concealed families. The 'heads' of just over half of the concealed families were aged under 34, mostly either lone parents with dependent children or couples with no children. Of all family types, lone parents with dependent children were most likely to be concealed (five per cent of this family type were concealed).

Energy efficiency in all residential dwellings has improved to above the national average, but although the standard of insulation has improved this is counterbalanced by increases in domestic fuel prices. This is reflected in an increase in the percentage of households experiencing fuel poverty in the country (from 21 per cent in 2006 to 24 per cent in 2011). A new measure based on just those on low income who experience high fuel costs shows Herefordshire to have one of the highest rates of fuel poverty nationally (15 per cent of households – in the top 10 per cent of local authorities). The causes of fuel poverty (low income, poor energy efficiency and energy prices) have been linked to living at low temperatures, which in turn has been found to lead to a range of negative health outcomes.

Volatility in **energy prices** poses a challenge for households and businesses. Although both appear to have taken greater advantage of renewable energy and energy efficiency schemes locally than nationally, and homes are on average more efficient, there are still considerable opportunities for improvement. For example in 2011 just over half of all houses had below the recommended level of loft insulation. Furthermore, half of households in the county were assessed as being suitable for solar photovoltaics, but only three per cent had had them installed by the end of 2013 and the rate of installation in 2013 was a third of what it was in 2012. Take up of domestic energy efficiency measures under the new Green Deal initiative is very low – just below 900 households *nationally* have had measures installed. More homes (385 in Herefordshire) were treated under the Energy Company Obligation, designed to help the most vulnerable and hard-to-treat homes, although this represented a lower rate than nationally (five per 1,000 households locally compared to 21 across Great Britain).

Environment and transport

The county's **natural and historic environment** is important for residents, businesses and tourism. Access to local green space and nature areas improves public health and well-being and can be a useful tool for education. The proportion of wildlife and geological [sites in positive management](#) and favourable condition has improved

considerably over the last five years, but the latest data shows a reversal of this trend (52 per cent in 2012-13) as a result of no funding for activity in that year.

Emissions of CO₂ are greater in Herefordshire (8.0 tonnes of CO₂ per head) than across the UK (6.9)

The amount of **household waste** produced in Herefordshire has fallen by 17 per cent since 2002-3, however the proportion of waste landfilled (57 per cent in 2011-12) remains relatively high compared with other unitary councils where the average proportion was 35 per cent. Whilst Herefordshire has a recycling rate that is close to that nationally more goes to landfill because less is diverted from landfill to energy from waste plants or to composting. The development of a new energy from waste plant means that in future a smaller proportion will go to landfill.

Generally speaking the county has low levels of **air pollution**, although there are still **air quality management areas** in Hereford, Leominster and Pencreig. Emissions of carbon dioxide decreased in 2011 (in line with the national trend), but emissions per head of population in the county (8.0 tonnes of CO₂) remained above those nationally (6.9). Water quality in parts of the rivers Wye and Lugg is such that measures are required to ensure that protected species are not adversely affected in the long term, in particular while enabling development to take place. A **nutrient management plan** has been developed to address the issue.

There are a lack of **transport options** for many rural communities and high car ownership levels. The last decade has seen a 15 per cent increase in household car ownership, although this is not reflected in traffic flows of recent years, with volumes in Hereford City and wider county having decreased. The national census undertaken in 2001 and 2011 reveals that Herefordshire residents' **choice of transport to get to work** has remained largely the same in the ten years. The proportion of people working from home in Herefordshire increased over the decade from 15 per cent in 2001 to 17 per cent in 2011. Of those who did travel to work there has been no change in the proportion who travelled by car (58 per cent) or on foot (12 per cent) between 2001 and 2011 - however there has been a decrease in those who travel by bus/coach (3 per cent in 2001 compared to 2 per cent in 2011). The proportion of residents who cycle to work was 4 per cent in both years. Herefordshire has one of the highest rates of cycling compared to similar rural authorities (ranked sixth out of 48) and Hereford City ranks highly against urban districts of a similar size (ranked fifth out of 59).

There are opportunities through the council's **Destination Hereford** project to increase the number of people walking, cycling, car sharing and using public transport through its behavioural change campaign. Car-sharing using the 'Park and Share' schemes which

currently provide 34 dedicated sites across the county (providing 324 spaces) provide another alternative (currently 57 users). There are also potential economies of scale through the integration of transport journeys for health, social services and education, particularly for dispersed populations. Despite road traffic being forecasted to increase in the future, more efficient vehicles are expected to reduce average driving costs and emissions. The council has installed ten electric vehicle charging points around the county to encourage the use of electric vehicles in the future.

Recommendations for filling the gap in our evidence base

This report and the underlying evidence should be used as a basis for business planning and intelligent commissioning. Recommendations for filling the gap and improving our evidence base are as follows:

- **Mental health needs assessment (2014-15):** to identify present and future needs for mental health and well-being services including engagement with key partners to understand how these needs may be met. To include an understanding of the prevalence of mental health conditions and wider well-being needs of the population in the county and a literature review of clinical effectiveness of interventions to meet needs. To generate recommendations to support future planning and commissioning.
- **Residents' survey** to measure perceived quality of life, satisfaction with public services, volunteering, unpaid care, access to services including broadband at home.
- **A joint community needs assessment** by the local authority and key partners in the public, independent and voluntary sectors to identify the strengths and resources available in the community to meet the needs of children and families. A focus on the capabilities of the community – citizens, agencies and organisations can provide a framework for developing and identifying services, gaps in provision and early intervention solutions to building communities that support and nurture children and families. In the long term, all partners can develop a community strategy underpinned by an asset based approach to building social capital so that children and families may access wider support networks and reduce their dependency on public services.

For further information, please contact Herefordshire Council's strategic intelligence team on 01432 261 944 or e-mail

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