


**Understanding Herefordshire  
Snapshot - July 2016**



**Herefordshire**


**95%** is rural with areas of outstanding natural beauty

**187,200** residents over 842 square miles

Dispersed population with 4<sup>th</sup> lowest population density in England (around 1 person per kilometre)

Migration is sole driver of population

Older population structure and rising



## Deprivation

# 11%

of the population live in deprived areas of Herefordshire, such as south Hereford, Leominster, Bromyard and Ross



These areas are among the most deprived in England (lowest quartile).



In some areas, 1 in 4 children live in a deprived household



## In Herefordshire



# 4

major causes of death

cardiovascular diseases, respiratory diseases; alcohol specific deaths and smoking related deaths.



### In Herefordshire



Alcohol misuse, physical inactivity, low fruit and vegetable intake and illicit drug use account for the majority of preventable premature mortality, disability and injury.








### In Herefordshire



Alcohol is linked to a large proportion of violent crime and is implicated in domestic abuse.









**If born to a deprived household, in 15 years time a child is likely to:**

-  offend and possibly end up in prison
-  depend on alcohol and drugs
-  be a teenage parent
-  become overweight, leading to being bullied, losing self-esteem, doing badly in school
-  not attain good grades at GCSE level










**If you are a man living in a deprived community, you are likely to:**

-  be unemployed
-  be over weight or obese
-  be a heavy smoker
-  end up in hospital for smoking related illnesses
-  not physically active & have an unhealthy diet
-  Die or prematurely die from respiratory diseases (twice as likely)



**If you are a woman living in a deprived community, you are likely to:**



-  end up in hospital for alcohol specific conditions and respiratory diseases
-  are not physically active & have a unhealthy diet
-  have Type 2 diabetes or other chronic disability
-  smoke whilst pregnant
-  become a mother when you were a teenager
-  drink heavily
-  be unemployed



**Living in Herefordshire**

**81**

Men:  
May live up  
to 81 years



**84**

Women:  
May live up  
to 84 years



but ...

# you may not live healthily in old age...



Over 10% of residents over 60 years old live in income deprived households, meaning you are more likely to:

Be in hospital or other residential care setting for longer

Be less independent and rely on state care for longer

