



Appendix B - LTP Update - Background and Context

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1. Summary of Findings

Population

- 1.1. Herefordshire is a sparsely populated rural county of 187,100 people ([Census 2021](#)), with 86 people per square kilometre, compared to the West Midlands average of 2,000 people per square kilometre ([Census 2021](#)). In comparison, Herefordshire is approximately the same geographic size as Nottinghamshire but the latter has a population which is 6 times larger ([Census 2021](#)).
- 1.2. Herefordshire has an older than average population, with 26% of the resident population aged 65+, compared with 18% for England as a whole ([Census 2021](#)).
- 1.3. 95% of the land in Herefordshire is classified as rural ([Office for National Statistics, 2021](#)).

Economy

- 1.4. Herefordshire has lower wages than England as a whole, with a median weekly pay of £543 (15% lower than the UK median pay) ([ONS Annual Survey of Hours and Earnings 2022](#)).
- 1.5. The county's largest and most strategic employment site is Rotherwas Industrial Estate / Skylon Park, on the south-eastern edge of Hereford; outside of this, several of the county's major employers are located in rural areas.
- 1.6. The county has relatively good full fibre broadband connectivity, with 50% of premises in the county having availability, compared to 42% nationally ([Ofcom Connected Nations 2022](#)). 91% of premises have access to superfast broadband; these levels are higher than several of the neighbouring authorities.

Transport

- 1.7. Herefordshire as a whole has higher levels of household car ownership than the England average, with 86% households having one or more cars/vans in 2021, compared to the

England average of 75% ([Census 2021](#)). There has been a 2.3 percentage point increase in car ownership in Herefordshire over the ten year period between the 2011 and 2021 censuses.

- 1.8. Light goods vehicles (vans) represent 12% of vehicles registered in Herefordshire (18,100 vehicles). In comparison heavy goods vehicles comprise 1.3% of registered vehicles. ([DfT Statistics Table VEH0101 2022](#)).
- 1.9. 4.9% of private cars registered in Herefordshire at Q3 2023 were 'other fuel types' (not petrol or diesel) compared to 6.2% for England overall ([DfT Statistics VEH0105, 2023](#)) suggesting lower than average uptake for low emission vehicles.
- 1.10. The county has direct but slow rail links to surrounding major cities, with generally one train per hour on each line, although the Marches line has uneven gaps between services. The county itself has only four rail stations, although there are rail stations located in neighbouring counties that serve parts of Herefordshire, such as Abergavenny.

- 1.11. Many of the core bus routes radiate into/out of Hereford city centre, and journeys between the other market towns tend to require interchange in Hereford city ([Hereford Transport Strategy Review 2020](#)). Bus connections from market towns into Hereford generally operate on hourly or two-hourly frequencies ([Herefordshire Bus Service Improvement Plan 2021](#)).
- 1.12. In 2021 (at a time of Covid restrictions), 79% of Herefordshire commuters travelled by private car, an increase from 69% in 2011. This compares to a 2021 average of 65% for England . However, a higher proportion of Herefordshire residents travelled to work in 2021 via active modes (18%) compared to the England average (14%) ([2021 Census TS061](#) & [2011 Census QS701EW](#)).
- 1.13. A greater proportion of Herefordshire's employed residents travel over 10km to work than the England average (24% compared to 17%) ([Census 2021 TS058](#)). 55% of commutes by rural residents are longer than 10km.

Road Safety

1.14. In 2021, there were 311 reported road collisions resulting in personal injuries in Herefordshire, 50 fewer than were reported in 2019 (DfT Statistics RAS0403, 2021). At a national level, the majority of fatal and serious road collision casualties are on 60mph speed limit roads (DfT Road traffic statistics, 2021).

Carbon

1.15. Pre-Covid in 2019, Herefordshire was estimated to produce 0.4 megatonnes of carbon dioxide equivalent (MtCO_{2e}). An estimated 26% of Herefordshire's total carbon emissions were generated from transport ([BEIS 2019](#)). This is lower than the UK average of 31%, mainly due to the larger scale of emissions from agriculture and manufacturing in the county.

1.16. Out of Herefordshire's total estimated transport carbon emissions, 88% were from trips either starting, ending or being made entirely within Herefordshire ([BEIS 2019](#)).

Environmental Context and Protection

1.17. There are currently two Air Quality Management Areas (AQMA) in the county designated due to poor air quality (Hereford city centre and Bargates in Leominster). Nitrogen Dioxide levels in the Hereford city AQMA are now slightly below the national objective levels, having reduced since the AQMA was designated in 2001. However, Nitrogen Dioxide levels at the Bargates AQMA remain above the national objective.

1.18. Only 22% of Sites of Special Scientific Interest in Herefordshire were in favourable condition in 2016 – although this is an improvement from 13% in 2012 (Natural England 2023).

1.19. There are significant concerns over the excessive amount of phosphates entering watercourses across the Wye catchment (EA 2023), causing algal blooms and harming biodiversity.

Health and Activity

- 1.20. In Herefordshire, 21.3% of the population are inactive (active for less than 30 minutes a week). This is lower than the national average of 25.5%. (Active Lives Survey 2021).
- 1.21. In Herefordshire, the proportion of the population with Life Limiting Conditions is 19%, just above the national average of 18% (Understanding Herefordshire).

Hereford City, Market Towns and Rural Areas Profiles

Sub-Heading	Hereford City ¹	Market Towns ²	Rural Areas ³
Population	Hereford City has a population of around 64,000, around a third of the county's total (Census 2021).	21% of the county's population live in the county's five market towns (Census 2021). The largest towns are Leominster and Ross-on-Wye, both with populations of around 11,000. Ledbury has around 9,000 residents, Bromyard has 4,300 and Kington 2,700.	73,000 people live in the rural areas, accounting for 39% of the county's population (Census 2021).

¹ Hereford City is defined by the following Middle Super Output Areas (MSOAs); Herefordshire 010, 011,012,013,014,015,016 and 017.

² The Market Towns are defined by the following MSOAs; Herefordshire 002, 003, 005, 006, 019 and 022.

³ The Rural Areas are defined by the following MSOAs; Herefordshire 001, 004,007,008,009,018, 020,021 and 023.

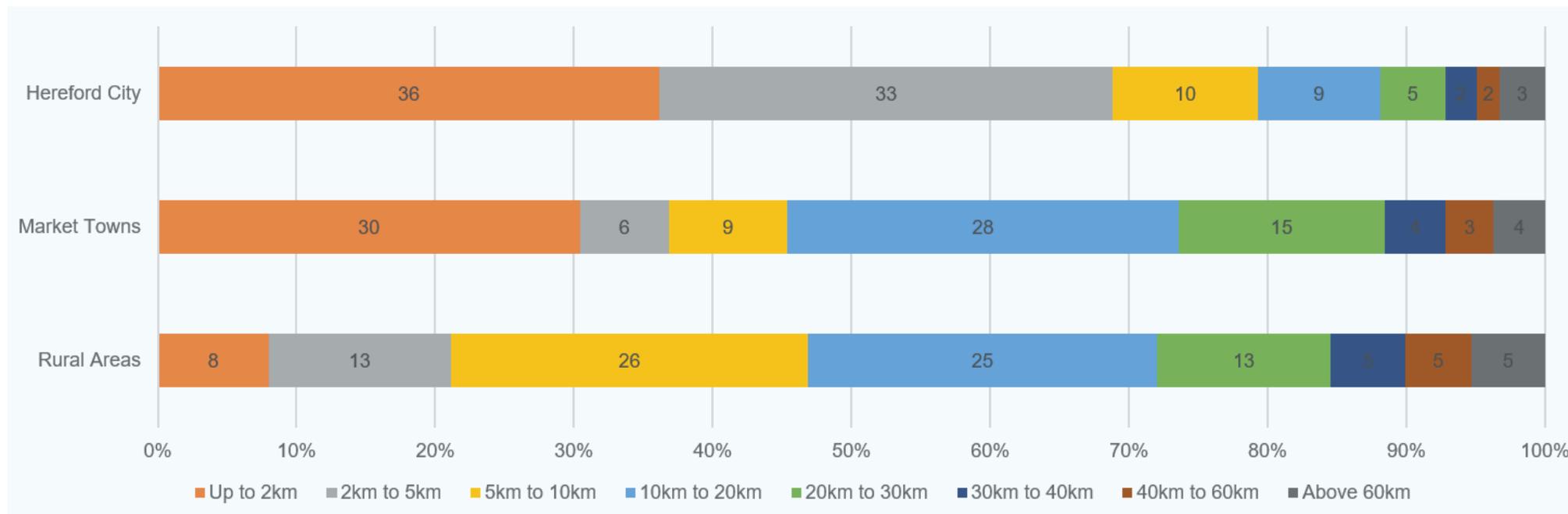
Sub-Heading	Hereford City ¹	Market Towns ²	Rural Areas ³
Age	<p>The city's population has a younger age profile than the county as a whole, with relatively high proportions of young adults and young children. 54% of the city's population is under 45 years of age (Census 2021).</p>	<p>The market towns have a similar population age profile to the county average (Understanding Herefordshire 2023). The towns have a slightly smaller than average proportion of residents of working age (16-64 years) compared to the UK population (44% compared to 47%).</p>	<p>Rural areas within the county, have the highest proportion (46%) of people aged between 50-70 years. People aged 65 or over, make up 33% of the rural population. With 41% of the rural population being 45 years or under. (Census 2021).</p>

Sub-Heading	Hereford City ¹	Market Towns ²	Rural Areas ³
Public Transport	<p>The city of Hereford has the most extensive public transport provision in the county, with buses generally operated without public subsidy on half hourly or hourly timetables (Herefordshire Council BSIP 2021). Hereford rail station is the county's busiest train station, with just over 1 million passenger entries and exits in 2021/22 (Office of Rail and Road Table 1415 2023).</p>	<p>Two of the five towns (Ledbury and Leominster) have rail stations, with generally hourly frequency daytime services into Hereford. Most towns (except Bromyard) have hourly or two-hourly bus connections into Hereford city (forming the core bus network).</p>	<p>Public transport access for rural communities is very variable. Some benefit from a location on the core radial bus network; others have a limited number of infrequent daily services or services on certain days only. Many rural areas have no public transport access at all.</p>

Sub-Heading	Hereford City ¹	Market Towns ²	Rural Areas ³
Commuting distance	<p>69% of commuter journeys made by Hereford residents are shorter than 5km (Census 2021). See Figure 1 below.</p>	<p>Whilst 37% of residents in market towns travel less than 5km to their workplace, around 50% travel over 10km to get to work.</p>	<p>21% of rural residents travel less than 5km to their workplace. 53% of commutes made by rural residents are over 10km in length.</p>
Access to facilities	<p>Hereford city has the widest range of facilities and services in the county. This includes specialist healthcare and further education.</p>	<p>Each market town has a range of facilities and services catering for the surrounding area, including shopping, secondary education, primary healthcare sports and leisure facilities.</p>	<p>The services and facilities available in each rural community varies widely. Some villages such as Weobley and Peterchurch contain a range of facilities. For residents of other rural communities, travel is required to access all essential services (HC Settlement Hierarchy Background Paper 2022).</p>

Sub-Heading	Hereford City ¹	Market Towns ²	Rural Areas ³
Deprivation	<p>There are areas of Hereford city with significant levels of deprivation, and identified as being in the 20% or 10% most deprived neighbourhoods nationally, many of which are located south of the River Wye (HC Understanding Herefordshire 2023).</p>	<p>There are some parts of the market towns which have high levels of deprivation. Leominster, Ross on Wye and Bromyard have areas identified as being in the 20-30% most deprived neighbourhoods nationally.</p>	<p>The county's rural areas have lower than average levels of deprivation compared to the county as a whole. 34% of households in the rural areas are deprived against at least one deprivation indicator, compared to 37% across Herefordshire. However, there are several rural areas of the county which are in the 40% most deprived neighbourhoods in the country.</p>

Figure 1 Distance travelled to work (Census 2021)



Note: The most recent census in spring 2021 took place when Covid restrictions on travel were still in place, including for travel to employment, in instances where people could work from home. The chart above is based on data for those employees who travelled to work only and excludes those working from home during Covid restrictions.