



**Understanding
Herefordshire**
People and places

North and West Herefordshire Neighbourhood Profile

Herefordshire Council Intelligence Unit
July 2026

DRAFT

Version 0.08 - Full



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1. Introduction

About the neighbourhood profiles

This profile aims to provide key insights into those living under the North and West Herefordshire Primary Care Network (PCN) area. *By highlighting key differences between localities and neighbourhoods within the area on a variety of topics such as population, health and wellbeing, mortality and the wider determinants of health, areas with high concentrations of deprivation and poorer outcomes can be identified. This can then inform effective commissioning and place-based, targeted planning.*

A rate that is relatively high or low in a local context may not have the same interpretation when compared elsewhere in the country. To remain focused on highlighting key differences across the PCN area, a statement about every dataset analysed is not provided.

Links to data sources used to create this neighbourhood profile are located throughout the document and key sources are provided in the appendix.

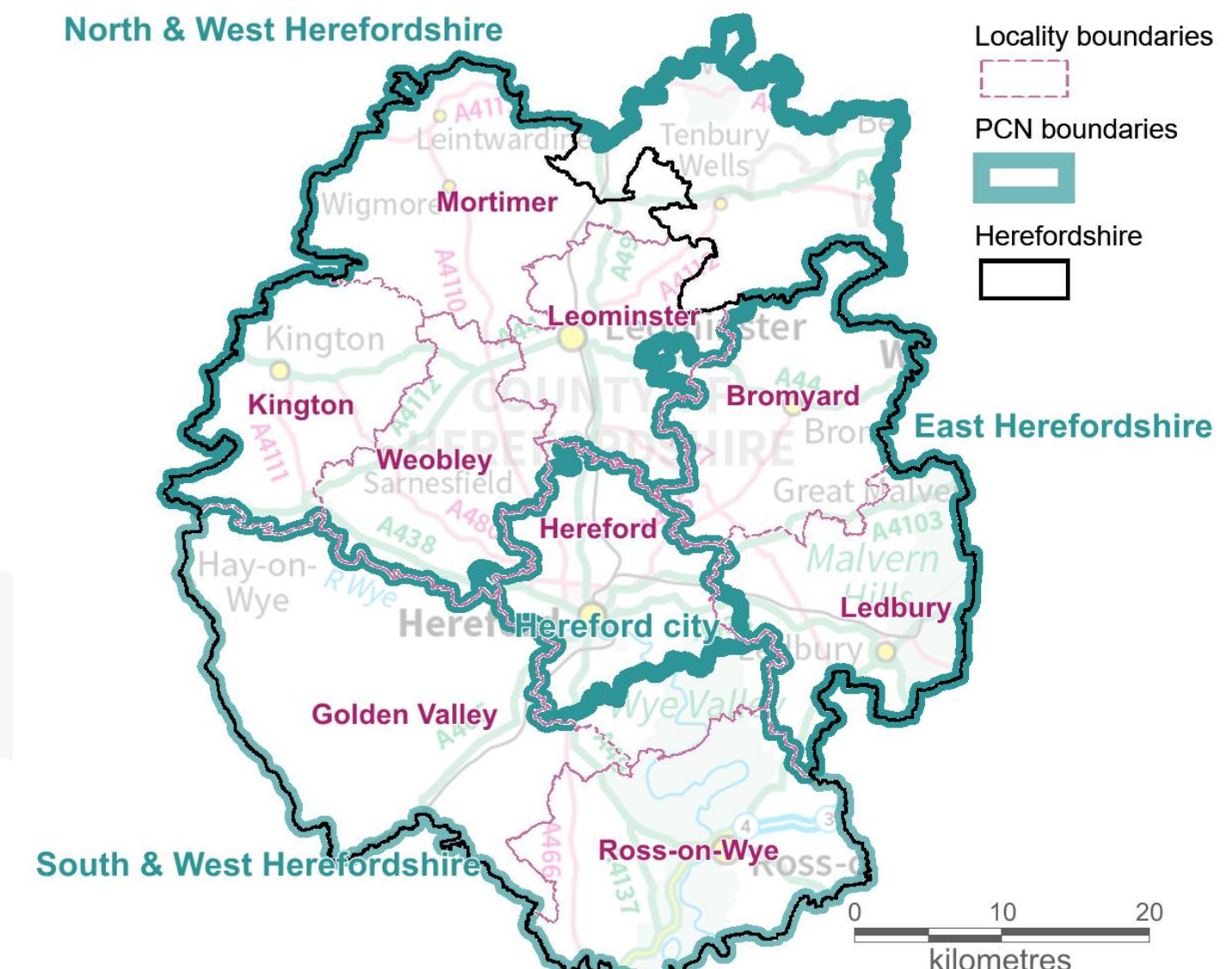
How have we defined a neighbourhood?

'Neighbourhoods' can be defined in different ways i.e. PCN, a Lower Super Output Areas (LSOA) or ward. In this profile, a 'neighbourhood' refers to localities within a PCN. This includes capturing data on the residents who live in each PCN and the patients who are registered with the General Practitioners (GPs) in the PCN.

Both are captured because the data between the two can differ. For example, most health statistics are based on patients who are registered with a GP surgery in the county, which may differ or not relate to their 'usual residence', where people are counted at their family home.

The boundaries used in this neighbourhood profile may differ to those used elsewhere. The North and West PCN boundary is represented below, complete with the localities situated within this PCN.

Figure 1: Map of Herefordshire showing PCN areas and locality boundaries



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2. North and West Herefordshire PCN Area: overview

The North and West Herefordshire PCN area covers the market towns of Leominster and Kington and the wholly rural localities of Mortimer and Weobley. It also includes the Worcestershire town of Tenbury, since Tenbury Wells Surgery is one of the five GP practices which work together as the North and West PCN. The others are the Herefordshire practices of Kington Medical Practice, Ryeland Surgery, Mortimer Medical Practice and Weobley and Staunton on Wye Surgeries.

With 12,000 residents, Leominster is Herefordshire's largest market town, and local services are concentrated here as well as in Tenbury (4,000 residents) and Kington (3,200). Ludlow and Presteigne in the bordering counties of Shropshire and Powys are also service centres for people who live in the area. Weobley, Eardisley, Pembridge and neighbouring villages make up Herefordshire's famous medieval 'black and white trail'.

The North and West PCN area is the largest geographically, and is home to 26% of the county's population. There were 52,900 residents in 2024 and a total of 51,800 patients were registered with the five GP practices as of April 2025, although not all will live in the area (and some residents will be registered with other GPs).

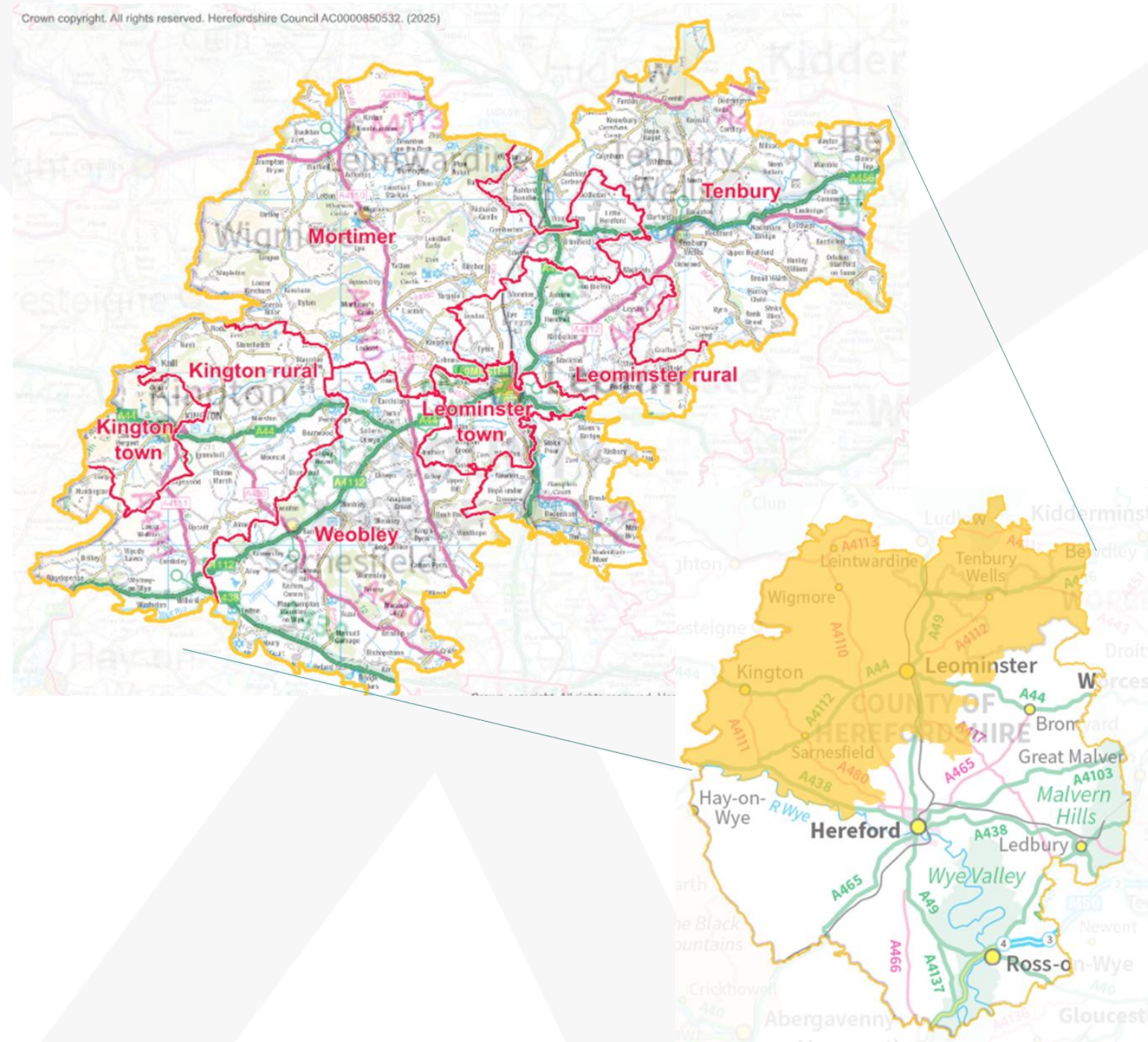
North and West Herefordshire's landscape is characterised by rolling, often wooded, hills to the north, which give way to wider, intensively farmed river valleys as you travel west and to the south. The rivers Lugg and Arrow run through this part of Herefordshire, whilst the Teme flows through Tenbury Wells. The Lugg catchment is a Special Area of Conservation, and high phosphate levels in recent years put a hold on all new housing developments.

A note on Tenbury

As Tenbury lies outside Herefordshire, some datasets used throughout this profile are unavailable at locality level. Whilst Tenbury is included wherever possible, evidence is more comprehensive for the Herefordshire localities within the PCN.

Figure 2: Map of North and West Herefordshire, complete with localities in comparison to the county

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PCN at a glance

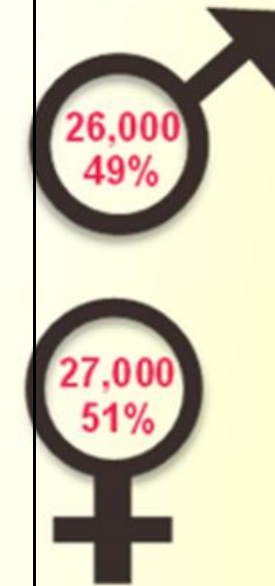


Total GP patient population:
51,800



Resident population:
52,900

6%
ide
than



Population by age



2018-2024

Total deaths
8,000

1,500 AVOIDABLE

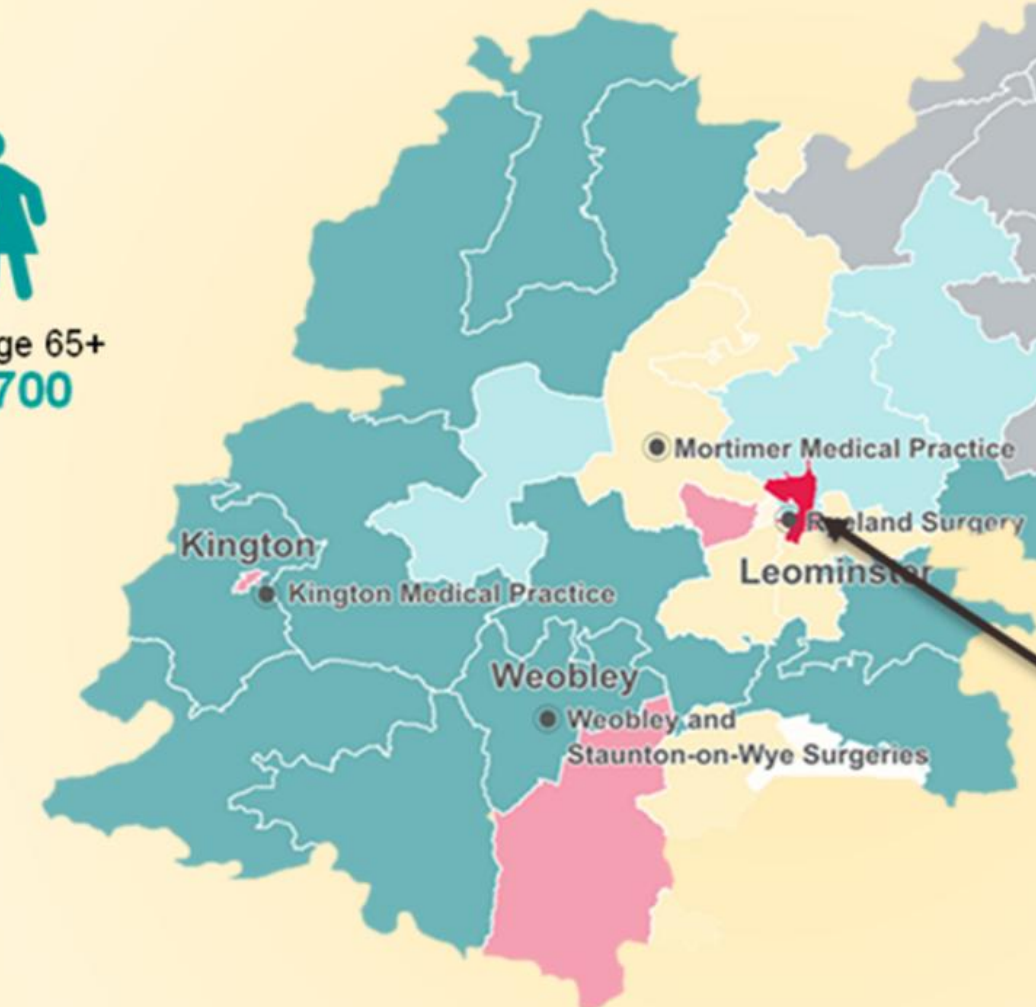
Most common causes



Diseases of the Circulatory System



Cancer



10,600
20% of patients have Hypertension

6,300
14% of patients are obese



5,800
13% of patients smoke



392 square miles

Key geographical



Rivers Lugg & Arrow



Mor

Understanding North and West: insights for decision-makers

The North & West neighbourhood profile contains a wide range of information on the area's population, health and wellbeing, wider determinants of health and community characteristics. The insights below summarise the most important themes emerging from the profile. They are intended to help readers understand the story of the area and identify the factors most likely to influence future population wellbeing and demand for services.

Patterns of need, outcomes and service demand vary considerably across North & West Herefordshire. Understanding these local differences is essential for effective planning and commissioning. Note that the evidence available for Tenbury is more limited than for other parts of the PCN area because the locality sits outside Herefordshire administrative boundaries.

1. A predominantly rural and ageing area, with modest population growth concentrated in market towns such as Tenbury Wells and Leominster

North & West is the county's most rural area and in common with the rest of the county has an older population profile than England. Together, rurality, ageing and modest town-led growth provide the overall context for demand for and access to services.

- North and West has the lowest population density in Herefordshire, and 79% of its 53,000 residents live in rural areas.
- 31% of residents are aged 65 or over, compared with 27% in Herefordshire overall; the oldest age profiles are seen in Tenbury Wells and rural localities.
- The population grew by 2% over the last decade, mostly in the market towns with Tenbury Wells having the highest growth, followed by Leominster.

2. Leominster, Kington and the rural hinterland experience different forms of need

Around a quarter of North and West residents (12,000) live in Leominster which has a younger, more diverse age profile than surrounding rural areas. Whilst overall, multiple deprivation is generally low across the PCN, long-standing pockets are present in Kington and the three Leominster areas of Ridgemoor, Grange and Gateway. Deprivation in rural areas is more commonly associated with access to housing and services.

- Ridgemoor, Grange and Gateway are amongst the 20% most deprived neighbourhoods in England in terms of overall multiple deprivation; Ridgemoor is *the* most deprived area in Herefordshire and among the 10% most deprived nationally.
- Ridgemoor and Gateway have younger populations and higher levels of child and family need, whilst Grange has a larger working-age population, higher levels of private renting and different patterns of disadvantage – including a particularly high risk of digital exclusion due to skills.
- With 3,200 residents, Kington is the smallest and most remote of Herefordshire's five market towns. In common with the others, its town centre (Kington Central) is amongst the 20% most deprived areas of the county.
- In contrast, many rural areas experience place-based deprivation, particularly around housing, transport and access to services.

These patterns highlight three distinct experiences within the PCN: concentrated but not homogeneous deprivation in parts of Leominster, a more localised pocket of need in Kington, and widespread rural challenges relating to access, transport and services.

3. Overall, health outcomes are comparable to the county, but mask large inequalities within the area

Overall health outcomes across North and West are similar to or better than Herefordshire averages, reflecting relatively good health in many rural communities. However, areas of Leominster experience significantly poorer outcomes:

- Male life expectancy in South Leominster (Gateway and Grange) is almost four years lower than the county overall (75.6 years compared to 79.9).
- Mortality rates in the most deprived neighbourhoods are around 70% higher than in the least deprived areas, compared with around 40% across Herefordshire overall.
- Emergency hospital admissions are more common in Leominster Gateway, Ridgemoor, Grange and Kington Central, reflecting a wider geography of unmet need than deprivation measures alone might suggest.
- Long-term sickness, disability and Personal Independence Payment (PIP) claims are also concentrated in the most deprived neighbourhoods, with Ridgemoor having the highest number of PIP claimants.

4. Need among children, families and working-age adults is concentrated within the most deprived neighbourhoods, reflecting overlapping and intergenerational disadvantage

- Ten North and West areas - around one third of all those identified across Herefordshire - have significantly higher rates of need among children under five. The highest levels of need are in Leominster Ridgemoor, Grange and Gateway where multiple indicators are elevated including Children in Need, Early Help, Free School Meals and SEND.
- Overall SEND prevalence is highest in Leominster Ridgemoor and Greater Weobley.
- Economic activity rates are similar to the county overall but:
 - The rate of people claiming out of work benefits in Leominster East Ward is consistently among the highest in the county.

- Economic inactivity due to ill-health or disability is concentrated in the most deprived areas.

5. Housing and fuel poverty shape everyday living conditions

Several cross-cutting factors shape living conditions across North and West:

- Housing stock is more likely to be older, off the gas network and less energy efficient than nationally.
- Higher levels of excess cold hazards and some of the highest fuel poverty levels in the county
 - Clear rural-urban divide in fuel poverty across the area, with the highest levels of fuel poverty concentrated in the rural sub-localities of Mortimer, Weobley and Kington (both town and rural) and the surrounding rural area of Leominster.
 - Leominster Ridgemoor has higher rates of households with no central heating.

6. Along with the rest of Herefordshire, North and West has strong community cohesion but people are less likely to feel safe after dark, with crime an issue in areas of Leominster and Kington

Adults living in North & West Herefordshire are strongly attached to their local area, with the highest levels of satisfaction with their area as a place to live in the county. However, there are some challenges which signal areas for preventative and community-based action:

- Around one in five residents report feeling lonely some or all of the time.
- Feelings of safety after dark are significantly lower than the county average. Alongside Hereford City, North and West has significantly lower levels of feeling safe after dark (69%) than East and South and West (both <80%).
- Several neighbourhoods in both Leominster and Kington are amongst the most deprived in the county for crime, contributing to lower perceptions of safety than might typically be expected in an otherwise largely rural area.

Areas of deprivation

Health inequalities are unfair and avoidable differences in health outcomes caused by the differing conditions in which people grow, live, work and age. One important driver is living in areas of deprivation. The Indices of Deprivation measure small areas across seven domains - income, employment, education, health, crime, housing and services, and the living environment - to create the overall Index of Multiple Deprivation (IMD).

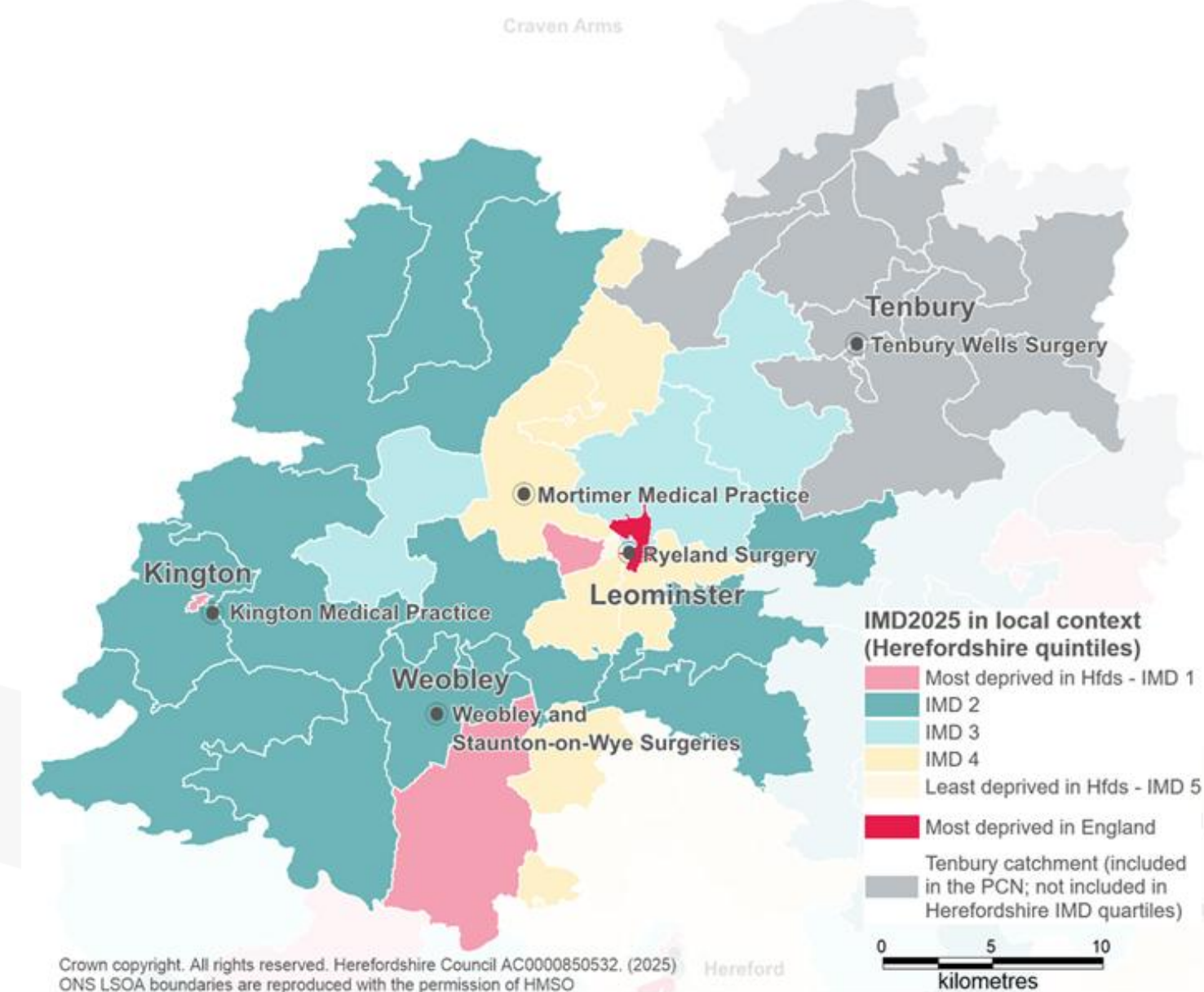
Overall, Herefordshire experiences average levels of multiple deprivation, but there are persistent pockets, mainly in the city and market towns. This includes Leominster's Ridgemoor, Grange and Gateway neighbourhoods, which were **three of only nine** county areas amongst the 20% most deprived in England in the 2025 IMD. Ridgemoor was *the* most deprived area of the county, and the only one amongst the 'top 10%' in England.

Three other areas of North & West were also amongst Herefordshire's 20% most deprived (IMD1): Leominster Barons Cross, Kington Central and Greater Foxley.

Individual types of deprivation are covered in relevant sections of this profile, but to summarise:

- Urban areas tend to be more deprived on the people-based measures of deprivation. In North & West, Leominster's Ridgemoor, Grange, Gateway and Barons Cross fall within the 20% most deprived in the county for income, employment, health and disability, education and skills and crime. Ridgemoor was the most deprived area of the county on income, employment and education and skills.
- Rural areas tend to be more likely to experience place-based deprivation; over half of the LSOAs in this PCN, inclusive of Tenbury, are amongst the 10% most deprived in England for geographical barriers to housing and services and the living environment. Lindridge and Baldridge fall within the 10% most deprived for living environment and barriers to services, whilst Greater Docklow, Aymestrey Horseshoe, Tollbridge, Knillshall, Middleton, Greater Foxley, Tin Hill and Eardishill fall within the 20% most deprived in the county.

Figure 3: Map of overall local deprivation in 2025 across North and West Herefordshire



Deprivation scores for GP practices are included in OHID's [National General Practice Profiles on Fingertips](#).

Focus on areas of deprivation: Leominster Ridgemoor, Grange and Gateway

The adjoining neighbourhoods of Leominster Ridgemoor, Gateway and Grange constitute a concentrated cluster of deprivation within the North and West PCN. The 4,700 residents of these areas are some of the most likely in Herefordshire to experience multiple forms of deprivation, especially across people-based measures. However, because they live in a market town, they are comparatively less deprived in relation to geographical barriers to housing and access to services.

Leominster Ridgemoor ranks as the most deprived neighbourhood in the county, followed by Grange as the second, and Gateway as the seventh.

A **quarter** of North and West's residents live in Herefordshire's 10% most deprived neighbourhoods. Half (51%) of the residents of Ridgemoor live in income deprivation, as does over a third of residents of Gateway (40%) and Grange (36%). Almost all residents (95%) are registered with Ryeland's GP surgery.

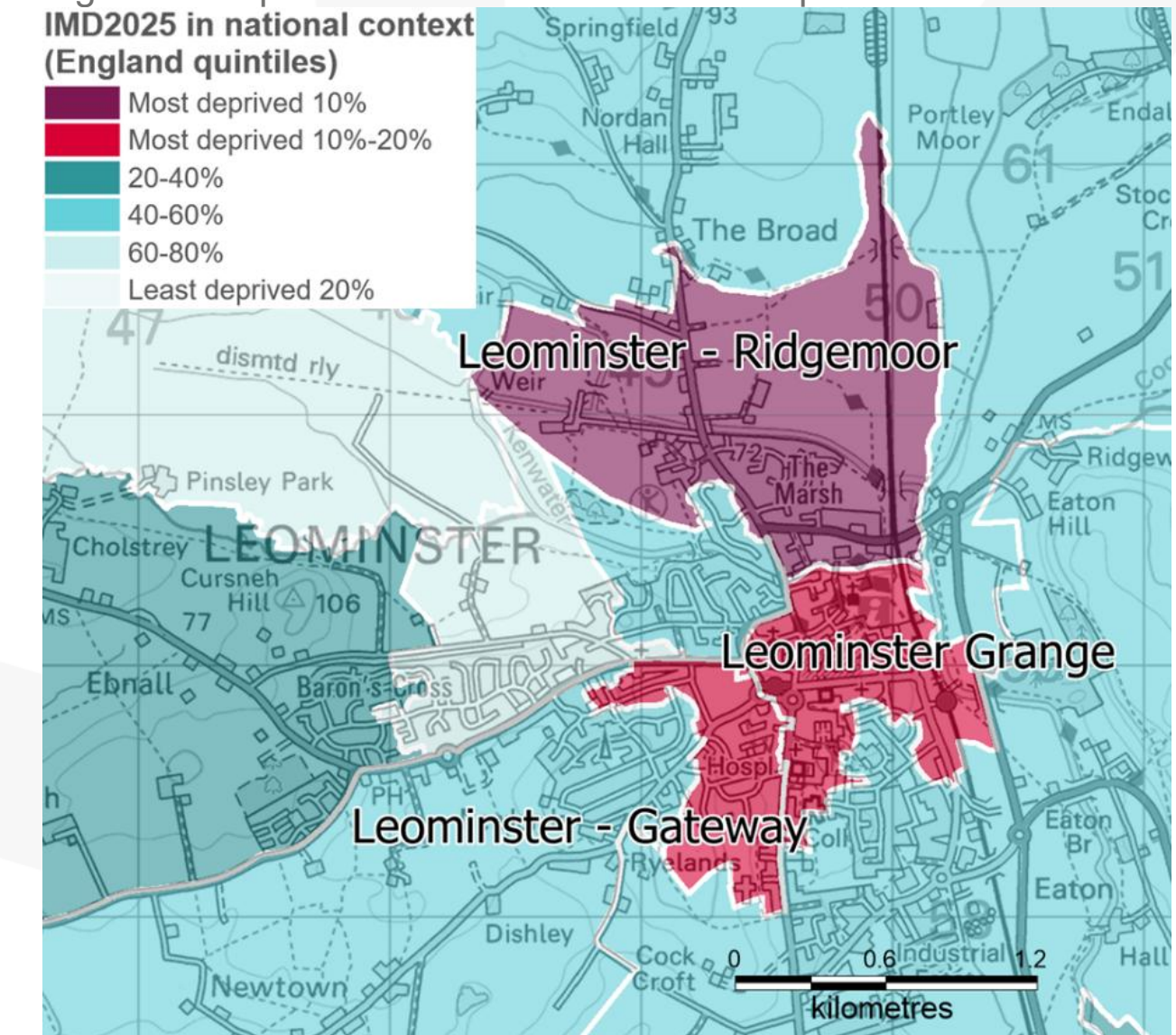
Ridgemoor and Gateway have relatively young populations, with notably high numbers of children and high proportions of lone parents. In contrast, Grange has a high proportion of working aged, particularly middle-aged residents.

Other observations include:

- Higher levels of people with a disability significant enough to need help with daily living that meets the threshold for benefits such as PIP, attendance allowance and disability living allowance.
- Higher levels of people with low income who meet the threshold for benefits such as housing, pension credit and universal credit.
- Higher levels of people who are unemployed and claiming out-of-work benefits, alongside high levels of people with no formal qualifications and high levels working in routine occupations.
- Higher levels of renting - particularly social renting in Ridgemoor and Gateway. Private renting is more common in Grange, where there are also a large number of houses of multiple occupation in comparison to the county.
- High rates of emergency hospital admissions
- High rates of under 5s identified as Children in Need, and of families needing Early Help intervention with Gateway and Grange having high rates of children under 5 eligible for Free School Meals.
- Ridgemoor has a high proportion of children and young people recorded as having special educational needs and disabilities (SEND)

- Grange is most at risk for digital exclusion with both Grange and Ridgemoor identified as being highest risk for 'digital deprivation', with Gateway seventh.

Figure 4: Map of Leominster's three most deprived areas
IMD2025 in national context
(England quintiles)



Data source: [Indices of deprivation 2025](#)

3. Who lives here: Population

Resident population

ONS estimates for mid-2024 indicated that North & West Herefordshire had a total population of **53,400**. The majority of these residents (42,100; 79%) lived in rural locations, with most (33,200; 62% of the total population) living in the most rural areas, characterised by small settlements and scattered countryside communities.

Nearly **one-quarter** (23%) of the population lived in the county’s largest market town, Leominster (approximately 12,000 residents). A further 7% (4,000 residents) lived in Tenbury town and 6% (3,200 residents) lived in Kington town.

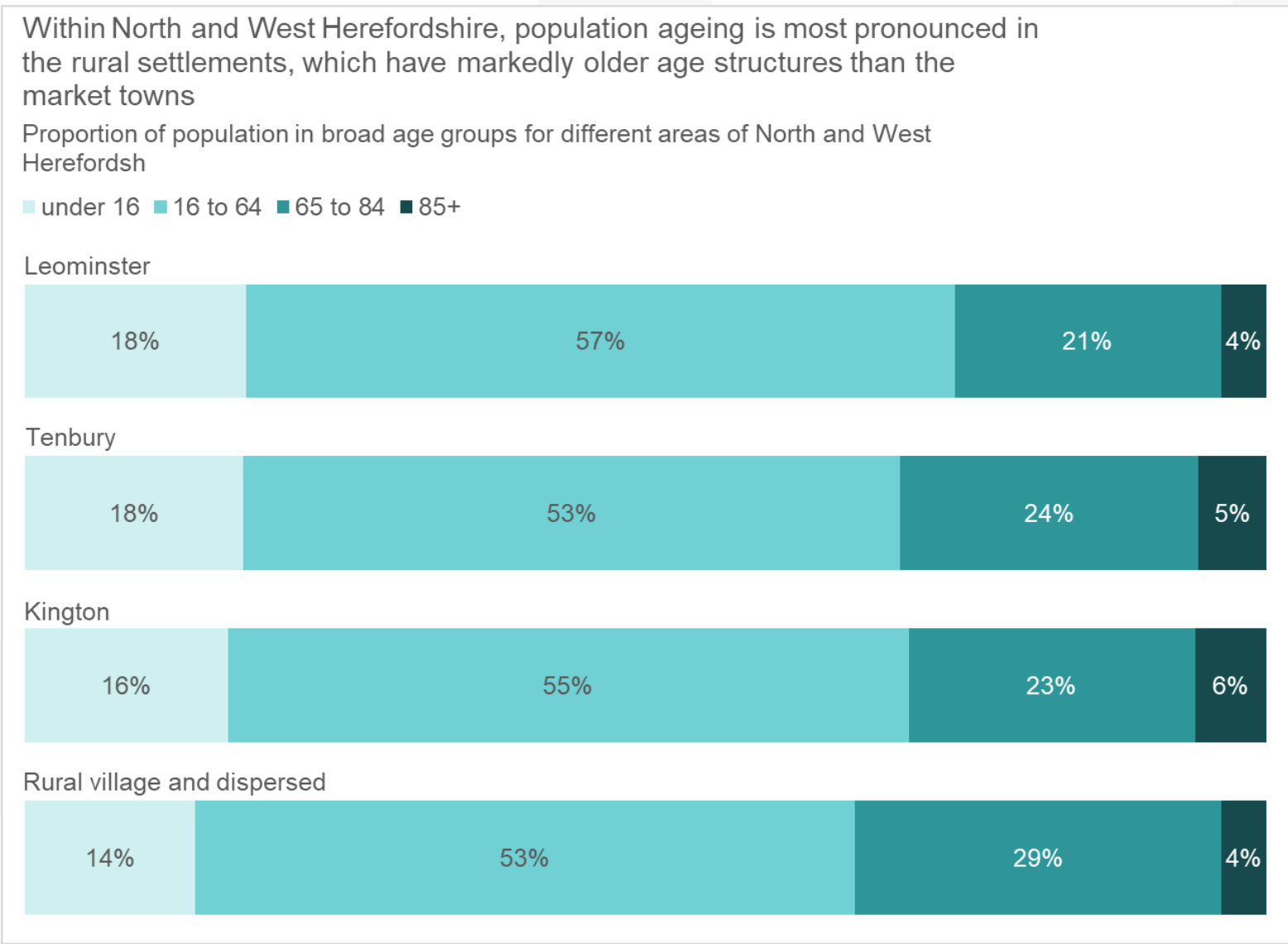
Reflecting this rurality, the PCN area has an overall population density of 53 people per square kilometre, compared to 85 people per square kilometre across Herefordshire.

Age profile

North & West Herefordshire had an age profile that is broadly comparable to the rest of the county outside the Hereford city locality. In contrast, Hereford city had a noticeably younger population, with higher proportions of children and younger working-age adults (aged 16 to 44).

Leominster town had the youngest age profile of all the market towns, second only to Hereford City, with proportionally more children and younger working-aged adults. Although, the Buckfield area of Leominster had the highest proportion of older residents and the lowest proportion of children in the county, resulting in the oldest age structure in Herefordshire. Leominster Ridgemoor and Lesser Credenhill both

had comparatively high concentrations of children. In contrast, Tenbury Wells had the oldest age profile of the localities within North & West Herefordshire.



Data source: [Mid-2024 population estimates for small areas](#). Office for National Statistics. Last accessed 12 May 2026

GP registered population

Official population estimates are based on a definition of ‘usual residence’, with people counted at their main family home.

Many health statistics for example disease prevalence are not based on population estimates and instead are calculated from patients who are registered with a GP surgery in the county.

The two population groups can differ with some residents choosing to register to a GP surgery that is not part of the PCN they live under.

Throughout this profile, **topics will include information that are based on both official population estimates and GP patient data**. Most of the GP patient data that informs the topics described throughout this document comes from GP practice profiles available on Fingertips.

When using GP patient data in these profiles, we will be using data collected from all patients at one or all of the five GP practices that are part of the North & West Herefordshire PCN.

Table 1: Proportions of GP registered population in 2025 across North and West Herefordshire. Shading represents quintiles for all England



Location	0-4 years	<18 years	65+ years	75+ years	85+ years
England	4.6	20.7	18.0	8.9	2.4
N&W Herefordshire	3.5	17.0	31.3	16.1	4.0
The Mortimer Medical Practice	3.0	16.3	34.8	17.3	4.0
Kington Medical Practice	3.8	16.2	33.0	17.3	4.8
Tenbury Surgery	3.2	16.6	32.7	17.3	4.1
Weobley & Staunton-on-Wye Surgeries	3.0	16.6	35.4	17.7	3.9
Ryeland Surgery	4.0	18.1	27.0	14.0	3.6

Source: [National General Practice Profiles](#) Last accessed 17th March 2026

Population growth: recent and future

Recent population growth is closely linked to the location of housing development

Overall **resident population growth** in North & West Herefordshire over the last decade **has been modest**, at approximately 2%.

While rural and urban areas experienced similar proportional population growth, rural areas saw a significantly faster increase in residents aged 65 and over, particularly in Mortimer and the rural areas surrounding Tenbury. At the same time, rural areas experienced a sharper decline in the proportion of children, notably in Kington Rural, Tenbury Rural and Mortimer. Working-aged adults declined across both rural and urban areas.

The market towns experienced the largest absolute population increases. Tenbury Wells grew by around 400 residents, while Leominster increased by approximately 200. Tenbury Wells experienced the highest growth rate (11%) and was the only settlement to record an increase in the proportion of children (24%).

Recent trends closely reflect patterns of housing development. According to the Local Authority Monitoring Report, of the 6,800 new homes built in the county between 2011 and 2022, the wider Leominster Housing Market Area (HMA) accounted for 682 (11%) of net completions and Kington HMA accounted for 108 (4%) (see note below).

Planned future housing growth is set out in the [Local Plan Core Strategy 2011-2031](#), which focuses development on Hereford City and other sustainable market towns. All areas are expected to receive increased allocations in the emerging Core Strategy for 2021-2041.

Note: For housing development purposes, Herefordshire is divided into seven Housing Market Areas (HMAs) - six are centred on the main settlements of Hereford City, Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye, including their surrounding rural hinterlands. The seventh covers the broader Golden Valley region. Tenbury is not included. See [Housing Market Area Needs Assessment. Icen Projects Limited on behalf of Herefordshire Council, July 2021](#).

Future population

It is currently very difficult to predict the future population. Fluctuations in recent growth make it hard to determine appropriate trends on which to base assumptions. New housing targets will strongly influence migration levels, but their impact is not yet known.

No detailed small-area projections are currently available for areas within Herefordshire. However, the Office for National Statistics (ONS) 2022-based Sub-National Population Projections indicate a continued ageing of the county's population, with steady growth in the number of residents aged 65 and over.

New housing development targets mean that future population growth is currently unknown

Housing growth targets are set out in the Local Plan Core Strategy 2011–2031, which is currently being updated to 2041. National planning reforms introduced in December 2024 increased Herefordshire's housing target by approximately 70%, although the implications for future population growth has yet to be modelled.

Over the next five years, North & West Herefordshire is expected to deliver around 22% of the county's outstanding housing commitments from the prevailing planning framework. Nearly half of this remaining development is concentrated in the Barons Cross area to the west of Leominster, with the rest to be dispersed across the more rural parts of the PCN area.

Longer-term growth includes around 1,500 new homes as part of Leominster's major strategic southern expansion area. This development is still at an early stage, requiring significant new infrastructure and is unlikely to contribute to short-term population growth. Kington town is not expected to accommodate future development.

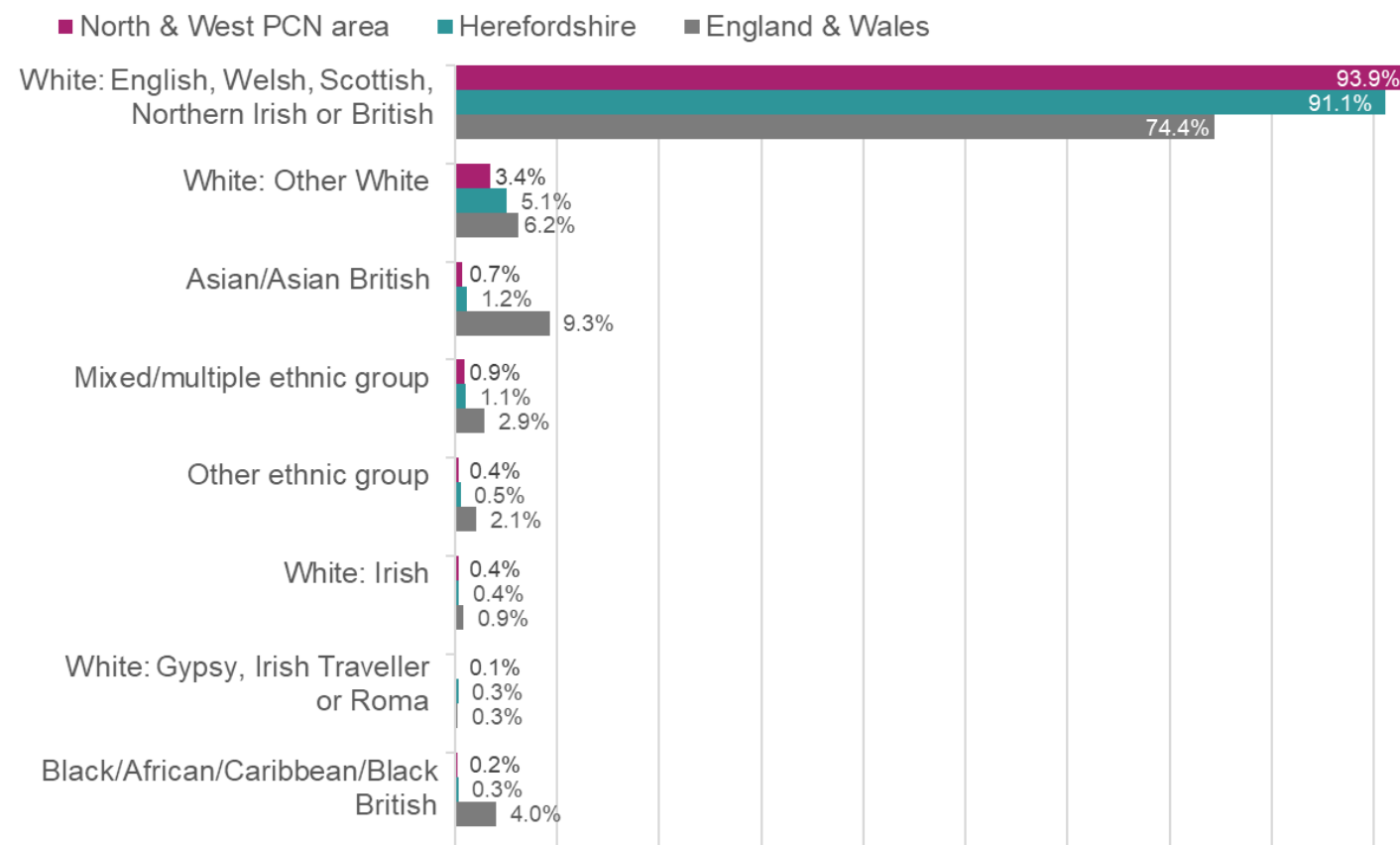
Ref - Five Year Housing Land Supply (2025 - 2030) Annual Position Statement at 1 April 2025 October 2025. Herefordshire Council.

Who lives here: ethnicity

In the [2021 Census](#), most North & West residents identified themselves as being 'White: British' (**93%**). 2,500 (**6%**) residents identified themselves as being of other ethnicities. This is slightly but not significantly lower than Herefordshire as a whole (9%), which itself was very low compared to England and Wales (26%).

North & West has a less ethnically diverse population than the rest of Herefordshire, with fewer people identifying as other than White British

Percentage of residents by ethnic group, 2021 Census



Data source: [2021 Census data: Ethnic group](#). Last accessed 12 May 2026.

Leominster town had the highest proportion of residents from an ethnic group other than 'White: British' (9%). There were notably higher clusters of White: Irish residents in Aymestrey Horseshoe, Greater Docklow and Cleobury Neen Sollars.



The largest minority group in the N&W is 'White: Other' at **4%** (1,877 people) compared to **5%** county-wide.



92 (0.2%) of people in the N&W identify as 'White: Gypsy or Irish Traveller or White: Roma'

Nationally, 'Asian or Asian British' is the largest minority group (9% compared to <1% in N&W). Half of residents identifying as White Gypsy/Irish Traveller or Roma (a historically significant minority group with [poorer health outcomes](#)), lived in Weobley.

ENGLISH-SPEAKING HOUSEHOLDS



97% of households in North and West speak English as a main language, compared to **95%** county-wide.

4% of Leominster Town households do not speak English as a main language, compared to **3%** in North and West.

ORIGIN AND ARRIVAL OF NON-UK BORN RESIDENTS



Europe
4%
Middle East or Asia
0.9%



3% arrived between the ages of **16-29**
3% arrived before **2001**

Smaller proportions of residents arrived from Africa (0.6%) and the Americas and the Caribbean (0.4%). Arrivals from non-UK born residents have declined every five years or so since 2001.

Who lives here: protected and other important characteristics

The Equality Act 2010 protects in law people who have, or are associated with someone who has, any of nine characteristics where evidence shows that significant discrimination and inequalities exist. They are:



Although not explicitly protected by law, there are some other groups of people who may experience disadvantage. These groups can also be considered within an equality impact assessment, so have been included in the table. Examples include, but are not limited to carers and Armed Forces (including veterans and families)

Table two on the right presents the available data for North & West; some topics are analysed in other sections: for example, the age and sex profile of the area is covered on p.9, ethnic group on p.12 and disability on p.20. Those that aren't, are covered on the next page.

Protected characteristic	Number of residents of N&W	Proportion of population of N&W
Age (mid-2024)		
Under 16	8,014	15%
16 to 64	28,816	54%
65 and over	16,532	31%
Sex (mid-2024)		
Male	26,094	49%
Female	27,268	51%
Disability (2021 Census)		
Disabled under Equality Act	10,153	19%
Not disabled	42,731	81%
Ethnic group (2021 Census)		
'White: British'	49,898	94%
Other than 'White: British'	3,001	6%
Religion (2021 Census)		
Christian	29,438	56%
Other religion	691	1%
No religion	19,006	36%
Marital status (2021 Census)		
Married or in a Civil Partnership: opposite sex	23,438	52%
Never married or in a Civil Partnership	12,504	28%
Separated/divorced/dissolved Civil Partnership	5,285	12%
Widowed / surviving partner of a Civil Partnership	3,427	8%
Sexuality (2021 Census)		
Married or in a civil Partnership: same-sex couple	221	0.5%
Veteran: previously served in the UK armed forces (aged 16+)	3,015	6%
Carer: anyone who provides unpaid care to someone with a long-term illness or disability	4,897	10%

Data source: [PCN profiles](#). Understanding Herefordshire. Last accessed 12 May 2026

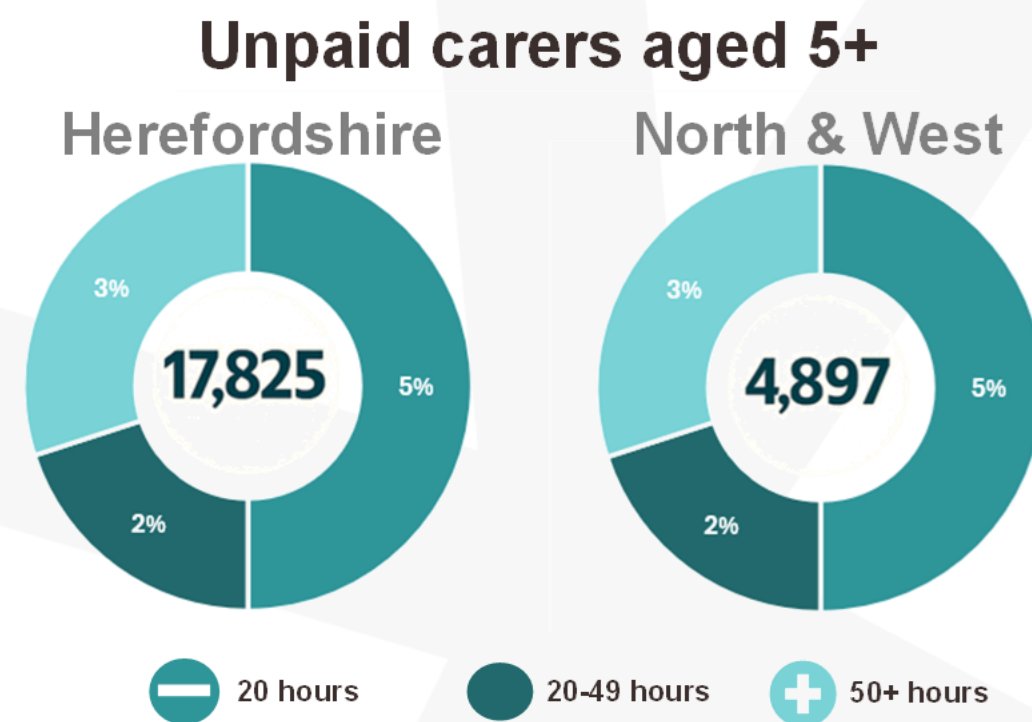
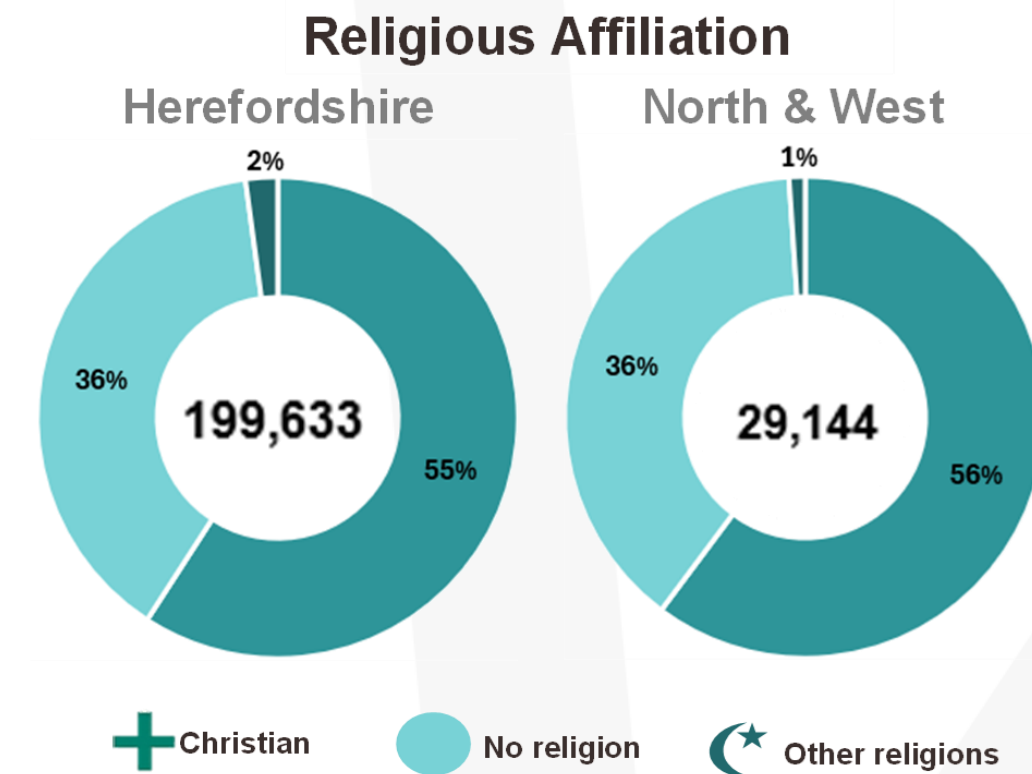
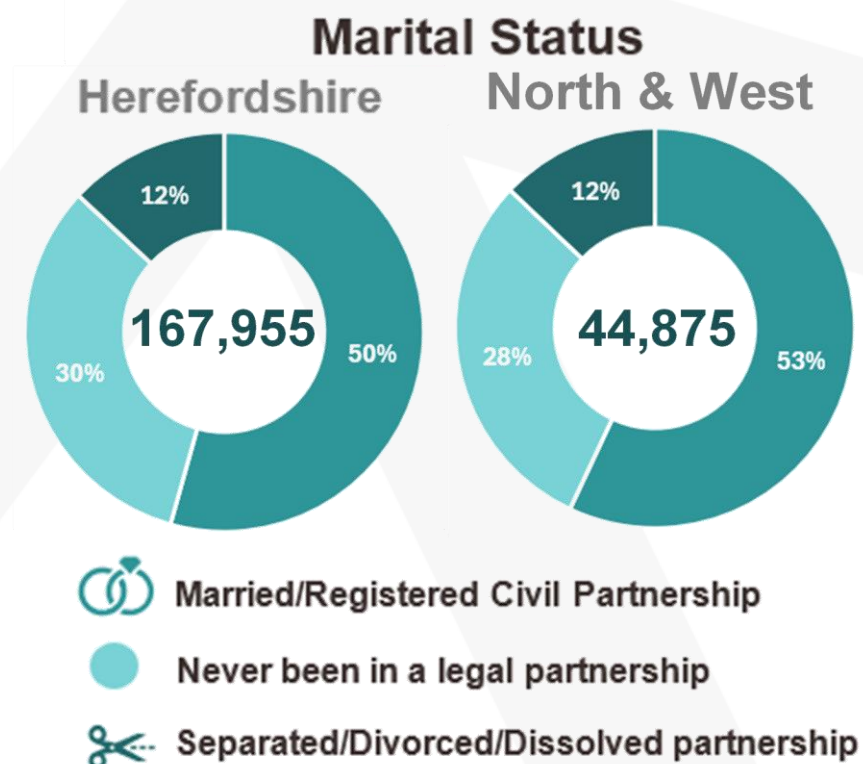
The following information is from the [2021 census](#) which can be viewed in greater detail on our [PCN area profiles](#).

Religious affiliation, Marital status and unpaid care

North & West Herefordshire had a similar profile to the county regarding religious affiliation, marital status and residents aged 5+ providing unpaid care.

Notable exceptions to this included:

- Leominster Ridgemoor had more residents not following a religion and more residents who had never been in a legal partnership.
- Leominster Grange had more residents who were divorced or separated.
- Leominster Buckfield had more residents following Christianity.
- Greater Docklow and Hopebodenham had more residents in a same sex marriage.
- Lesser Credenhill had less residents providing unpaid care.



Veterans of the armed forces

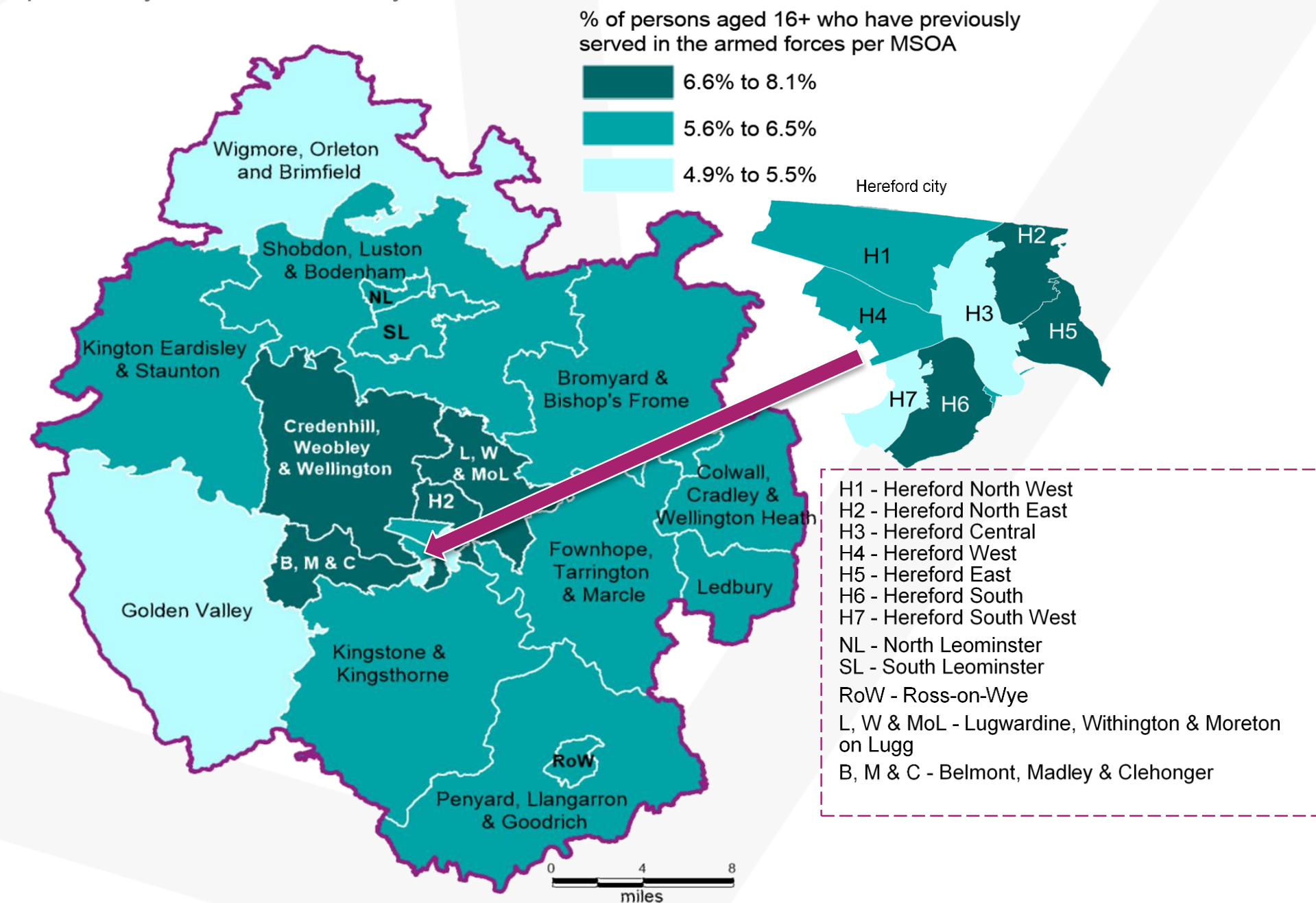
According to the 2021 Census, **10,100** Herefordshire residents aged 16 and over had previously served in either UK armed forces (regular or reserve).

This made up 6.1% of the 16+ population in Herefordshire, compared with 3.8% in England and Wales.

Around 3,000 of these residents (25%) were in North & West Herefordshire, 5.7% of the 16+ population.

The 'Credenhill, Weobley and Wellington' Middle Super Output Area (MSOA, much of which is in the North & West) had the largest veteran population (by proportion and number of veterans) and had the highest proportion of households (15%) where at least one veteran lived. The area is home to a large Army garrison, which further supports the idea that veterans may tend to stay in the areas which they were based.

Figure 5: MSOA Map showing the percentage of people aged 16+ who have previously served in the army across Herefordshire



Data source: [UK armed forces veterans](#). 2021 Census. Last accessed 12 May 2026

Who lives here: Households and living arrangements

Household composition and families

From the [2021 census](#), most households were a Single-family household (66%) in North & West Herefordshire, with the **most common** composition being a **66+ married couple with no children** (15%) which is similar to the county and aligns with the ageing population.



Most households were in built-up areas like Leominster Town (**5,435 households**) and Tenbury Wells (**5,556 households**).

However, **almost a third (29%)** of households contained a single person living alone, of which 17% were an older person (aged 66+) living alone.

Notable differences included:

- Leominster Ridgemoor had higher rates of lone parent households.
- Leominster Grange had higher rates of one-person households under 66 years of age and lower rates of couple-based households.
- Greater Weobley had higher rates of one-person households aged 66+.

Household composition

66% single family



15% are married with no children



70% of single-family households are in Weobley

39% of single person households are in Leominster

4% are lone parent



29% single person



17% are an older person



4. Population Health

Life expectancy

Life expectancy is calculated for MSOAs and GP practices, but not for an overall PCN area.

Most MSOAs in the North & West PCN area had a similar life expectancy to the county average: **79.9** for males and **83.6** for females (see table three below).

The exceptions to this were:

- ‘South Leominster’ MSOA (which includes the LSOAs of Gateway and Grange) had significantly lower life expectancy for both males (75.6) and females (81.3)
- ‘Shobdon, Luston and Bodenham’ had a significantly higher life expectancy than the county for females (83.6) – the highest in the county.

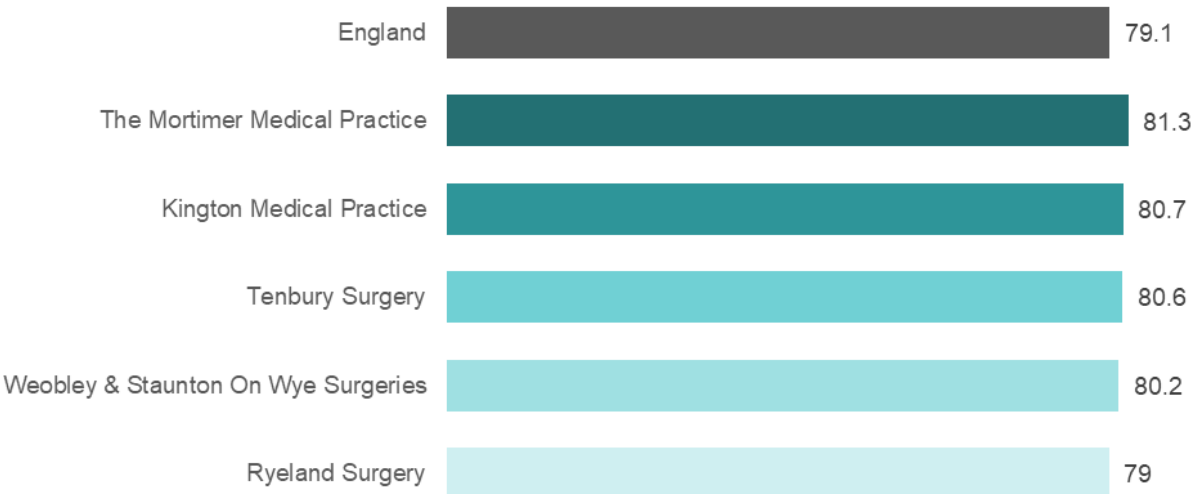
Table 3: Estimated life expectancy for males and females, MSOAs in the North and West PCN Area (2019-23)

Area name	Male	Female	comparison to England
England	79.1	83.0	
Herefordshire	79.9	83.6	significantly better than
Credenhill, Weobley & Wellington	80.1	82.7	no significant difference
Kington, Eardisley & Staunton	80.6	81.6	no significant difference
Leominster North	80.5	84.7	no significant difference
Leominster South	75.6	81.3	significantly worse than
Shobdon, Luston & Bodenham	81.4	86.9	significantly better than
Wigmore, Orleton & Brimfield	81.4	80.5	significantly better than for males; no significant difference for females

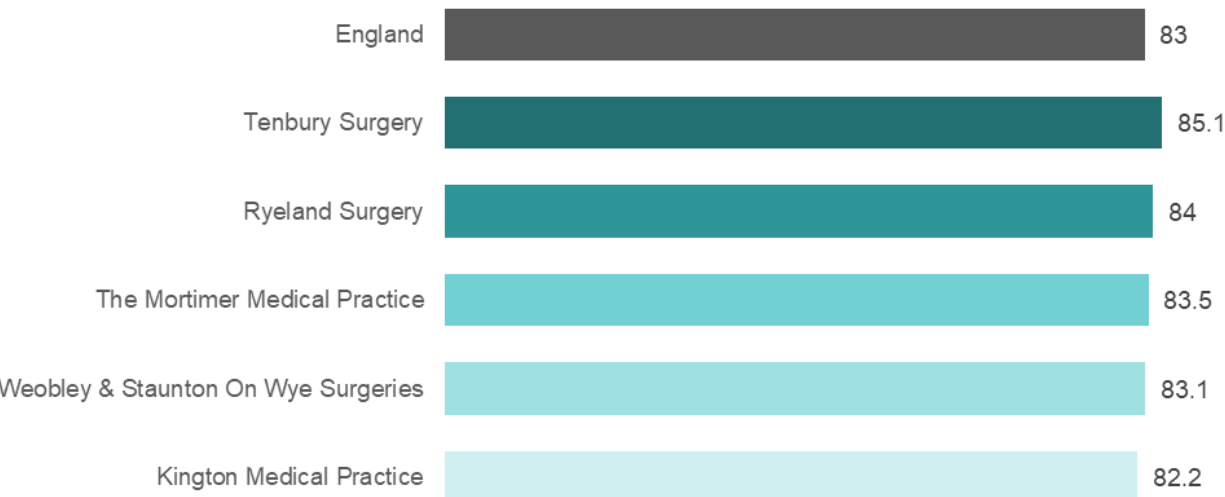
Source: [OHID Local Health Profiles](#), based on Office for National Statistics data. Last accessed 2 February 2026

Estimates of life expectancy for GP practices cannot be compared to each other in terms of statistical significance, only ordered from highest to lowest. They are shown below.

Estimated male life expectancy for GP practices, North and West PCN



Estimated female life expectancy for GP practices, North and West PCN



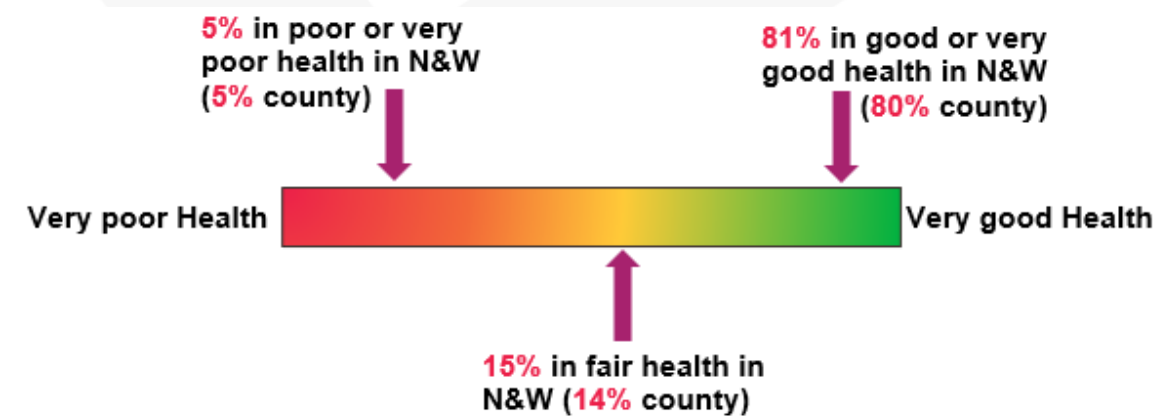
Source: [OHID National General Practice Profiles](#), based on Office for National Statistics data. Last accessed 2 February 2026

Population Health and Disability

The [2021 Census](#) explored resident health and disability through a series of questions. Risk of premature death and impairment of life quality through poor physical health can also be explored using the [2025 indices of deprivation](#).

General health

Similar to the county, people who lived in the more deprived areas in the North & West were more likely to report being in poor health, **2,200** residents lived in bad health and **500** in very bad health, 7% of these lived in both Leominster and Kington towns. Notably, whilst



Notable differences included:

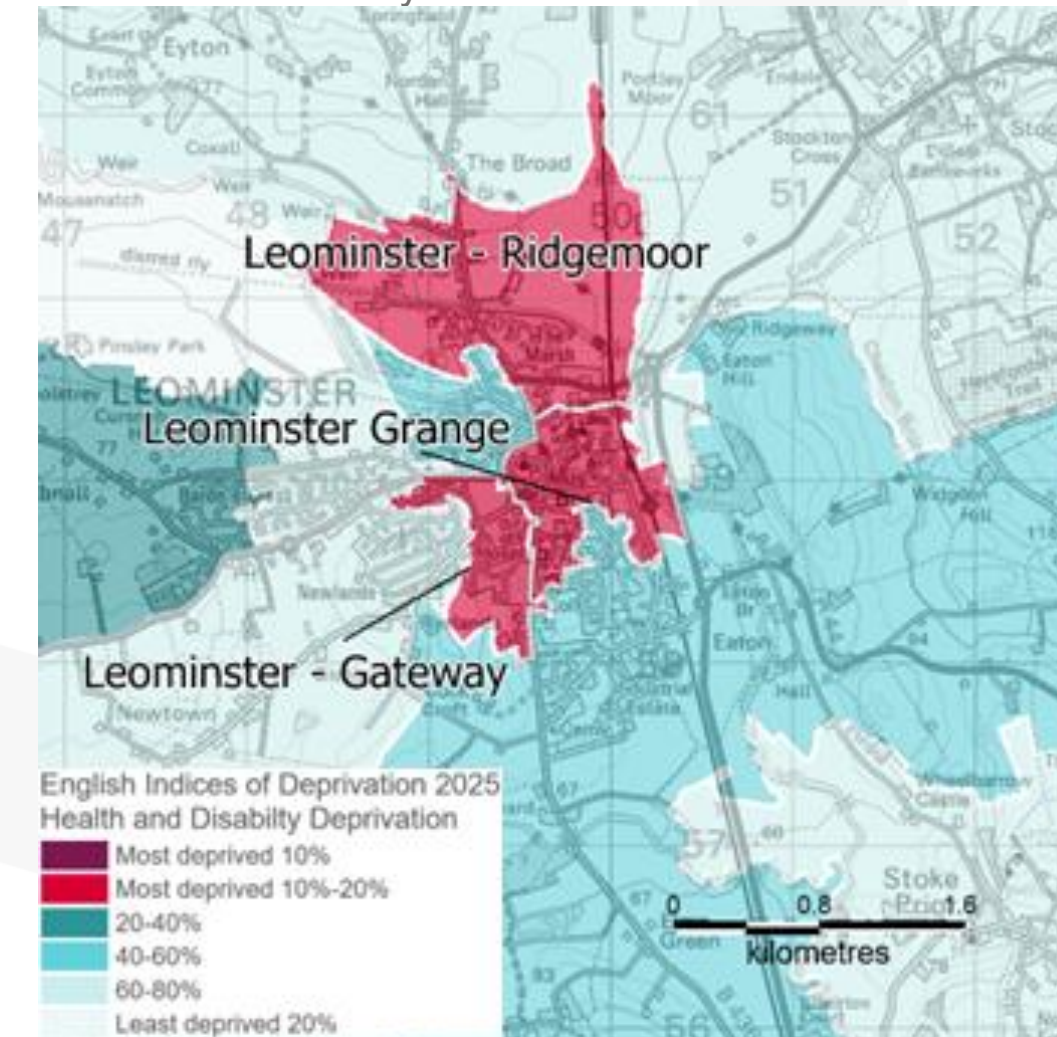
- Higher rates of good health in Cleobury Neen Sollars and Baldwin (in Tenbury Wells)
- Lower rates of good health and very bad health in Lesser Credenhill

The 2023 Community Wellbeing Survey showed that adults in the North & West were **significantly less likely to report their health as “excellent or good”** (45%, similar to Hereford City at 42%) when compared to adults in East Herefordshire (55%).

Health deprivation

Most of those experiencing the greatest health inequalities in 2025 lived in Leominster's Ridgemoor, Gateway and Grange LSOAs, all of which fell within the county's 10% most health-deprived areas and were the only LSOAs in the North & West ranked among the 20% most deprived in England for health and disability.

Figure 6: LSOA Map of the most deprived Leominster areas in England for the Health and disability domain



Data source: [Indices of deprivation 2025](#)

Disability

Around **10,200** residents in North & West Herefordshire (19%) were disabled under the Equality Act 2010 due to having a long-term condition, similar to county and national levels (19%). Of these, **8%** reported that their daily activities were limited 'a lot' and **12%** 'a little'.

Notably, there were lower rates of disability in Leominster Grange and Baldwin (two of only four areas in Herefordshire).

However, being disabled does not always mean poor health - around **one-third** reported good general health.

Self-reported long-term conditions are also measured in the GP Patient Survey and GP estimations are published in the [National General Practice Profiles](#) on Fingertips.

Those who have a disability may seek additional support through benefits.

Disability Living Allowance

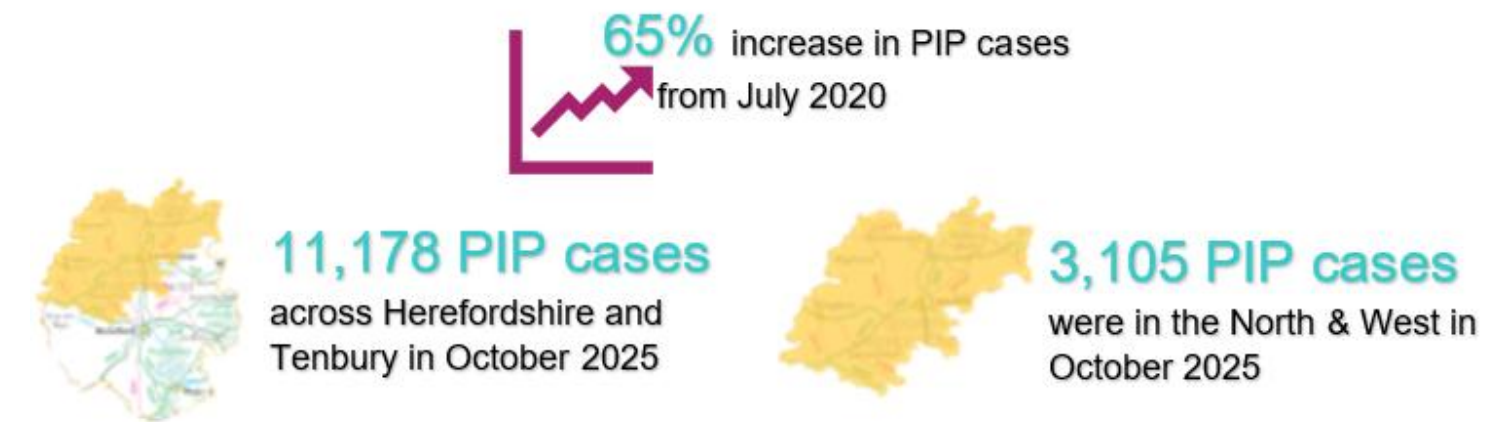
Disability living allowance is a non-means tested, tax free benefit for people with a disability who have care or mobility needs. Previously eligible for everyone, the benefit is now largely available to under 16's with Personal Independent Payments (PIP) replacing this benefit for adults.

In May 2025, there were **3,385 claimants** across Herefordshire and Tenbury, with **976** of those residing **in the North & West area**. Leominster Ridgemoor had the highest claimant count at 63 in the county.

Personal Independent Payments

Estimates of economic activity are not available at sub-county level. Personal Independence Payments (PIP) offers support for the extra costs associated with

long-term illness or disability for adults aged 16+. PIP is not means-tested and people can claim PIP and work, however, [a large proportion of claimants are not working](#) so it can give some indication of numbers of people who are economically inactive due to long-term illness or disability.



Increasing PIP levels across Herefordshire aligns with national statistics, with psychiatric disorders the most common reason for claiming PIP. In the North & West, **Leominster Grange had the highest number of cases at 193**, indicating a relationship between deprivation and need for PIP support.

Attendance Allowance

Attendance allowance is a non-means tested benefit for older people (66+) who require support to live safely due to severe physical or mental health conditions/disabilities. Knowing how many claimants there are gives an idea of demand for support services, including self-funded care across the area.

In August 2025, the North & West had the **highest claimant count** (2,063) of the county (6,496), although levels of need varied across the PCN area. Weobley (Lesser Credenhill) had the lowest claimants (31) whilst Tenbury (West) had the highest (100) with further concentrations in Kington Doughnut and Leominster – Buckfield.

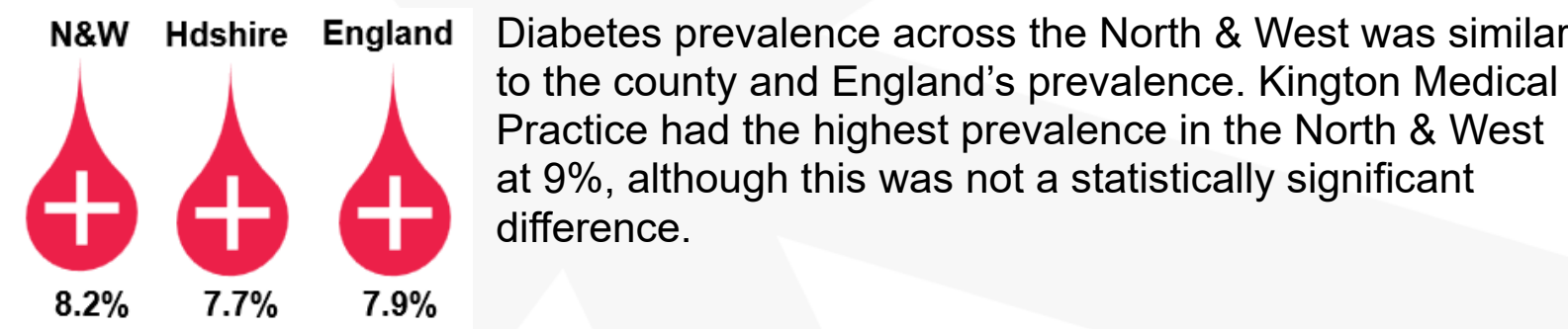
Long-term conditions

Long-term conditions (LTCs) currently have no cure and are managed with drugs and other treatment. ([Director of Public Health Annual Report 2023](#))

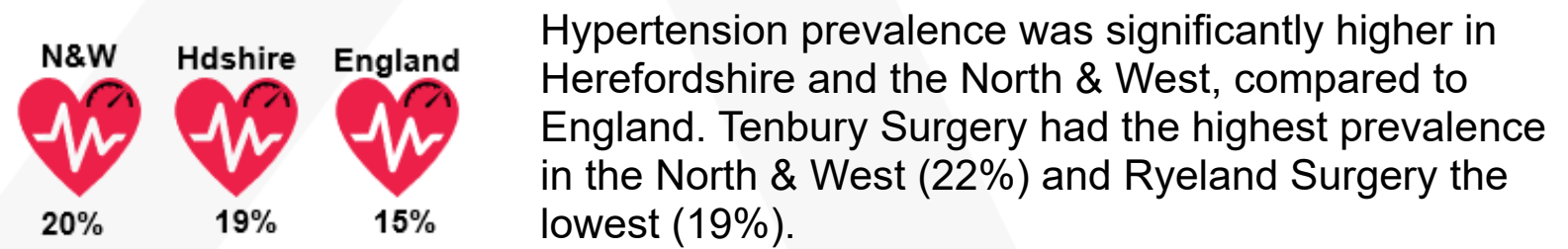
Table four on the right highlights the prevalence of diagnosed LTCS, based on [GP registers](#) for the ICS priority conditions in 2024-25 for North & West Herefordshire.

LTC prevalence was similar to Herefordshire overall, with increasing risk factors for mortality (see P.27) such as diabetes (3,600, 8%) and hypertension (10,600, 20%). The proportions with heart failure and COPD were above national rates which is to be expected as the rates do not account for the local older age profile.

High Blood Sugar



Hypertension



Diagnosed condition	Number of patients in 2024-25	Proportion of population in North and West	Trend	Proportion of population Herefordshire
ICS Priority Conditions				
Diabetes (17+years)	3,592	8.2%	↑	7.7%
Heart Failure	918	1.8%	↑	1.5%
Asthma (6+ years) (only includes those using medication during past year, much lower than recorded on GP systems)	3,556	7.2%	→	7.1%
COPD (all ages)	1,389	2.7%	→	2.5%
Other long-term conditions				
Hypertension (all ages)	10,589	20.4%	↑	19.2%
Depression (18+ years)	5,361	12.3%	-	13.9%
Chronic Kidney Disease (CKD, 18+ years)	3,191	7.3%	↑	6%
Chronic Heart Disease (CHD, all ages)	2,142	4.1%	→	3.6%
Atrial fibrillation (all ages)	2,002	3.9%	↑	3.2%
Stroke	1,514	2.9%	→	2.6%
Osteoporosis (50+ years)	316	1.1%	↑	1.6%
Rheumatoid arthritis (16+ years)	551	1.2%	→	1.1%
Mental health (all ages)	340	0.7%	→	0.9%

Note: The H&W ICS Strategy: Living well with Long-Term Conditions (2024) determined that its initial priorities would be cardiovascular diseases (including diabetes and heart failure) and respiratory diseases (including asthma and chronic obstructive pulmonary disease (COPD)). Data source: [QOF framework](#). Fingertips. Last accessed 12 May 2026

Emergency hospital admissions

Emergency hospital admissions can help measure the efficiency of primary care and identify health inequalities and pressures on urgent care services. The Herefordshire and Worcestershire ICB commissioned the Council's Public Health team to identify the 20% of the population within each PCN area with the highest levels of unmet need based on three measures: all-cause admissions, cardiovascular disease, and respiratory disease.

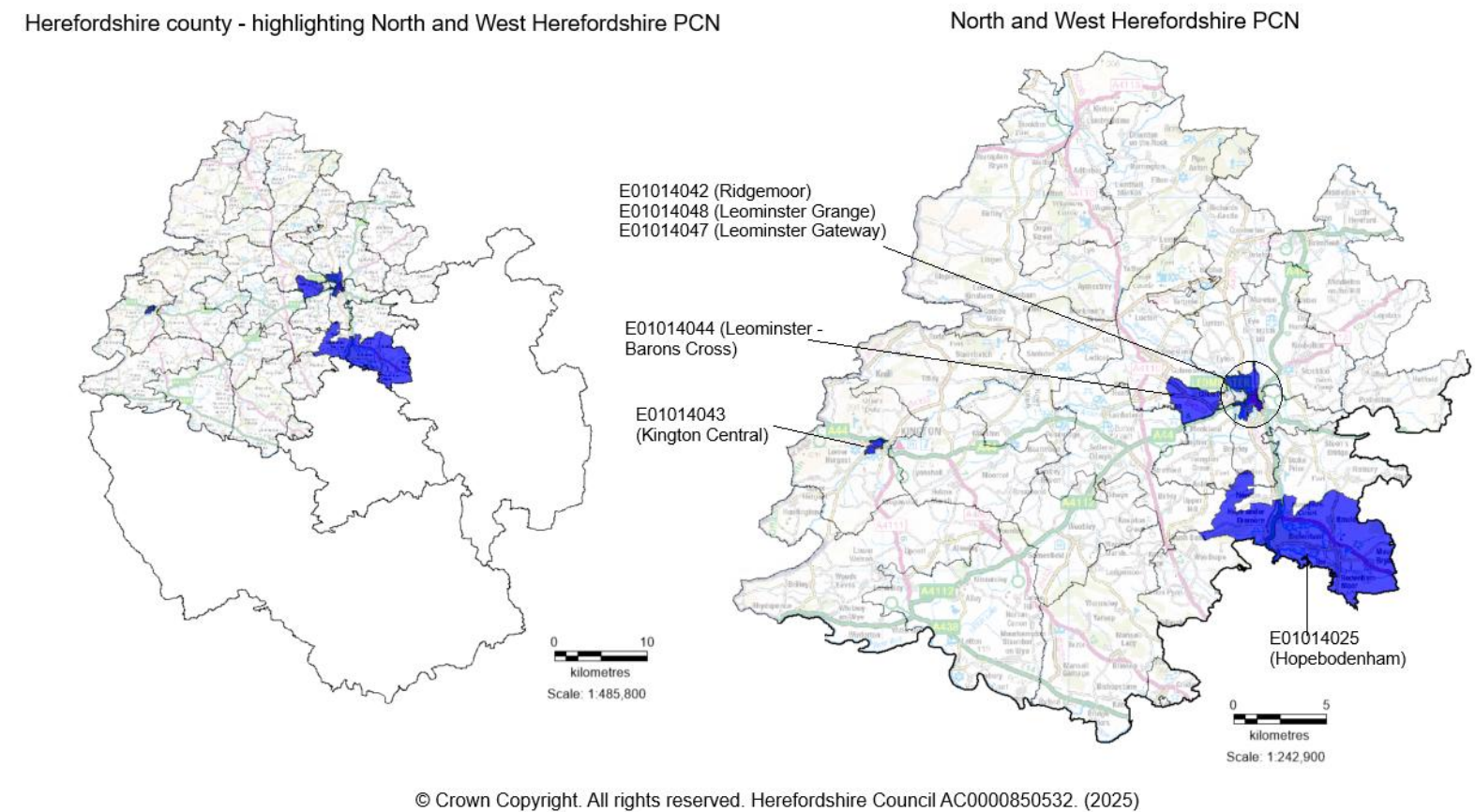
Across the North & West PCN, **23%** (9,850) of GP-registered patients experienced at least one emergency admission for any of the three causes between 2019-20 and 2023-24.

Certain areas noted higher prevalence of emergency admissions:

- Leominster Gateway had significantly higher prevalence across all three indicators; all-cause, cardiovascular, and respiratory admissions.
- Kington Central and Leominster Ridgemoor recorded significantly higher prevalence rates for all-cause and cardiovascular admissions.
- Leominster's Baron's Cross and Grange showed higher prevalence for all-cause and respiratory admissions.
- Hopebodenham showed significantly higher rates only for all-cause emergency admissions.

The maps on the right highlight these priority LSOAs in the North & West.

Figure 7: Maps highlighting the LSOAs with high rates of emergency hospital admissions in North and West Herefordshire (excluding Tenbury)



Data source: [Hospital Episode Statistics \(HES\), NHS England](#)

5. Mortality – what do people die of?

Total deaths and premature mortality

A total of **8,020 deaths** were registered from 2018-20 to 2022-24 in the North & West Herefordshire PCN area, with an average of 1,604 deaths during each three-year period.

The North & West PCN area had a similar age structure to the county, with a relatively higher number of older residents. Age Standardised Mortality Rates (ASMRs) take account of the population size and age structure of an area. Although the absolute number of deaths registered have increased since 2018-20, ASMRs have remained stable and are not significantly different to the county average.

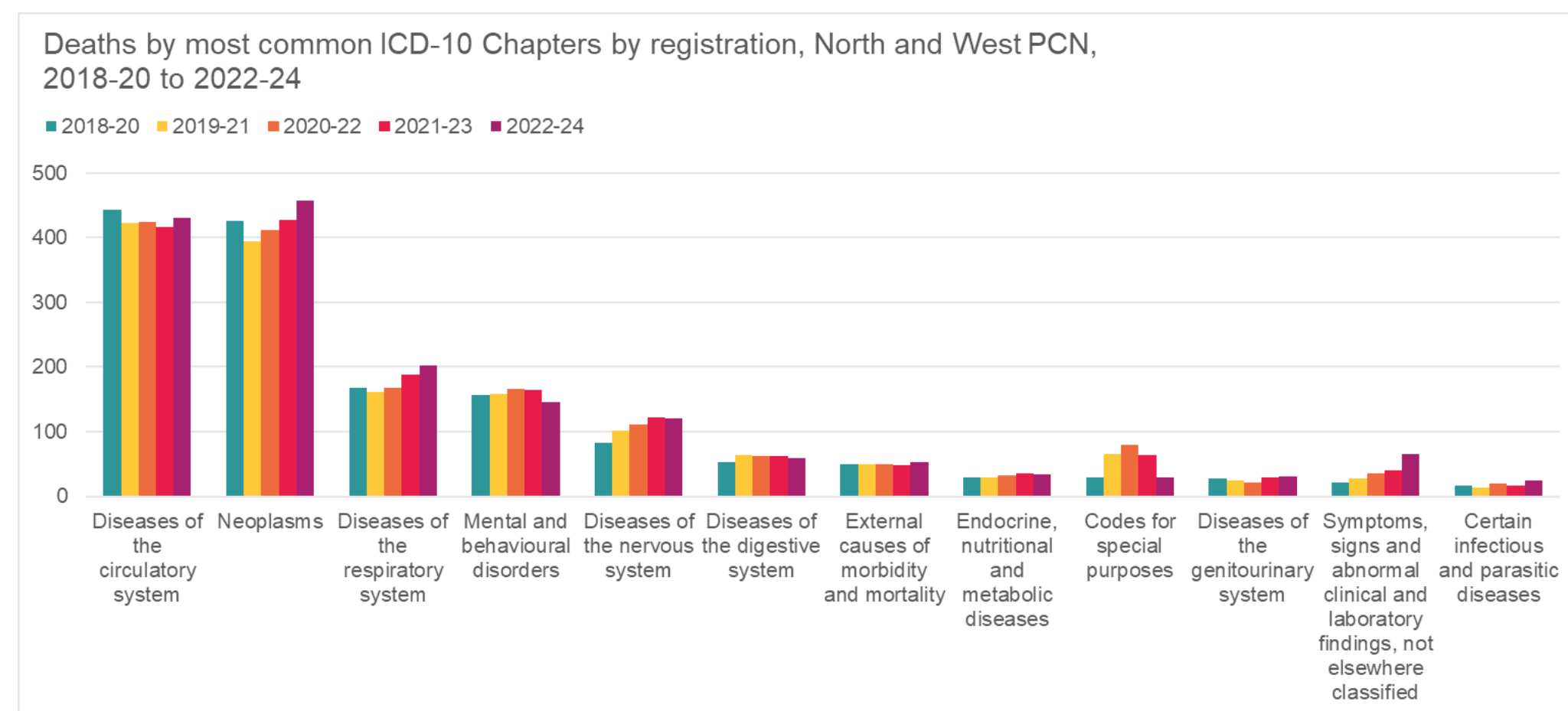
Out of the 8,020 deaths during this period, a total of **2,105 deaths were in under 75-year-olds** and considered premature. The ASMR for premature deaths in the area was about 31 deaths per 10,000 people during this period and was similar to the whole county rate (31 per 10,000).

Nationally and locally in Herefordshire, the total number of deaths and ASMRs for males have consistently been significantly higher than for females, and a similar pattern was seen in the North & West.

Underlying causes of death

The top three causes of death remain similar to what is observed across the county – diseases of the circulatory system, neoplasms (cancer) and diseases of the respiratory system.

Diseases of the circulatory system and cancer (neoplasm) accounted for **more than half the deaths registered** in the North & West from 2018-20 to 2022-24 (an average of 53% deaths). This is slightly higher than what is seen in Herefordshire, where these account for about 50% of the deaths. Deaths due to cancer have increased from 2019-21 to 2022-24.



Data source: Primary Care Mortality Database, NHS Digital. Downloaded March 2024.

Mortality and deprivation

People living in the most deprived areas (IMD quintile 1) of the North & West had a **significantly higher mortality rate** than the rest of the PCN area.

Mortality among those in the most deprived quintile was around **70% higher** than among those in the least deprived areas (IMD quintile 5). This inequality gap is far larger than the county-wide picture, where the difference between the most and least deprived quintiles is around 40%.

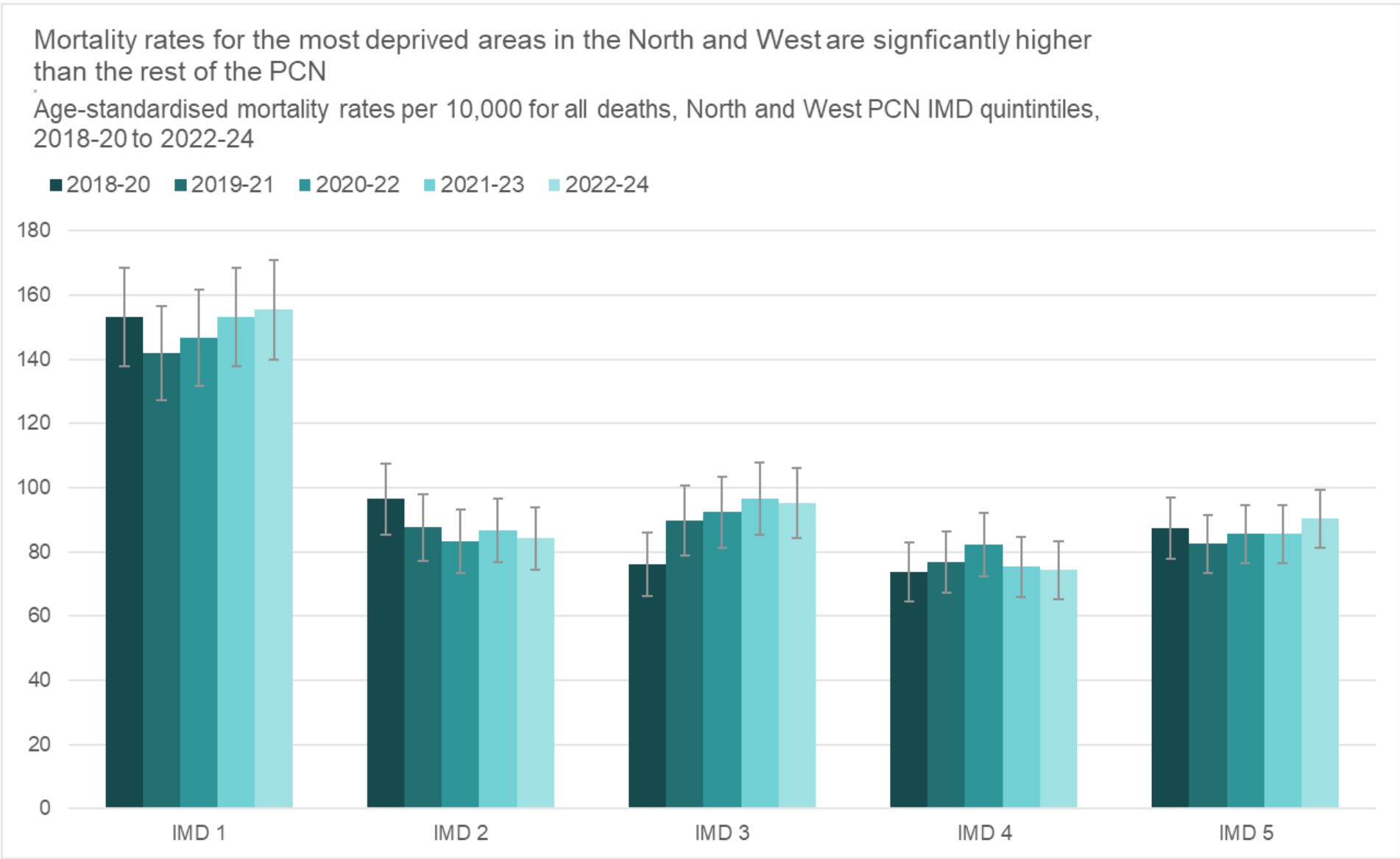
This pattern is different to that seen nationally, where mortality rates gradually increase with increasing levels of deprivation. However, this is similar to what is observed in the county, where all quintiles have fairly similar rates, apart from the most deprived, which is notably worse.

Avoidable mortality

Avoidable mortality relates to deaths of people aged under 75 where the cause of death is considered either preventable (through effective public health and primary prevention interventions) and/or treatable (through timely and effective healthcare interventions), based on an internationally agreed classification.

North & West Herefordshire had similar rates of avoidable mortality to the county.

The ASMR for avoidable deaths in the PCN area remained relatively stable, ranging from 20 to 23 per 10,000 population between 2018–20 and 2022–24. Of the 8,020 deaths registered during this period, a total of **1,460 (18%) were avoidable; 865 (11%) preventable** and **595 (7%) treatable**.



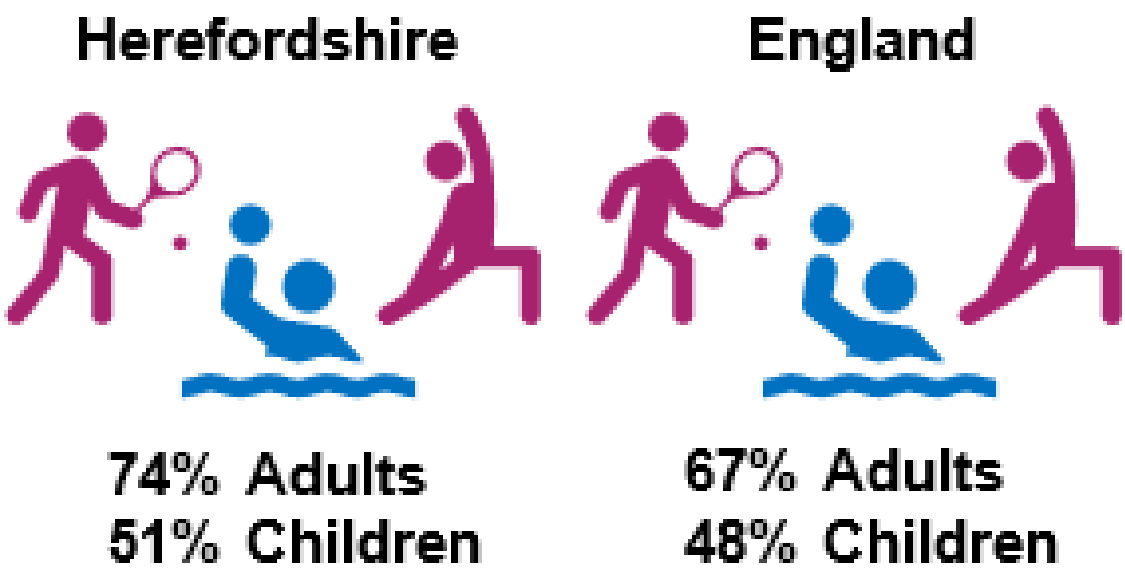
Data source: Primary Care Mortality Database, NHS Digital. Downloaded March 2024.

6. Risk factors for ill-health and mortality

Physical inactivity, obesity (high body-mass index), smoking and high blood sugar levels (fasting plasma glucose) have been the biggest [risk factors for disability in Herefordshire since 1990](#). They are also three of the four biggest risks for mortality, behind high blood pressure (hypertension). As diagnosed medical conditions, blood sugar and hypertension are covered on p.18 (long-term conditions).

Physical activity

Information on physical activity levels in Herefordshire is limited with estimates based on surveys, such as the [Sport England's national Active Lives Survey](#) whose sample is not large enough to analyse below county level.



In 2023-24, physical activity rates for adults and children in Herefordshire were higher than the West Midlands and England averages.

Adults are less likely to be overweight in Herefordshire than England

Whilst the proportion of adults who were overweight in Herefordshire (59%) was better than England (65%) in [2023-24](#), obesity levels were statistically similar (26.8% for Herefordshire and 26.5% for England).

In the North & West, obesity levels were even lower (14%) than the county with pockets of high obesity levels found in Leominster (16%), Kington and Tenbury (both 15%).

Smoking

Smoking prevalence comes from [GP registers](#). In 2024-25, the North & West had a lower prevalence compared to the county despite a significantly higher prevalence of smoking at Ryeland Surgery. Kington surgery had the highest rates of active smokers (18%), whilst Mortimer medical practice had the highest rates of former smokers (36%).



Mental health

Having 'good mental wellbeing throughout life' is one of the two priorities of Herefordshire's [Joint Health and Wellbeing Strategy](#). Current information regarding mental wellbeing and ill-health across Herefordshire is limited to county level information or data from [GP registers](#).

Mental wellbeing

Levels of personal wellbeing in Herefordshire were similar to national levels as outlined in the [2024 JSNA](#).

There was limited evidence in the 2023 Community Wellbeing survey to suggest that the wellbeing of adults differed greatly across the county.

A wellbeing score was calculated using the short Warwick Edinburgh Mental Wellbeing Scale which measures positive mental health and wellbeing in adults and teenagers. Different topics are scored from 1-5 with higher scores indicating greater positive mental wellbeing, with a score of 35 being the highest.

On average, Herefordshire adults scored 25.9 with adults in the North & West scoring similarly (25.8).

Mental ill-health

In 2024-25, mental ill-health prevalence (all ages) was significantly lower in North & West Herefordshire (0.8%), than the county (0.9%) and England (1.0%).

Ryeland Surgery had the highest prevalence in the area (0.8%, similar to national), whilst all other practices in the area had significantly lower prevalence, the lowest being 0.5% at The Mortimer Medical Practice.

11% of patients within the North & West were recorded as having a long-term mental health problem. GP patients at Tenbury Surgery had the highest prevalence at 24% whilst patients at Ryeland surgery have the lowest at 6%.

Regarding depression, the North & West had a significantly lower prevalence rate (12%) than the county and England (both 14%). Tenbury Surgery had statistically similar prevalence to the county (14%), whilst all other practices in the area had significantly lower prevalence rates, the lowest being 10% at Weobley and Staunton-on-Wye Surgeries.



7. Children and Young People

Overall, early years development in Herefordshire is generally positive. However, oral health and excess weight remain key areas of concern. Evidence shows that higher and more frequent consumption of sugars and sugar-containing foods and beverages is associated with an increased risk of dental cavities among children and adolescents ([Department of Health & Social Care](#)). In addition, [Public Health England](#) has highlighted that children are becoming overweight and obese at increasingly younger ages, with many remaining so into adulthood. Excess weight in childhood is a significant risk factor for the development of long-term conditions, including type 2 diabetes.

Oral Health

Current insights about oral health are limited to county level. Herefordshire has significantly higher rates of dental decay than nationally since the last two decades. In 2023-24, **31%** of Herefordshire five-year-olds had visually obvious dental decay, which was significantly above England (22%) and the **worst** amongst Herefordshire's CIPFA neighbours. The local rate has reduced but not significantly since the measure was first recorded in 2007-08, whilst England's has fallen from 31% and is statistically significant.

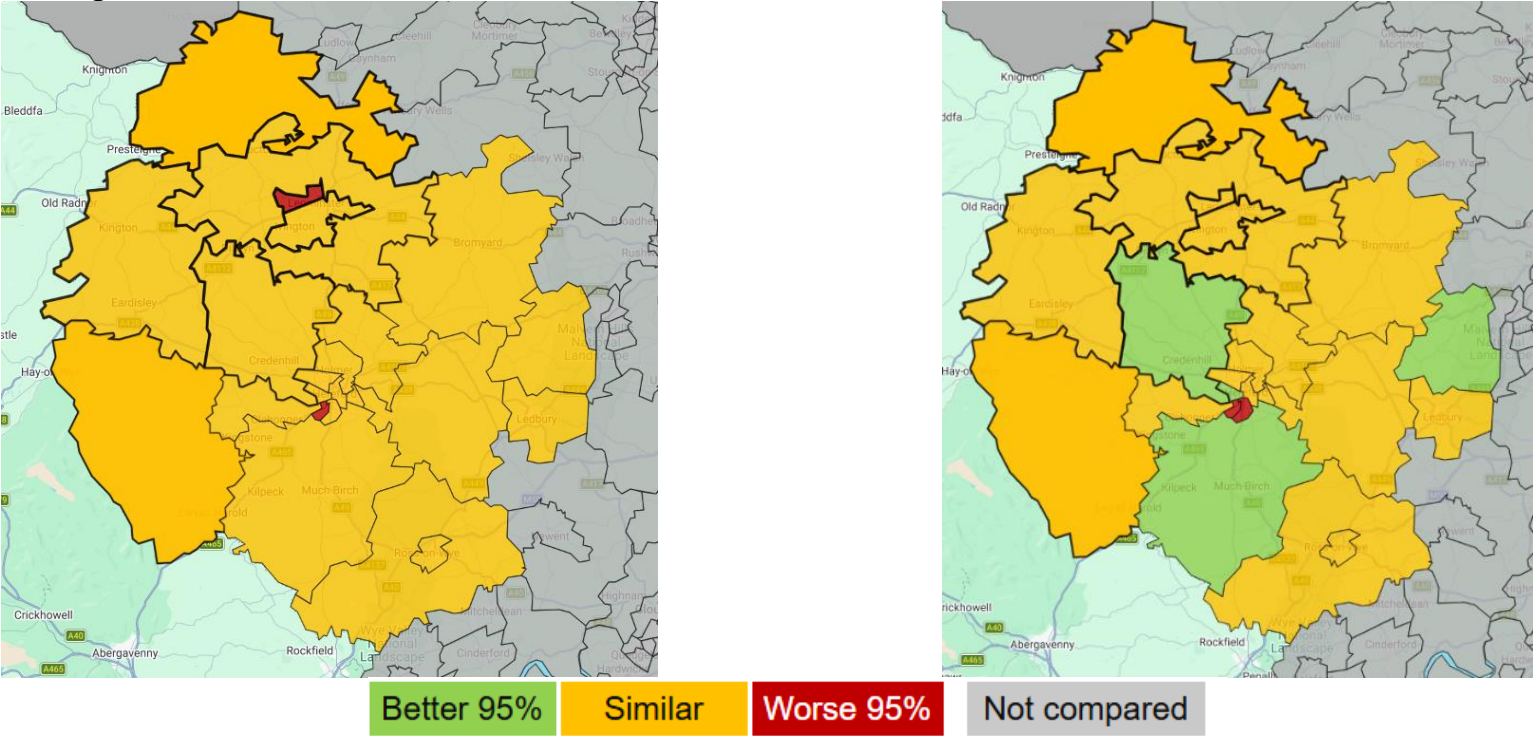
Excess weight

In 2024-25, 23% of reception-aged children across Herefordshire were overweight or living with obesity; similar to England's 24%. Although the recent trend indicates no significant change, this is the highest recorded locally since 2006-07 and a significant increase of 5% from the previous year. Among year 6 pupils, 35% were overweight or obese, similar to England (36%), with no significant change in the recent trend. Overall, children living in the most deprived areas of the county were more likely to be obese than those living in the least deprived.

In the North & West, Leominster North had the highest prevalence of reception-aged children being overweight or living with obesity in the county (30%), one of only two MSOAs in the county to have significantly higher rates than nationally. All other MSOAs in the PCN area were similar to the national average, with the lowest prevalence recorded in Shobdon, Luston & Bodenham (19%).

For children in year 6, most MSOAs in the North & West had similar prevalences to the national average, the highest being Leominster North at 42%. However, Credenhill, Weobley and Wellington had the lowest prevalence in the area (29%), which was significantly lower than the national average.

Figure 8: MSOA Map highlighting the prevalence of children who were overweight or obese in North & West Herefordshire (excluding Tenbury) in reception (left) and year 6 (right), compared to England



Data source: [Child BMI categories small area data](#). Fingertips. Last accessed 12 May 2026.

Areas with high rates of need for Under 5s

Some groups of children and young people will need more support, whether to keep them safe from harm or because they have additional needs or disability (SEND). Some are also more likely to experience poorer outcomes because they are economically disadvantaged.

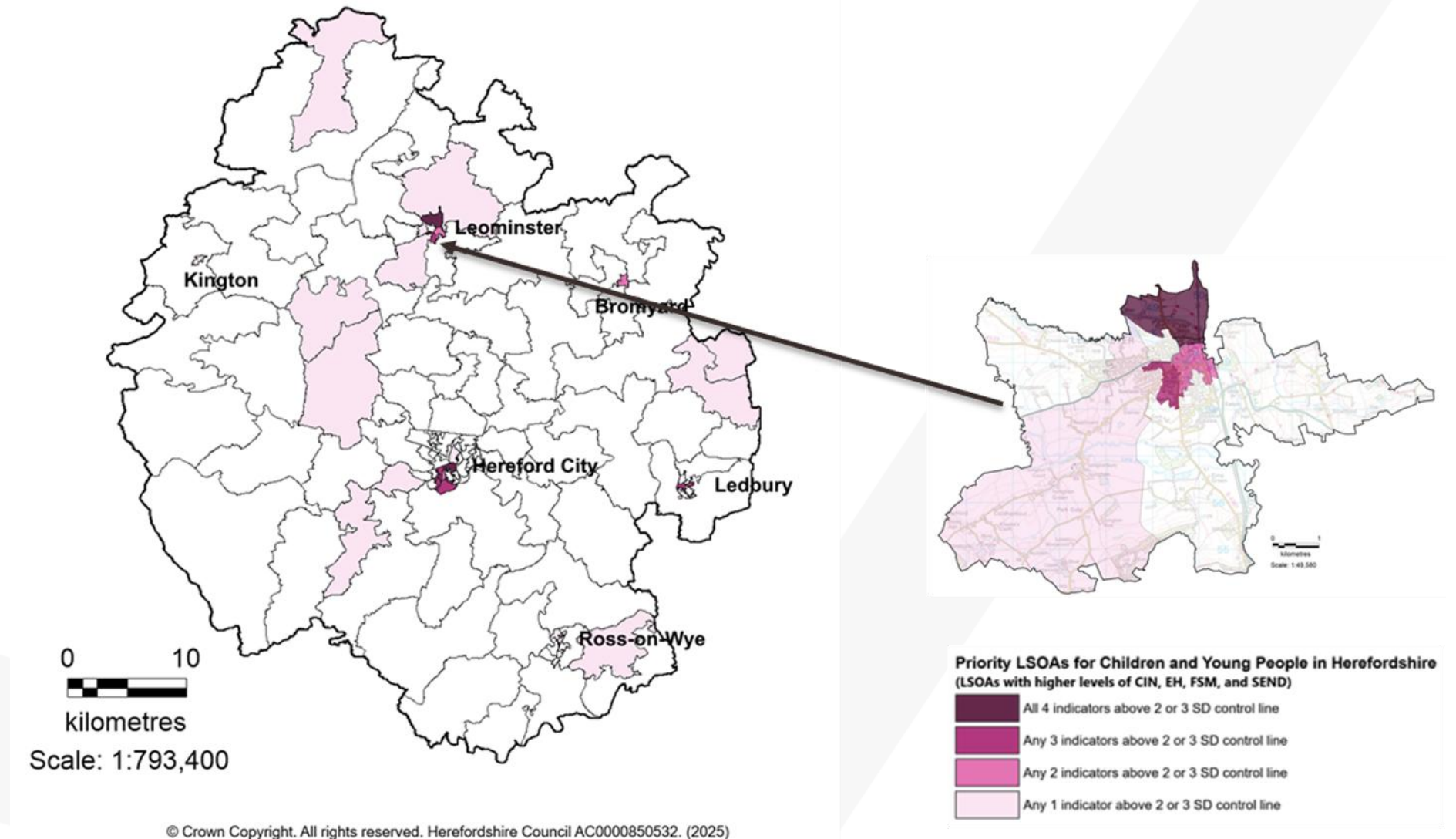
In 2025, analysis of five years' worth of data about children aged under 5 supported by different services identified areas of Herefordshire with particularly high rates of need. The data analysed were:

- Children in Need (CIN) - a child requiring local authority services to prevent significant impairment to their health or development, or a child who is disabled.
- Early Help (EH) – a whole family approach to provide extra support as soon as problems start to emerge, rather than waiting for them to become a crisis.
- Children receiving Free School Meals (FSM) – a common proxy indicator for economic hardship.
- Children with Special Educational Needs and Disabilities (SEND).

The analysis identified **30 LSOAs** across Herefordshire with significantly higher rates for at least one of these indicators; **ten of them** were in the North & West:

- Leominster Ridgemoor had high rates of CIN, EH, FSM, and SEND.
- Leominster Gateway had high rates of CIN, EH and FSM.
- Leominster Grange had high rates of CIN and EH.
- Greater Weobley and Leintadmore had high rates of FSM.
- Kington Central, Greater Foxley and Berrington had high rates of CIN.
- Leominster's Buckfields and Ryelands had high rates of EH.

Figure 9: LSOA Maps showing the Herefordshire areas with high need for children under five, spotlighting LSOAs in Leominster.



Data sources: [CIN](#), [SEND](#) and [FSM](#)

Children and young people with SEND (all ages)

A 2024 needs assessment looked at rates of children and young people (CYP) with special educational needs and disabilities around the county.

Around **5,200 statutory school aged CYP** (5-16 years) were recorded as having SEND.

Children with SEND in Herefordshire is a growing population

Between 2019 and 2024, Educational, Health and Care Plans (EHCP) have increased by:



&



15% in school-aged SEND

56% in 0–25-year-olds

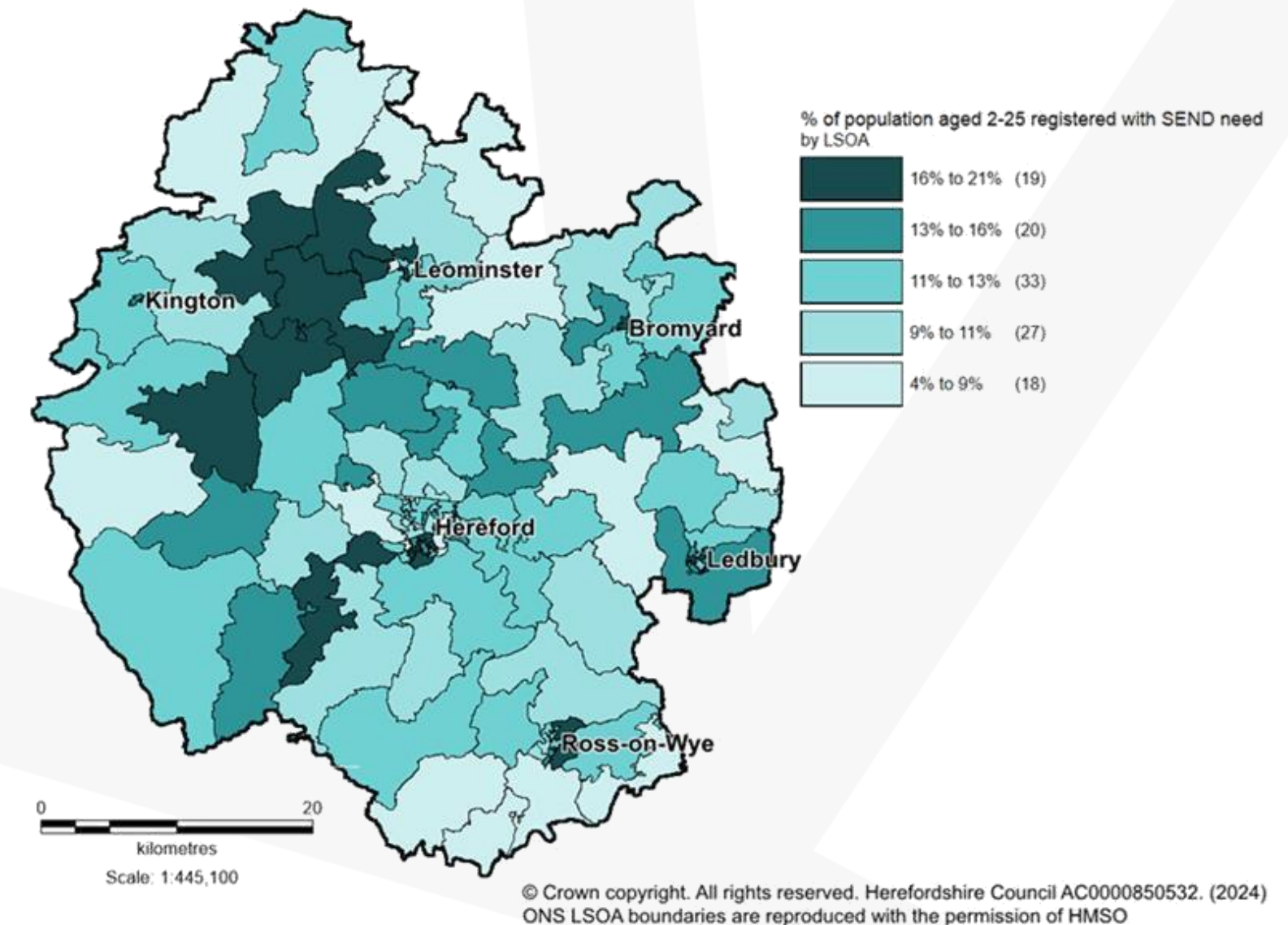
SEND rates were highest (18-21%) in areas of high deprivation and poverty. In North & West Herefordshire, Leominster Ridgemoor (21%) and Greater Weobley (20%) had the highest rates of SEND in the county.

Figure 8 shows the estimated population aged 2-25 years with an EHCP or receiving SEN support at LSOA level across Herefordshire.

The highest rates of CYP who receive an EHCP or SEN support lived in the most deprived areas of the county (30% and 27% respectively). Boys were more likely to have support in place than girls.

Learning difficulties (39%) were the most frequently reported primary need, followed by social, emotional and mental health needs (21%) and speech, language and communication needs (19%).

Figure 8: LSOA map showing the estimated population of where children and young people with SEND lived in Herefordshire in 2024



Data source: [SEND](#)

8. Adult social Care

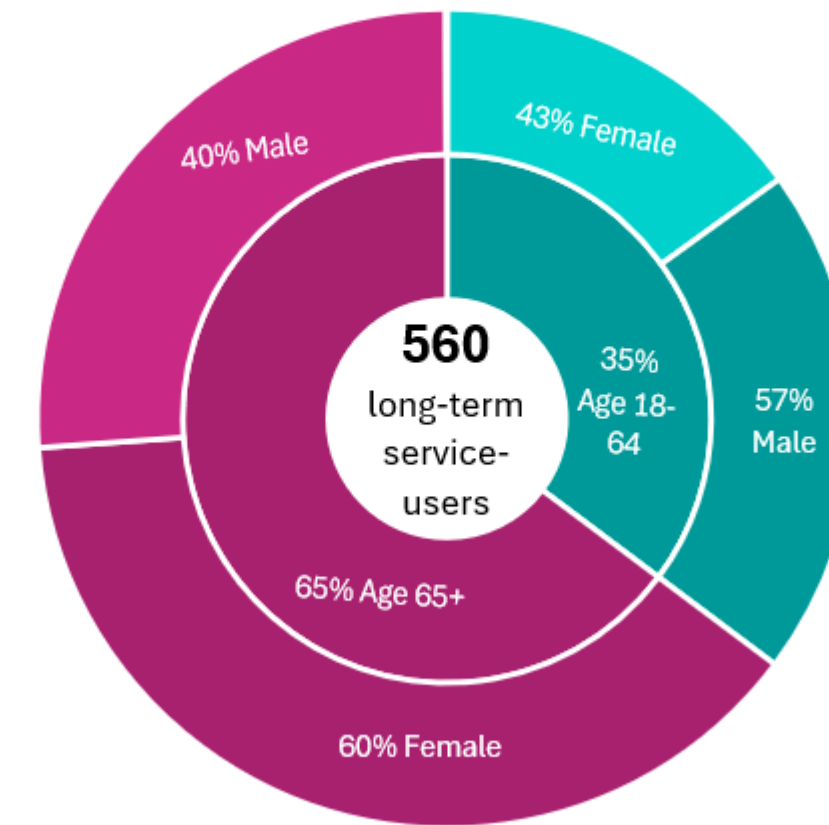
Please note: The data on this page is still being analysed, the information and graphs below may change, with additional information added.

Around 560 people a year in the North & West were supported by Herefordshire Council Adult Social Care (average based on the financial years 2023-24 to 2025-26). This represents just under a quarter of all long-term clients in the county (24%), broadly similar to the proportion of the adult population who live in the area (26%). The profile of clients by primary support need was also similar to that seen across the county as a whole.

Two-thirds of clients were aged 65 and over and one-third were aged 18 to 64. Overall, 54% were female, although this varied by age group: the younger age group had a more even gender split, while most clients aged 65 and over were female (61%).

People receiving long-term support form adults social care clients: two-thirds are over 65+ and female

Average annual numbers from 2023-24, 2024-25 and 2025-26



Data source:

9. Ageing well: health challenges affecting older people

As noted in the [2024 JSNA](#), people are more likely to experience ill-health as they get older. Locally, we only have data for dementia and Alzheimer’s meaning we can only discuss this topic in relation to ageing well.

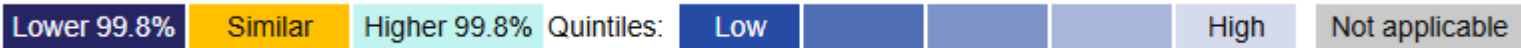
Dementia and Alzheimer’s

[Dementia](#) is a group of symptoms affecting brain function. It affects a relatively small proportion of the population (3% in the UK) and, although more common in older people, dementia should not be considered an inevitable part of ageing.

[Estimated diagnosis rates](#) are only calculated for counties and Herefordshire is consistently significantly below both the national target of 68% and England’s overall rate (66%). In 2025 the rate for **Herefordshire** was 58% and **was the 16th lowest** of all upper-tier local authority areas in the country. It is therefore very likely that the true prevalence of this disease is underestimated across the county.

Diagnosed dementia rates are available for GPs (see table 5). Kington, Ryeland and Tenbury have some of the highest rates in England. The table also shows the percentage of patients reporting Dementia or Alzheimer’s per GP practice.

Table 5: Percentage of GP patients reporting dementia or Alzheimer’s in North & West Herefordshire and Dementia prevalence in comparison to England



Area name	% reporting	Dementia prevalence	comparison to England
England	0.5	0.8	
North & West Herefordshire	1.7	1.1	Significantly higher than
Kington Medical Practice	0.6	1.9	Significantly higher than
Ryeland Surgery	3.9	1.0	Significantly higher than
Tenbury Surgery	0.8	1.1	Significantly higher than
The Mortimer Medical Practice	1.0	0.8	No significant difference
Weobley & Staunton-on-Wye Surgeries	0	0.8	No significant difference

Source: [National General Practice Profiles](#) dataset, based on the GP Patient Survey and Quality and Outcomes Framework. Last accessed 12th March 2026

10. Wider determinants of health and wellbeing

Other factors can influence good or bad health, including the social, economic and environmental factors which shape people's lives. These factors are collectively described as the wider determinants of health ([Public Health England 2018](#)).

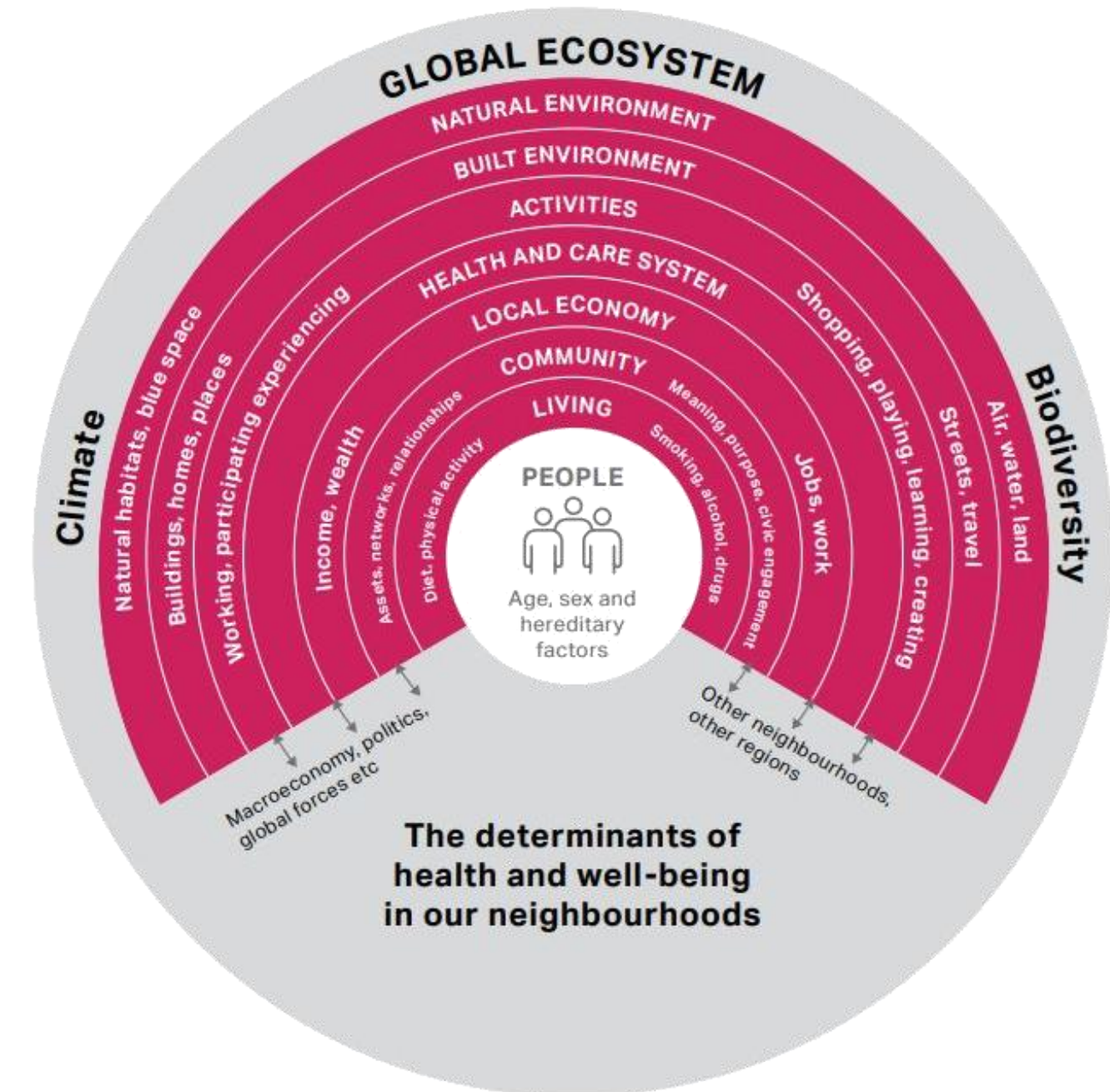
'Our health is a precious asset. Good health and wellbeing enable us to live happy, fulfilling lives and free us up to achieve our potential. Building a healthy society is like constructing a sturdy building. To succeed, we need all the right building blocks in place.'

'When we don't have what we need to heat our homes or buy healthy food, for example, and are constantly worrying about making ends meet, it can lead to chronic stress, poor health and lives being cut short.'

'But change is possible. By improving things like access to good-quality jobs, developing affordable homes, reducing poverty and making healthy food more accessible, we can... fix the gaps and build better health for all our communities.'

([The Health Foundation 2024](#))

Some of these wider factors and what they look like in North & West Herefordshire are considered on the following pages.



Source: [Future of London](#), adapted from Dahlgren and Whitehead (1991).

Environmental challenges

‘Evidence shows that a thriving, wildlife-rich environment benefits both physical and mental health. People with nature on their doorstep are more active, mentally resilient and have better all-round health’. ([The Wildlife Trusts](#))

Agriculture

Shaped by the natural environment, agriculture is a cornerstone of Herefordshire’s economy, heritage and communities. In the 2021 Census, **2,000 employed people** aged 16 and over living in the North & West **worked in agriculture, forestry and fishing**: 8% compared to 6% across Herefordshire and Tenbury and 1% for England as a whole.

Flooding

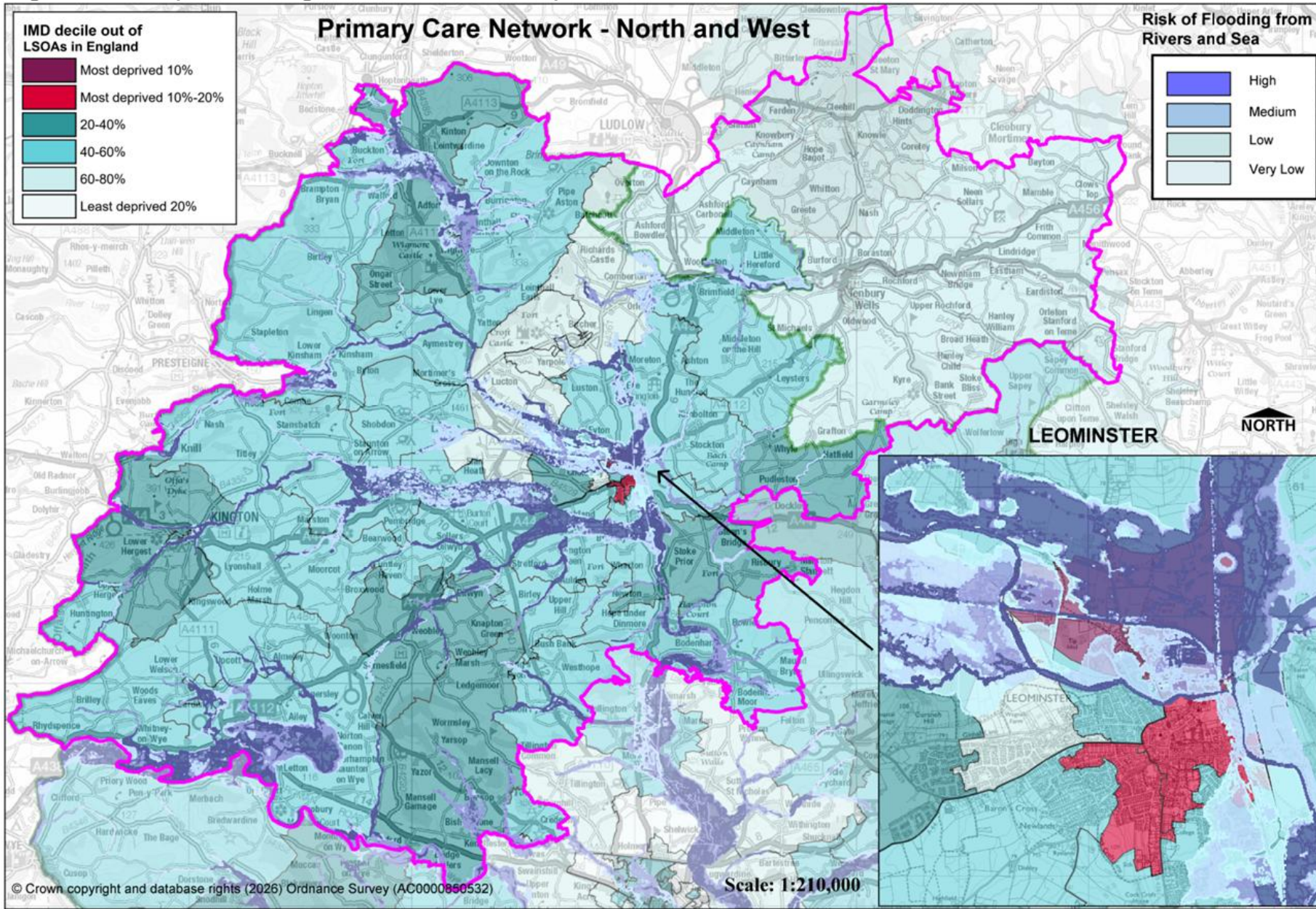
Much of Herefordshire is at risk of flooding and the threat of flooding can have a significant impact on the wellbeing of those affected, not just in terms of the physical dangers from flood waters, but in the trauma caused by damage to property and disruption to travel. Analysis to inform the Climate Change Adaptation Plan for Herefordshire 2023-2028 found that there had been 41 severe weather events in Herefordshire between 2008 and 2022, including 11 ‘highly significant’ floods.

Flooding can occur from surface water, or from seas and rivers (fluvial flooding). Surface water flooding is highly unpredictable, whereas fluvial flooding can be modelled based on the topography of an area and climate analysis. The map on the right shows those areas of the North & West that are at risk of fluvial flooding from the River’s Arrow, Lugg, Teme, and Wye, with the different colours representing areas at high, medium and low risk.

Leominster is the main urban centre for the North & West and had the highest concentration of housing at risk of flooding. The northern part of the town is most at risk of fluvial flooding from the river Lugg, including the most deprived area of

Ridgemoor. Some more rural areas are also at higher risk, including parts of Bodenham, Eardisley, Leintwardine and Whitney-on-Wye.

Figure 9: Map detailing flood risk and deprivation across North & West Herefordshire



Data source: [Risk of flooding from Seas and Rivers DEFRA](#) and [Indices of deprivation 2025](#)

Access to the natural environment

‘Evidence shows that a thriving, wildlife-rich environment benefits both physical and mental health. People with nature on their doorstep are more active, mentally resilient and have better all-round health’. ([The Wildlife Trusts](#))

Although the North & West PCN area does not include either of Herefordshire’s two National Landscapes (Wye Valley and Malvern Hills), it does contain the county’s only Country Park (Queenswood) and part of the Forestry Commission managed Mortimer Forest. Bodenham Lakes Nature Reserve is also one of numerous protected areas accessible to the public.

However, the **many benefits of the natural environment are under threat**. As well as risks from climate change, widespread declines in biodiversity were recognised in the council’s declaration of a Climate and Ecological Emergency in 2019.

Pollution means that the ecological health of the entire catchment of our two biggest rivers (the Wye and its tributary the Lugg) has been downgraded to ‘poor’ (‘unfavourable-declining’) by Natural England. This is mainly attributable to nutrient run-off from intensive poultry farms and discharges of raw sewage.

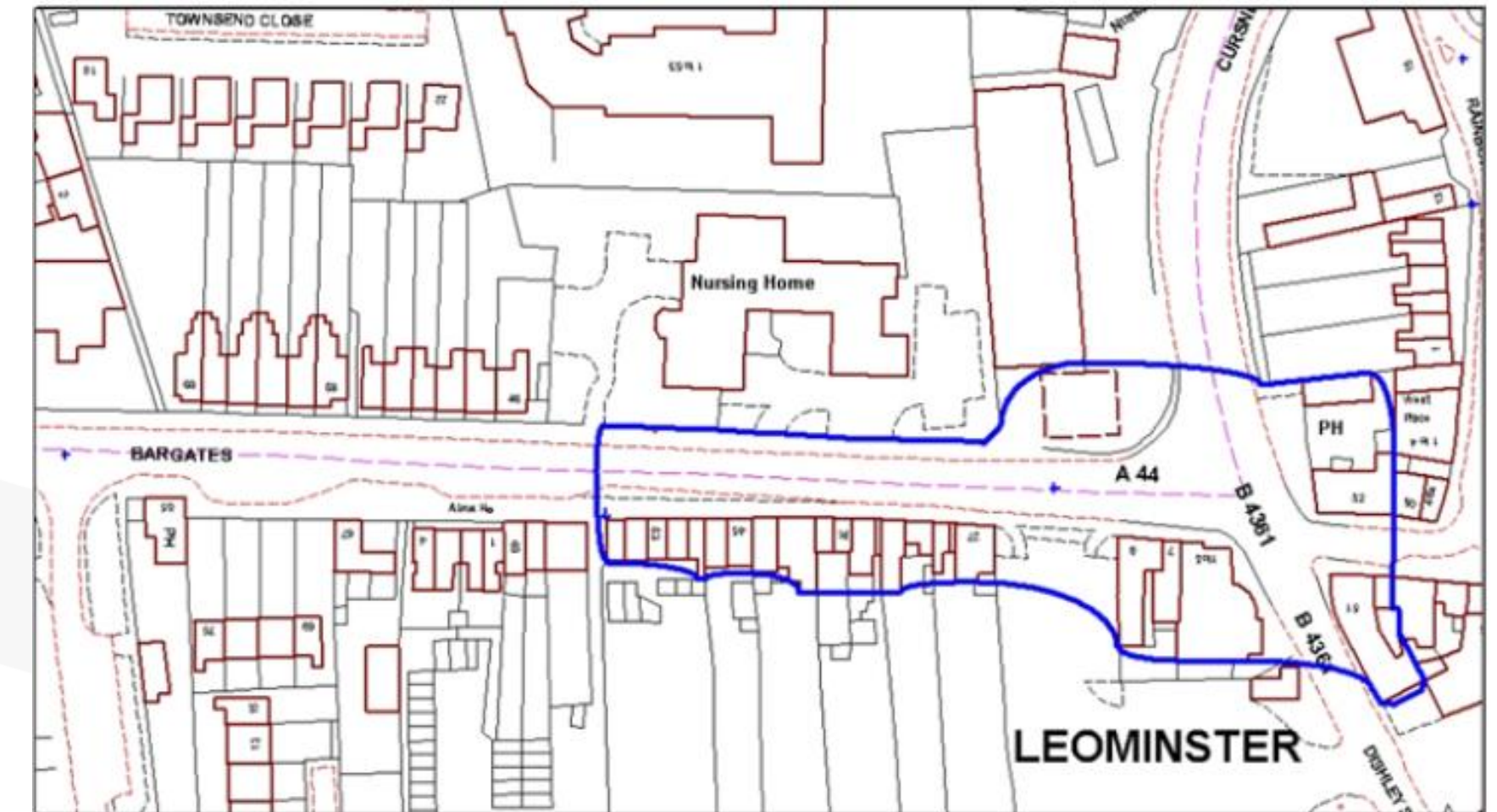
Since the Lugg flows through the North & West, much of the area is part of its catchment. A pioneering integrated constructed wetland project at Luston, in the North & West area, is attempting to mitigate local river pollution.

Outdoor living environment

The outdoor living environment domain of the Indices of Deprivation measures relative deprivation in terms of noise pollution, air quality and road safety. No areas of North & West were amongst the most deprived in England in 2025, but three were amongst the 20% most deprived in Herefordshire: ‘Leominster Grange’, and the rural areas of ‘Knillshall’ and ‘Shobbridge’.

Air quality problems in Herefordshire are mainly related to traffic. Leominster - Grange (see figure ten) contains one of the county’s two air quality management areas. An area encompassing the junction between the A44 (Bargates) and B4361 (Dishley Street/Cursneh Road), which includes 20 houses, has higher nitrogen dioxide levels than the Government threshold. Source: [Air quality management areas - Herefordshire Council](#).

Figure 10: Street map of the air quality management area of Leominster Grange



Data source: [Air quality Management Areas](#). Defra. Last Accessed 13 May 2026

Transport: geography and infrastructure

Good transport options and infrastructure can enable exercise, employment and road safety.’ ([The Health Foundation](#), May 2024). The rural nature of Herefordshire limits the availability of good transport options in the county.

The main towns and villages of the North & West area are connected by single-carriageway A roads, including the county’s only trunk road (A49), which runs north to south past Leominster. Leominster has one of only four rail stations in the county; other public transport options are limited – the scattered nature of the population makes commercially sustainable bus provision problematic ([Herefordshire Local Transport Plan 2016-2031 Strategy](#)).

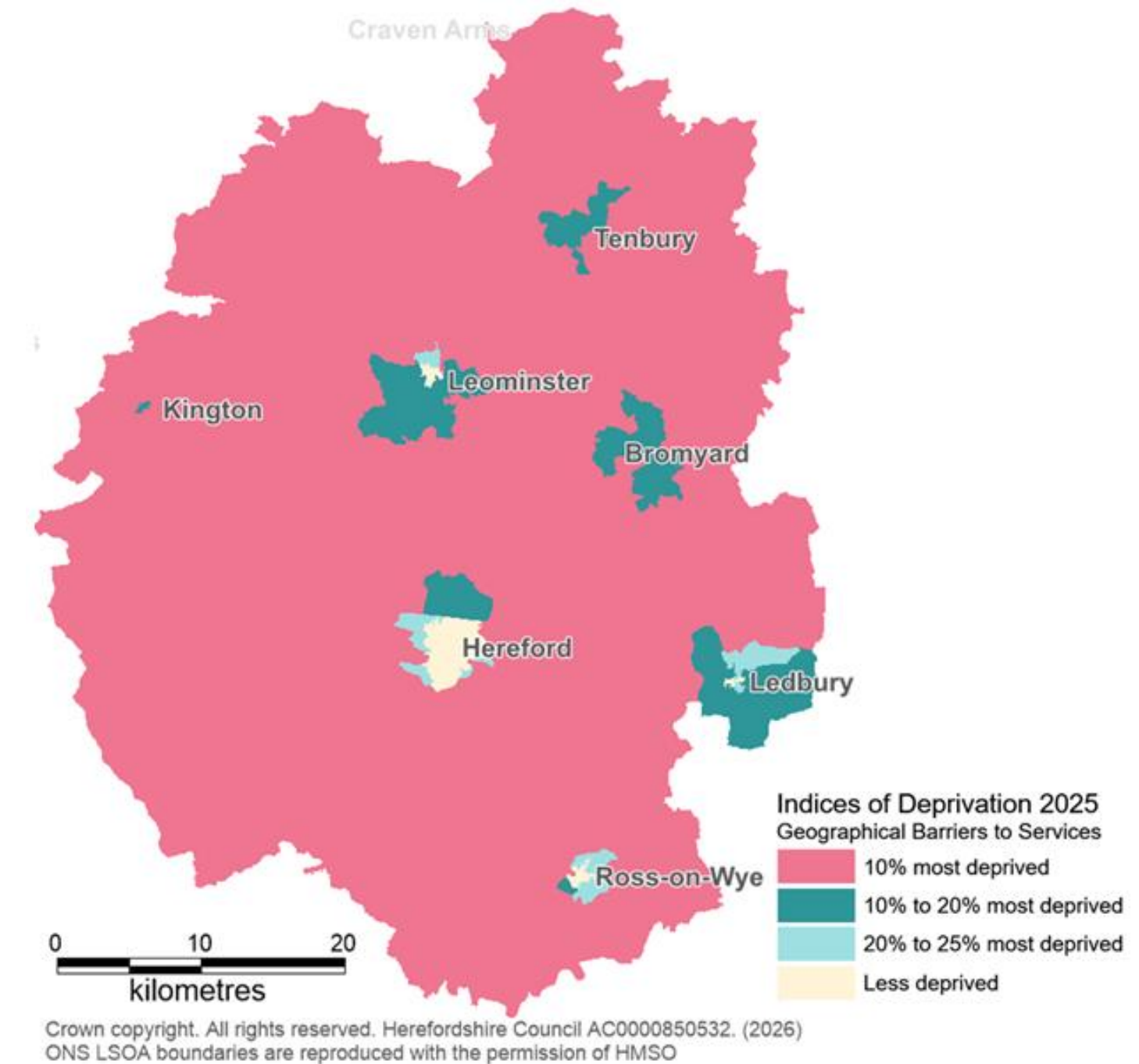
Geographical barriers to services deprivation

Geographical barriers to services were the most widespread type of deprivation affecting the whole of Herefordshire and Tenbury (see map in figure eleven), and North & West was no exception. **81 of Herefordshire’s 116 LSOAs were amongst the 25% most deprived in England** in 2025; with 54 amongst the 10% most deprived. Only the three Leominster town areas of ‘Grange’, ‘Gateway’ and ‘Meadows, Rugg’ were not. Of the ten Tenbury LSOAs, eight were among the 10% most deprived in England and two among the 20% most deprived on this domain (West and Burford Boraston).

In a local context, **six of the eleven** 10% most deprived areas of the county were in North & West:

- Aymestrey Horseshoe (2nd)
- Greater Docklow (3rd)
- Knillshall (4th)
- Tollbridge (5th)
- Greater Foxley (7th)
- Middleton (10th)

Figure 11: LSOA map of Herefordshire showing the most deprived areas in England for geographical deprivation



Data source: [Indices of deprivation 2025](#). Last accessed 12 May 2025.

Due to the distances and lack of public transport, there is a heavy reliance on car travel across the county. The 2021 Census recorded that 24% of working adults in Herefordshire and Tenbury travelled over ten kilometres to get to work, compared to 19% across England, with 59% of workers commuting by car, compared to 35% across England.

Unsurprisingly, the North & West area had similar patterns. 30% of working adults travelled over 10km to get to work. Car ownership was a necessity, 60% commuted to work by car and only 11% of households did not own at least one.

Car availability

Car availability in the North & West was similar to the county, as is to be expected for the most rural area of the county, with around 39% of households owning one car, 33% owning two cars, and 17% owning three cars.

Rural areas were more likely to have a car than urban areas with only 5% of households not owning a car in rural Kington compared to 21% in Leominster town. Notably, more households in Leominster Grange did not own a car whilst households in more rural areas such as Baldwin and Cleobury Neen Sollars in Tenbury had two or more cars.

Travel to work

Similar to the county, most working residents travelled to work by car, van or motorbike (60%).

Those not travelling to work by car either utilised public transport (0.9%), walked/cycled (10%) or worked from home (29%). Residents were more likely to walk, cycle or use public transport to get to work in urban areas which aligns with the broader county. Notably, more residents in Leominster Grange used public transport to get to work.

Transport: travel

Residents were more likely to work from home in rural areas, with notably more residents working from home in Cleobury Neen Sollars in Tenbury.

Future transport plan

The need to improve local transport opportunities is a priority for [Herefordshire Council's Local Transport Plan](#), with plans to develop the transport infrastructure in place until 2031. Leominster is one area set to receive improvements to transport support as housing expands in the area. A development of a core network of bus services aims to connect the core market towns with Hereford City is a priority to maintain access via public transport.



Housing

A county’s housing stock has implications for how people are living and fuel poverty (discussed on page 40). The nature of the housing stock in Herefordshire means that homes are less likely to be well-insulated or connected to the gas network, making them difficult to heat which results in poorer energy efficiency scores and colder homes. This can be problematic since our homes can influence both our physical and mental health. Good housing should be affordable to all, decent quality, and secure and stable.’ ([The Health Foundation](#), May 2024)

Housing tenure

Similar to the county, **over two thirds** of households in the North & West owned their own homes (69%) in **2021**, with almost half owning them outright (47%). The exception to this was Leominster town, where although the majority were homeowners (58%), a higher-than-average proportion rented (42% vs 31% in the North & West) with notably higher rates of social renting in Leominster Ridgemoor and higher rates of private renting in Grange.

Stock condition: Cold homes

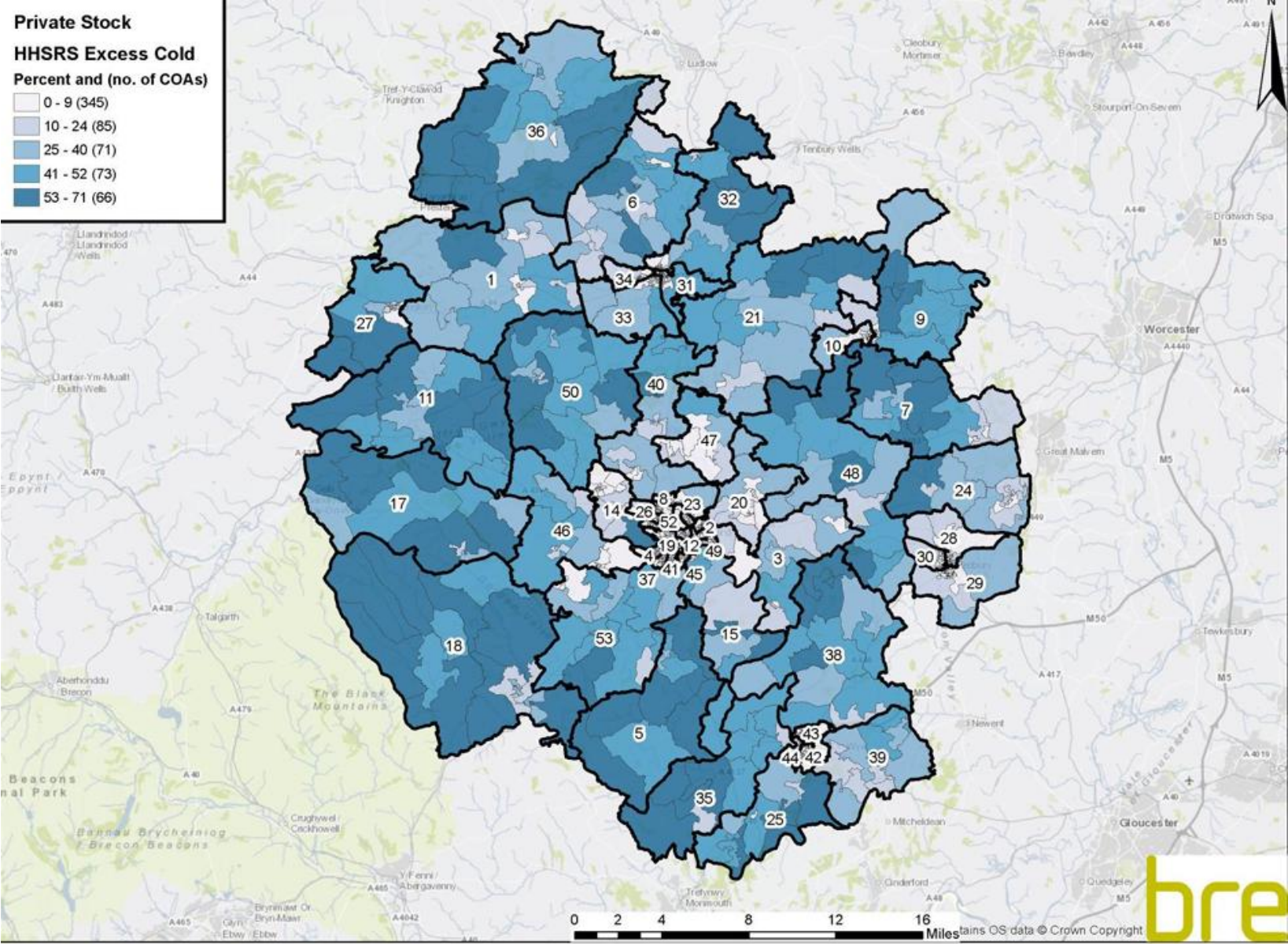
In 2019, **BRE** surveyed the housing conditions across Herefordshire, finding:

- High proportions of detached houses (40%) compared to England (23%)
- More homes built pre-1900 (39%) compared to England (8%)
- Lower households using mains gas (69%) compared to England (87%)
- High proportion of dwellings perform worse for excess cold hazards (17%) compared to England (3%)

The North & West had the **second worst** score for all hazards (35%) and excess cold (27%). The map in figure 12 shows the excess cold hazards for private stock across the county, with rural areas in the North & West having higher excess cold hazards, such as Mortimer, which ranked second of all localities for excess cold

hazards (36%) in owner occupied housing and Weobley which ranked second for private rented housing (34%).

Figure 12: Ward map showing the excess cold risk across Herefordshire’s private stock, ward boundaries may overlap different LSOA boundaries.



Data source: [BRE housing survey 2019](#). Understanding Herefordshire. Last Accessed 12 May 2026

Stock Condition: Falls

The 2019 BRE survey identified North & West Herefordshire as ranking **joint first** (11%) with South & West Herefordshire for fall Hazards across Herefordshire's private stock.

At the locality level, Kington had the **worst risk** for fall Hazards in private stock of all localities at 12%, closely followed by Mortimer and Weobley at 11% who also shared scores with Bromyard and Golden Valley.

The ward map in figure 13 reflects these findings, showing higher levels of fall Hazards across the more rural areas of the North & West such as Mortimer.

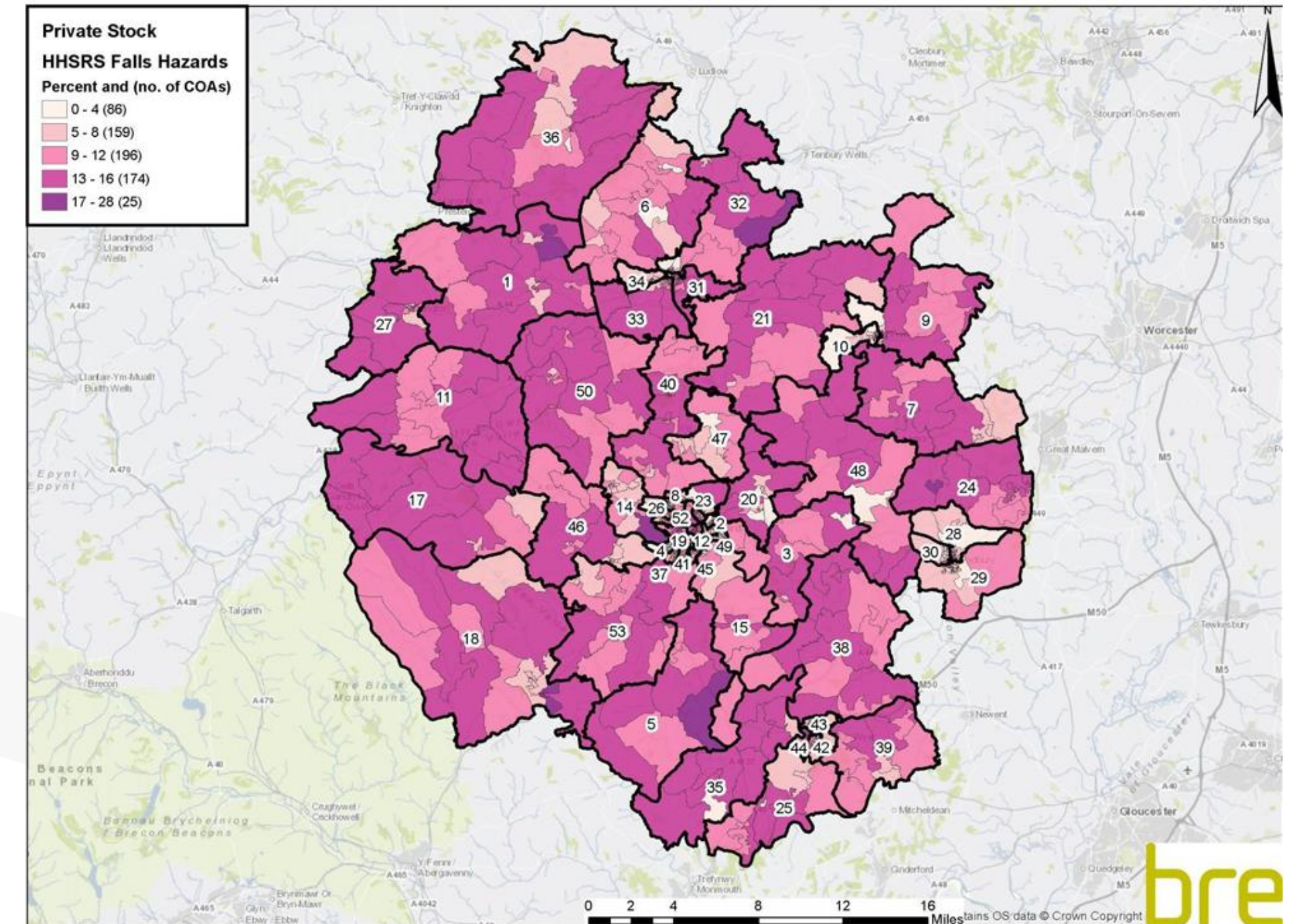
Central heating

From the [2021 census](#), most of the North & West had similar levels of central heating to the county, where 98% of households had central heating and 2% did not.

Moderately less households relied on mains gas (37%) compared to the county (52%) and nationally (74%), and moderately more households relied on oil (25%) compared to the county (16%) and nationally (4%).

Notably more households in Leominster Meadows Rugg, Leominster Grange and Leintadmore had electric only heating sources, whilst notably more households in Leominster Ridgemoor had no central heating.

Figure 13: Ward map showing the fall hazard risk across Herefordshire's private stock, ward boundaries may overlap different LSOA boundaries



Data source: [BRE housing survey 2019](#). Understanding Herefordshire. Last Accessed 12 May 2026

Indoor living environment

Indoor living environment was one of the key areas where Herefordshire and Tenbury were more deprived compared to England as a whole. Poor housing conditions such as homes not meeting the Decent Homes Standard, low Energy Performance Certificate (EPC) ratings, and a lack of adequate outdoor space contribute significantly to this deprivation. Across Herefordshire, **one-third** of LSOAs fell within the 10% most deprived in England for indoor living environment, 14 of which were in the North & West.

Locally, 23 areas fall within the 20% most deprived in Herefordshire, of which:

- **Nine** were in the rural areas of the North & West: Middleton, Greater Docklow, Knilshall, Eardishill, Berrington, Tin Hill, Tollbridge, Aymestrey Horseshoe and Greater Foxley.
- Greater Foxley, Aymestrey Horseshoe, Tollbridge, Tin Hill and Berrington were in the 10% most deprived areas.

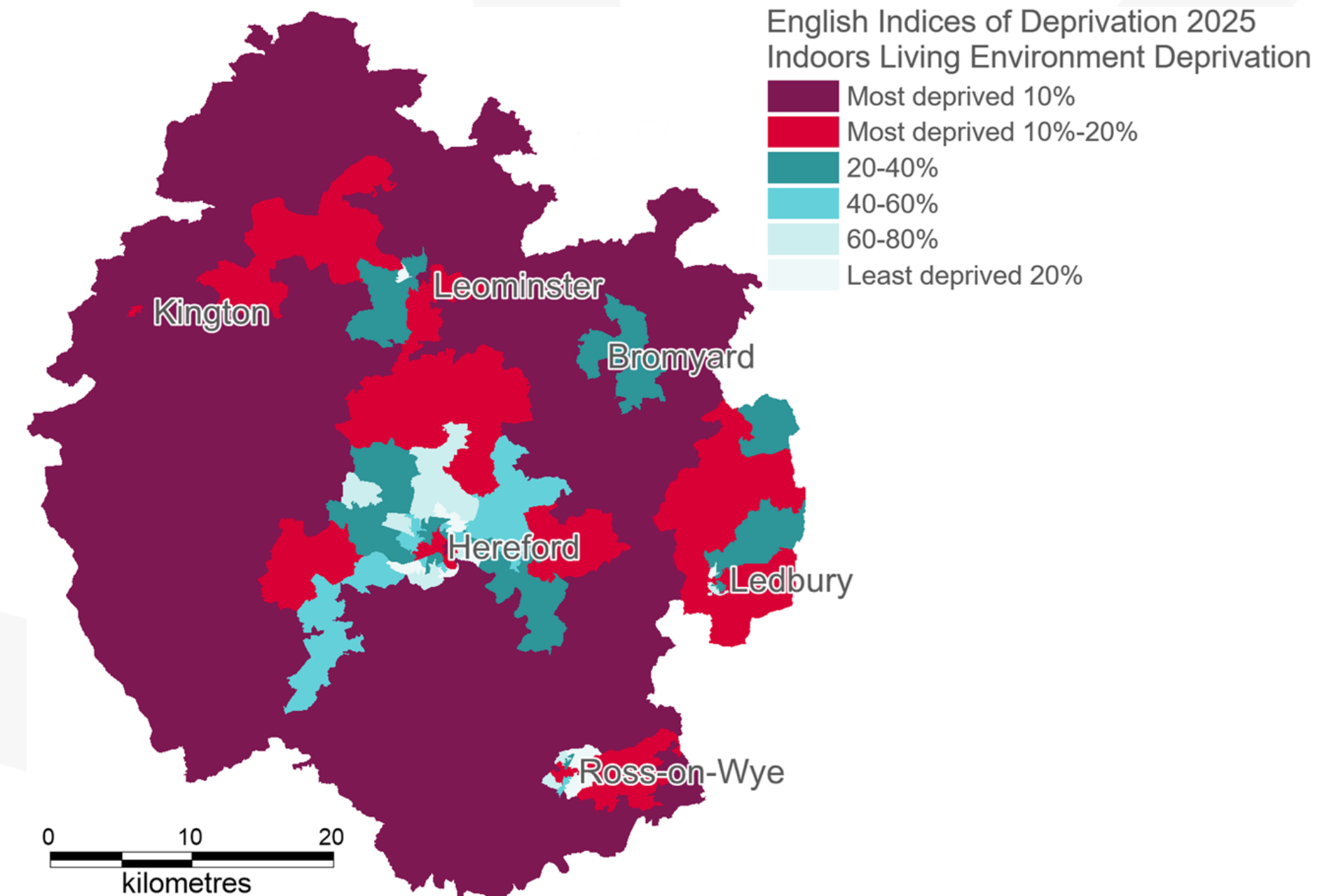
Eight of the ten Tenbury locality LSOAs also fell within the 20% most deprived in England, with Lindridge, Baldwin, Stoke St Milborough Henley, Ashfords Cayman, Knowle Greete, Doddington Hopton Wafes and Cleobury Neen Sollars falling in the 10% most deprived in England.

Housing affordability and deprivation

Herefordshire is generally less deprived in terms of wider barriers, including housing affordability, which is one of the indicators that make up this sub-domain.

Within the North & West PCN area, **only Kington Central** and **Kington Doughnut** fell among the locally deprived areas for this measure.

Figure 14: Map showing the most deprived areas in England on the Indoor Living Environment for Herefordshire LSOAs (excluding Tenbury)



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ONS LSOA boundaries are reproduced with the permission of HMSO

Data source: [Indices of deprivation 2025](#). Last accessed 12 May 2025.

Education and skills

As noted in the [2024 JSNA](#), ‘Good education and skills provide a strong foundation for good health and a decent quality of life.’ ([The Health Foundation](#), May 2024). Below county level, the most useful information about education and skills for both children and adults come from the 2025 Indices of Deprivation combined with detail from the 2021 Census.

Children and young people’s education and skills

Eight Herefordshire LSOAs in the North & West and **the West LSOA in Tenbury** were amongst the 20% most deprived in England in terms of CYP education and skills (see map), which takes account of educational attainment and absence levels.

Leominster’s Ridgemoor, Grange, Gateway and Baron’s Cross were the only LSOAs in the North & West to fall amongst the 10% most deprived locally on this domain. The remaining four LSOAs of Hopebodenham, Leominster Meadows Rugg, Kington Doughnut and Kington Central fell amongst the 20% most deprived locally.

Adult skills and qualifications

This domain considers entry to higher education as well as qualifications and English language proficiency (for those for whom English is not their first language).

Unlike for CYP education, only **two areas** of North & West were amongst the 20% most deprived in England in terms of adult skills in 2025: Leominster’s Ridgemoor and Grange. Locally, five areas in the North & West were amongst the 20% most deprived in Herefordshire: Kington Central, Gateway, Baron’s Cross, Grange and Ridgemoor, with the latter two being amongst the 10% most deprived.

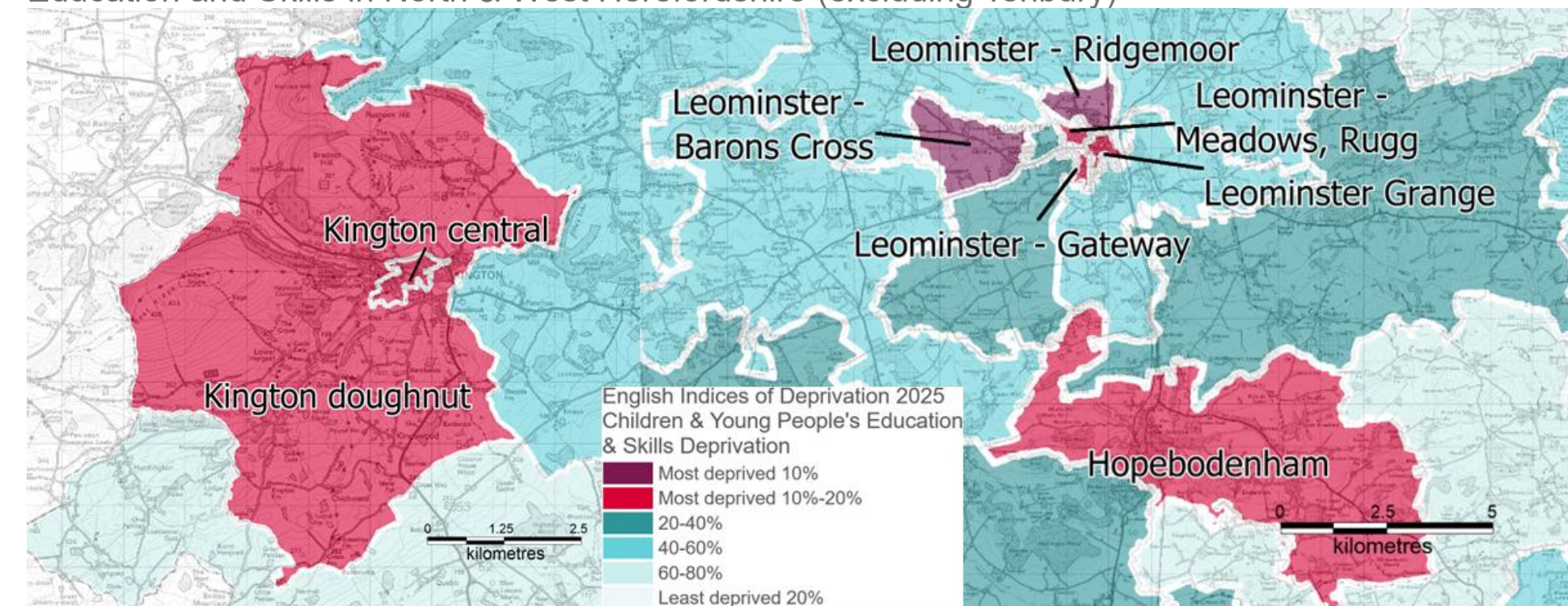
From the [2021 Census](#), residents aged 16 and over in the North & West had similar levels of qualifications to the county:

- **18%** have no qualifications

- **10%** have level 1 qualifications
- **15%** have level 2 qualifications
- **17%** have level 3 qualifications
- **32%** have level 4 or higher qualifications
- **6%** have an apprenticeship

Notably, there were higher rates of apprenticeships in Leominster Buckfield and higher rates of level 1-4 qualifications in LSOAs across Tenbury (i.e., Baldwin, Lindridge and Cleobury Neen Sollars). Notably less residents had level 2 qualifications in Leominster Grange.

Figure 15: LSOA Map showing national deprivation for Children and Young People’s Education and Skills in North & West Herefordshire (excluding Tenbury)



Data source: [Indices of deprivation 2025](#). Last accessed 12 May 2025.

Economy

Our economy is the backbone of the county and sadly, Herefordshire has consistently fallen behind national rates. Earnings and employment rates do not follow national trends to industries due the structure of our economy. With reduced productivity compared to nationally, we have lower wages and different employment activities. Despite this, economic activity is increasing.

Industry of employment

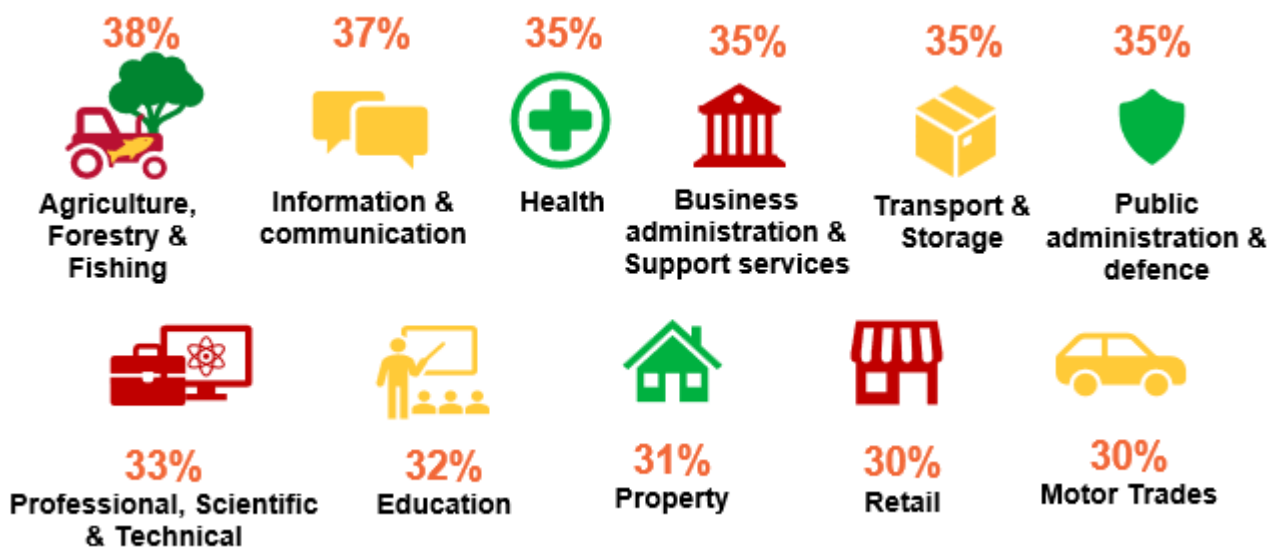
In 2025, **3,385** (32%) of the 10,740 business enterprises across Herefordshire were in the North & West PCN area (excluding Tenbury).

Similar to nationally, most Herefordshire businesses were in the private sector (97%) and were micro-sized enterprises with less than ten employees (87%). However, the distribution of businesses between industrial sectors is significantly different to nationally, most noticeably with an over-representation of businesses in the agriculture, forestry and fishing sector (30% of Herefordshire businesses compared to only 4% in England).

Agriculture, forestry and fishing represented a quarter of all businesses (845) in the North & West, the highest proportion (38%) of any Herefordshire PCN area.



Other business sectors with the highest proportions in the North & West were:



The differing distribution of businesses across industrial sectors in each PCN area has implications for productivity, jobs, earnings and skills.

Contribution to Herefordshire’s economy

The Gross Value Added (GVA) represents the value generated from economic outputs of goods and services in an area per year. In 2023, Herefordshire’s GVA per capita was £4.9 million which consistently lags behind the rest of the country with England’s GVA being £2.1 billion. There is no up-to-date data available at LSOA or PCN area level.

Per head, Herefordshire was significantly lower (£25,947) than England (£36,103).

Employment type

Similar to the county, most working aged residents in the North & West were in full-time employment (66%) with over a third in part-time employment (34%). Notably more residents worked part-time and less worked full-time in Doddington Hopton Wafes (Tenbury).

People in work

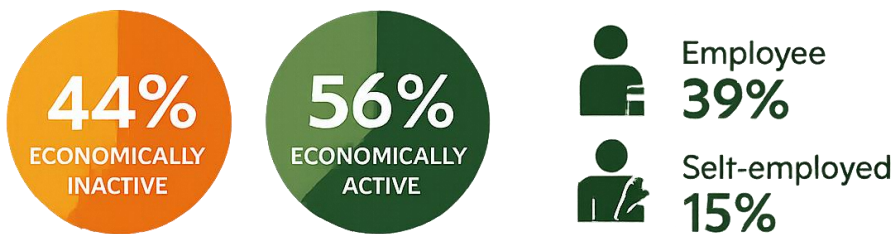
‘Rewarding and fulfilling work supports good physical and mental wellbeing. It fairly rewards peoples’ efforts, enables them to earn a decent living wage and provides opportunity for personal development and financial security.’ (JHWBS)

Economic activity

The economic activity rate is a measure of the proportion of people either in work or available for work.

Herefordshire’s economic activity profile differs from England’s: [2021 Census data](#) showed that **58%** of residents aged over 16 were economically active, compared to 61% nationally, driven by the greater proportion of people in retirement (29% compared to 22%), reflecting the older age structure of the county’s population.

The North & West area had similar economic activities to the county, with 56% of the 44,880 residents aged 16+ being economically active in 2021. Notable exceptions to this included Greater Docklow and Aymestrey Horseshoe which had more residents who were self-employed.

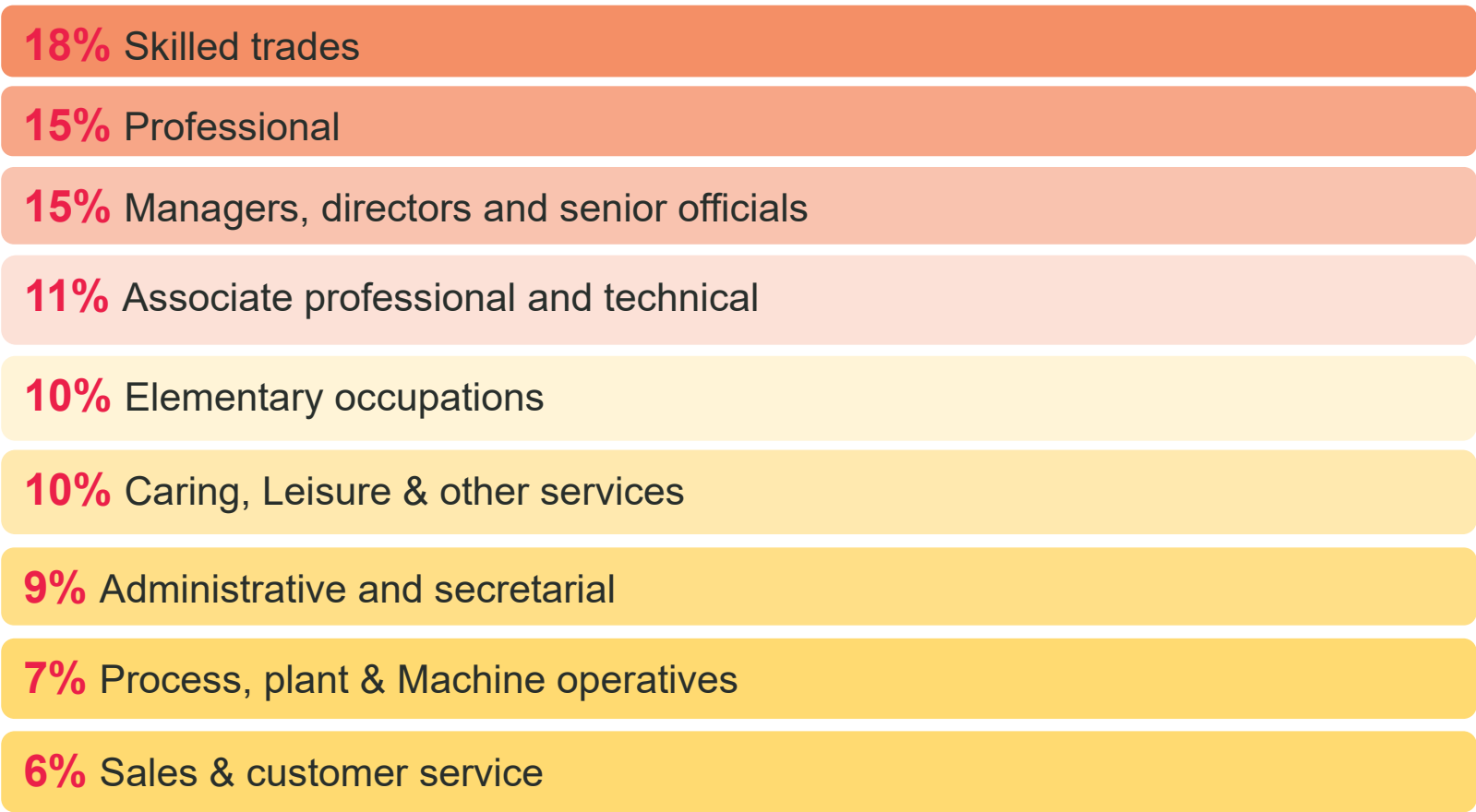


Hours worked

Similar to the county, most residents (50%) aged 16+ in full time work, worked 31 to 48 hours per week, with 16% working 49+ hours per week. For part-time work, most residents (22%) worked 16-30 hours per week, with 12% working 15 hours or less.

Occupation

The proportion of residents working in specified occupations in the North & West was similar to the county:



Notable exceptions included higher proportions of residents in:

- Associate professional and technical, and administrative and secretarial roles in Leominster Buckfield and Doddington Hopton Wafes.
- Skilled trades in Doddington Hopton Wafes.

People not in Work

‘Unemployment has consistently been found to have a negative impact on a range of health outcomes, including mental health issues such as depression, anxiety and levels of self-esteem.’ ([The Health Foundation](#), July 2024).

Employment deprivation

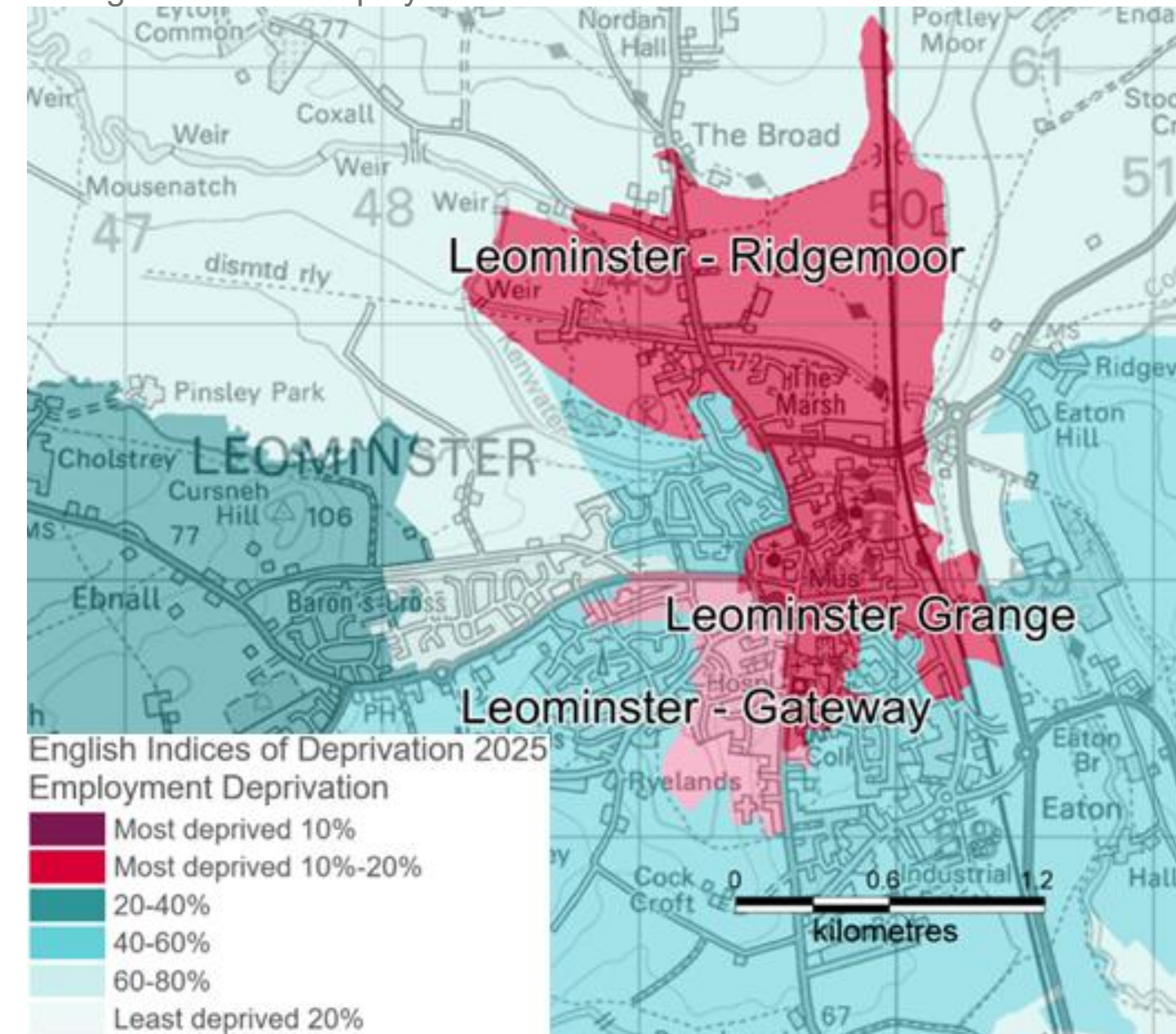
Employment deprivation measures the proportion of the working aged population (16-64 years) who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities. Overall, Herefordshire is relatively less deprived of employment across all the local authorities in England, less than a tenth of LSOAs in the county fall in the 20% most deprived.

Leominster’s Ridgemoor and Grange fall in the 10% most deprived in England on this domain, whilst Gateway falls in the 20% most deprived in England.

Five of Herefordshire’s 23 most employment-deprived LSOAs were located within the North & West PCN area. These included:

- Ridgemoor, Grange and Gateway – 10% most employment deprived locally and most deprived for health and disability.
- Leominster Barons Cross and Kington Central – 20% most deprived locally, Only Baron’s Cross is deprived for health and disability.

Figure 16: LSOA map showing the areas in Leominster that were the most deprived in England on the employment domain



Source: [Indices of deprivation 2025](#). Last accessed 12 May 2026.

People who are unemployed but looking for work

Unemployment rates are calculated from the economically active population aged 16 and over. Whilst not available at PCN level, they can be calculated for counties where the [Office for National Statistics](#) recommends using its model-based estimates.

Herefordshire unemployment rates are low, but in increasing

The model-based unemployment rate for October 2024 – September 2025 was **4.1%** in Herefordshire, equating to 4,100 working aged people 16+. Whilst lower than England (4.3%), this rate had increased more than nationally and regionally from the previous period.

Out of work benefit claimant count is the best proxy for exploring unemployment at the PCN level. These numbers increased dramatically across Herefordshire peaking in May 2020 and have not returned to pre-COVID-19 levels despite falling.

In December 2025 there were around **2,690** claimants, **29% more** than in February 2020.

645 working aged people (16-64 years) were **claiming out of work-related benefits in the North & West** in December 2025. This was highest in the Leominster East Ward (4.8%) which is consistently amongst the highest in the county and well above Herefordshire's average of 2.5%. Claimant counts are highest in areas of high deprivation.

People not working due to ill-health and disability

Economic inactivity due to ill health is at an all-time high nationally due to [declining population health, increasing mental health](#) and economic pressures.

In Herefordshire, **a third** of working age residents who were economically inactive, were economically inactive due to disability and ill-health in July 2025; **1,405** of these were in the North & West.

Notably, in the 2021 census, more residents reported being long-term sick or disabled in Leominster's Grange and Ridgemoor, with the latter also reporting notably higher rates of residents looking after the home or family. People who suffer with ill health may seek support through benefits such as PIP (discussed on page 20).

Money and Resources

‘Secure financial circumstances lead to better material conditions, including adequate food and heating and reduce the likelihood of stress. Income also provides the resources to have a healthy diet and can provide the impetus to give up health-harming behaviours.’ ([JHWBS](#))

Income Deprivation

Herefordshire overall is less income-deprived than the average local authority district in England; however, when focusing on children aged 0–15 living in income deprived families, it is more deprived than the average. Compared to England, **three LSOAs** fall among the 20% most deprived in the North & West: Leominster’s Ridgemoor, Grange and Gateway. Ridgemoor falls in the 10% most deprived areas in England.

Compared to Herefordshire, **five of the 20% most income-deprived LSOAs** were within the North & west, mostly congregated in Leominster. These areas experience deprivation across both the children’s (IDACI) and older people’s (IDAOP) income-related sub-domains:

- 1,500 children aged 0–15 lived in income-deprived households in Ridgemoor, Gateway, Grange, Barons Cross and Kington Central.
- 3,490 residents aged 60+ also lived in income-deprived households in these areas (excluding Barons Cross).

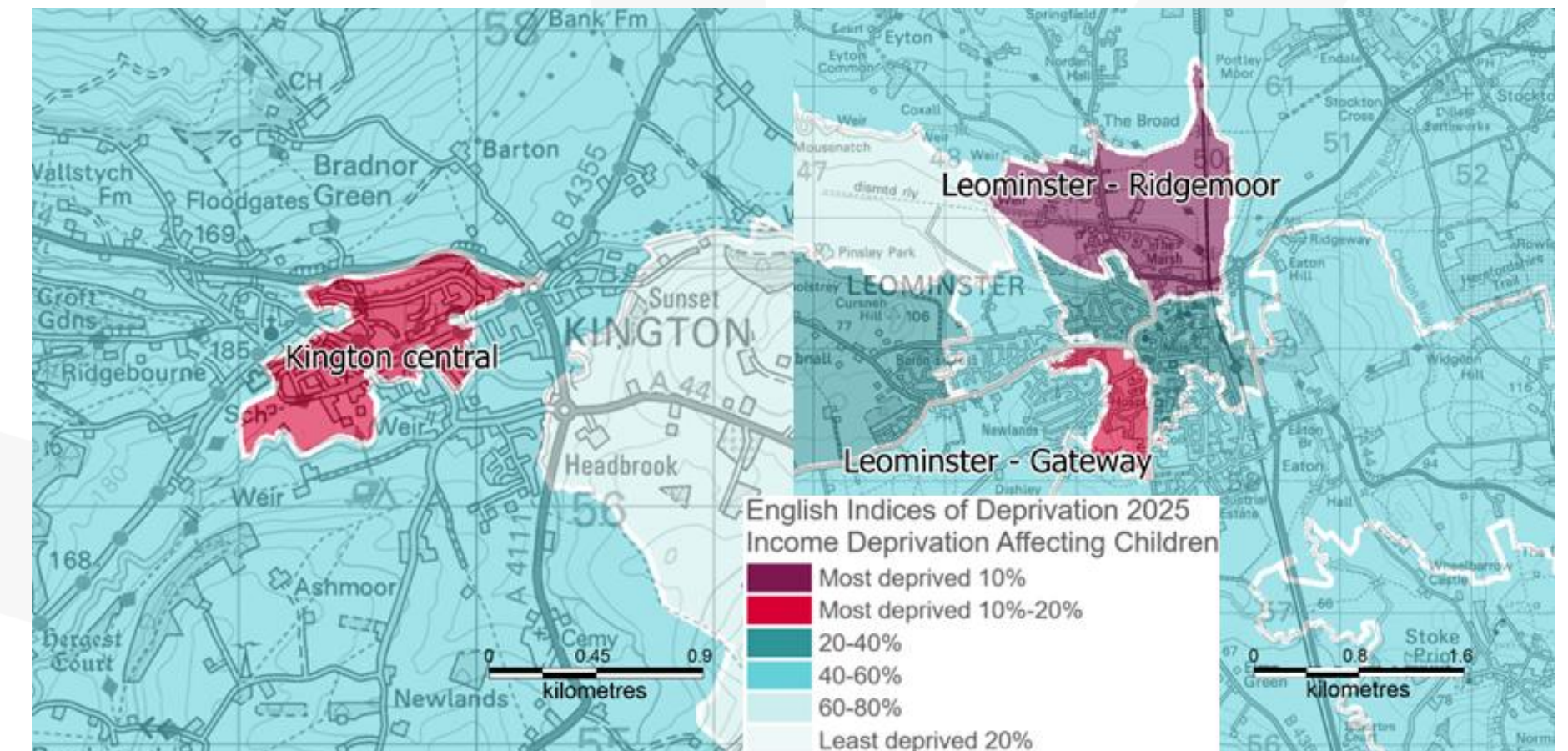
Universal Credit

Universal Credit is the main benefit available for those on low incomes or who are out of work, covering living, housing, and child costs.

In the North & West, **3,901 people claimed universal credit** in November 2025. The count reflects an increase from previous months and aligns with the national trend of universal credit claimants increasing month-on-month.

Leominster had the highest proportions of residents seeking universal credit with the three **most deprived areas** having the highest counts: Ridgemoor at 359, Grange at 352, and Gateway at 291. Mortimer typically had the lowest proportions of residents seeking universal credit.

Figure 17: LSOA Maps showing the most deprived areas in England for income deprivation affecting children in the North and West (excluding Tenbury)



Data source: [Indices of deprivation 2025](#). Last accessed 12 May 2026.

Housing Benefits

Housing benefit was the main benefit available for those on low incomes or who were out of work to help people to pay their rent. It is [being replaced by Universal credit](#) so new claims are only given to specific groups i.e. if you are state pension age or in supported or temporary housing.

There were **3,922 claimants** across Herefordshire and Tenbury in August 2025, **1,088** were in the North & West. As with Universal credit claimants, there is a clear increase in housing benefit claimants in the more deprived areas such as Leominster's Ridgemoor (77) and Grange (112).

Pension credit

Pension credit is a means-tested benefit that provides help with living or housing costs for people who are over state pension age and are on a low income. The number of claimants is dependent on the demographic profile of an area.

In November 2025, there were **3,879 claimants** across Herefordshire, **1,032** of which were in the North & West. The ward with the highest number of claimants in the county was Leominster East (179), of which Leominster Grange is part of.

Housing Stock: Low-income households and Excess cold

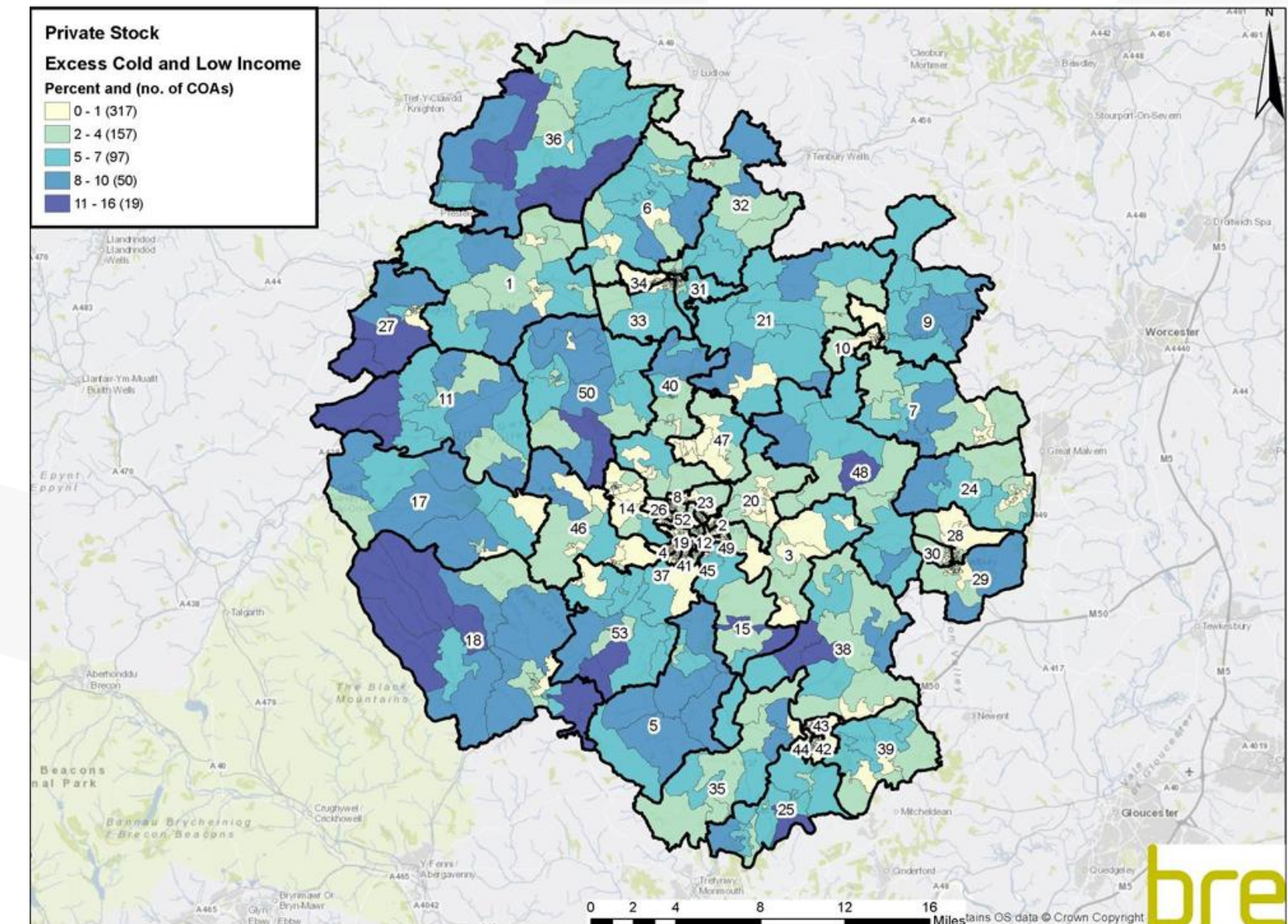
The [2019 BRE housing stock survey](#) of Herefordshire identified that the North & West PCN area was the second worst for low-income households for total (34%) and private stock (19%), with Hereford City coming first (33% and 23% respectively).

At the locality level, Leominster came first for of all localities for low-income households for both total (34%) and private stock (27%), with Hereford City coming second.

Despite such high ratings from Leominster, the North & West PCN area also has two localities with the lowest percentage of low-income families. For total stock, Mortimer scored the lowest of all localities at 15%. For Private stock, Mortimer and Weobley scored the lowest of all localities at 14%, alongside Golden Valley.

The map below shows the percentage of private stock with excess cold and low incomes across Herefordshire. Within the North & West, higher pockets of households with excess cold and low incomes tend to be in the most rural or the most deprived areas.

Figure 18: Ward map showing risk for excess cold and low-income households across Herefordshire's private stock. Ward boundaries may overlap different LSOA boundaries.



Data source: [BRE housing survey 2019](#). Understanding Herefordshire. Last Accessed 12 May 2026

Fuel poverty

Fuel poverty is where a household cannot afford central heating which increases their vulnerability for poorer health and wellbeing outcomes.

In 2024, the [Department for Energy Security and Net Zero](#) found that:

- **13%** of households experienced fuel poverty across the county
- **15%** of households experienced fuel poverty in the North & West

Fuel poverty varies across the PCN area, reflecting a clear rural-urban divide (see map). The highest **levels of fuel poverty were concentrated in the rural sub-localities** of Mortimer, Weobley and Kington (both town and rural) and the surrounding rural area of Leominster.

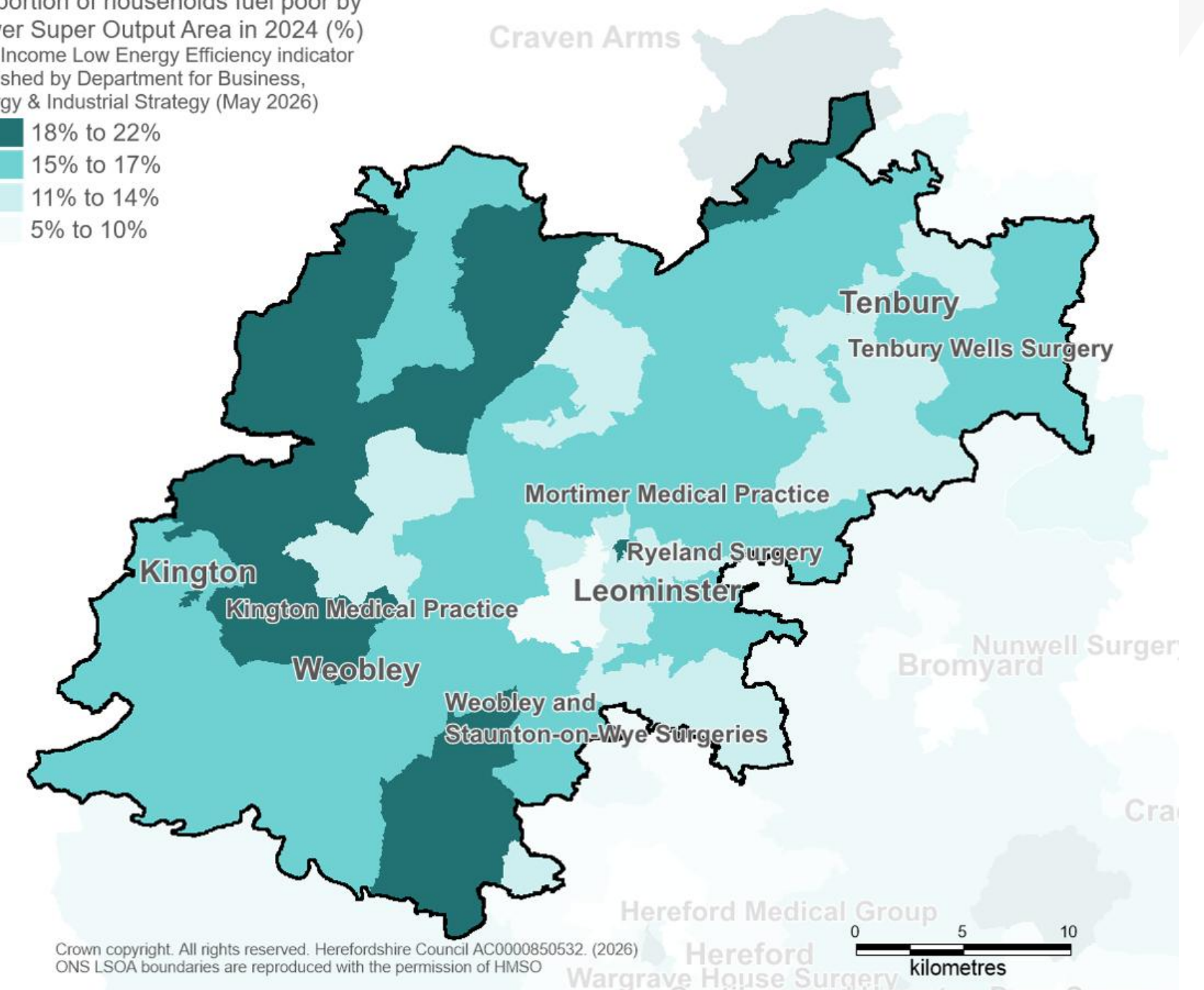
Greater Foxley (Weobley) and Aymestrey Horseshoe (Mortimer) stand out as having the highest fuel poverty rates in the county.

According to the Department for Energy Security and Net Zero, a household experiences fuel poverty when:

- They are living in a property with a fuel poverty energy efficiency rating of band D or below and,
- They are left with an income below the poverty line when spending the required amount of money to heat their home.

Figure 19: LSOA Map showing the percentage of households experiencing fuel poverty in North & West Herefordshire in 2024.

Proportion of households fuel poor by Lower Super Output Area in 2024 (%)
Low Income Low Energy Efficiency indicator published by Department for Business, Energy & Industrial Strategy (May 2026)



Data source: [Sub-regional fuel poverty data 2026 \(2024 data\)](#), Department for Energy Security and Net Zero.
Last accessed 01 June 2026.

Digital Exclusion

The proportion of adults in Herefordshire who do not use the internet has fallen in recent years, reflecting national trends. The 2023 Community Wellbeing Survey found that digital exclusion is driven more by lack of need, skills and affordability than by connectivity issues. Those most likely to be digitally excluded were people aged 55+, those with no formal qualifications and disabled people. Adults in the North & West were significantly less likely to feel positive about moving to online services than adults in Hereford City.

Two measures of digital exclusion risk at both national and local levels are available: The [Digital Exclusion Risk Index](#) (DERI) and the [Digital Exclusion Risk Atlas](#) (DERA).

DERI and DERA

The DERI assesses risk of digital exclusion using three domains:

- Broadband – availability and quality of broadband connectivity
- Demographics – characteristics associated with higher risk including older age and disability
- Deprivation – factors such as multiple deprivation, low qualifications and welfare dependency.

The DERA was developed to support access to digital health and care services, assessing risk on four domains: Digital access and capability, affordability and economic pressure, ability and skills, and agency, motivation and trust.

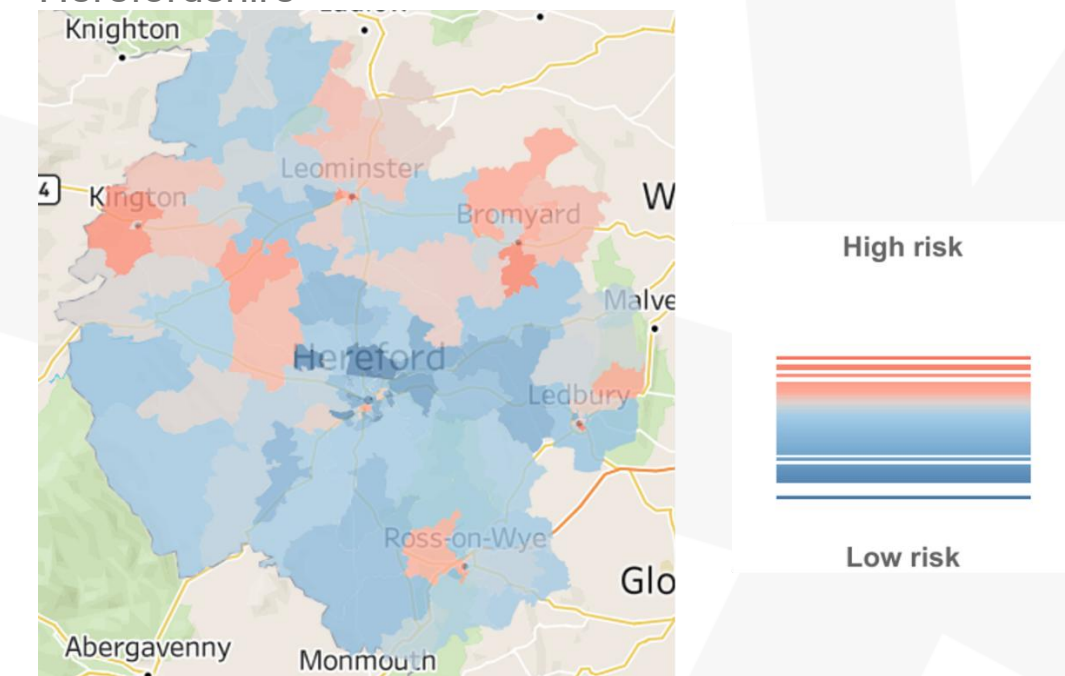
Both measures identified **Leominster Grange** as the **area at greatest risk of digital exclusion in Herefordshire**: DERI using local indicators and DERA using national indicators. The DERA ranked Leominster Grange 621 out of 33,755 LSOAs in England. Risks were linked to demographics and deprivation (in the DERI) and

digital access and capability, ability and skills, and agency, motivation and trust (in the DERA).

Other areas at risk included:

- Kington Doughnut, ranking 1,575th nationally on the DERA, with risk driven by digital access and capability and agency, motivation and trust – the two most common contributors to digital exclusion risk in Herefordshire.
- Leominster Buckfield, Kington Doughnut, Greater Weobley and Leominster Gateway were locally at risk on the DERI, due to demographics with the latter also at risk for deprivation alongside Leominster Ridgemoor.
- Tenbury, Stoke St Milborough, Doddington Hopton Wafes and Knowle Greete where at risk on the DERI for deprivation and demographics, with the DERA ranking West as the second most at risk area in the North & West PCN area and Tenbury the 5th.

Figure 20: LSOA Map showing risk of digital exclusion due to demographics in Herefordshire



Source: [DERI v2.1 | Tableau Public](#) Last accessed 16th March 2026

Family, friends and communities

‘Family, friends and communities are the cornerstone of our everyday lives and play an important role in shaping our health and wellbeing.’ ([The Health Foundation](#), May 2024). The 2023 Community Wellbeing Survey (CWS) provided insights into Herefordshire adults’ perceptions of community wellbeing and their quality of life, and how these have changed over time.

As noted in the [2024 JSNA](#), in common with the rest of Herefordshire, this area has strong, cohesive and resilient communities. However, there were concerns around feelings of safety after dark and pockets of crime in Leominster.

Community resilience

North & West adults had **similar levels of community belonging** to the county and were less likely to be dissatisfied with their area as a place to live, with **86% of adults being satisfied with their area**, a significant difference when compared to adults in Hereford City.

Despite this, North & West adults were significantly less likely (alongside Hereford City) to perceive that others from different backgrounds got along well in their area (80%) when compared to adults in East (89%) and South & West Herefordshire (88%).

North & West adults had similar levels of providing unpaid help as the county, with 41% providing unpaid help (40% county) and just over half not providing any unpaid help (53% in the North & West and the county). Those who had provided unpaid help were more likely to do so once a week (19% North & West and county) as opposed to once a month (10% North & West, 11% county).

Loneliness

As noted in the 2024 JSNA, the majority of adults said they had contact with family, friends or neighbours most days (57%), similar to the county.

However, **6%** of those who responded in the North & West area **reported feeling lonely often or all of the time**, similar to the county.



Community safety

‘The level of crime in an area can influence how safe people feel, which can in turn affect mental health – along with impacting participation in activities which are good for our health’ ([The Health Foundation](#), May 2024)

The 2023 Community Wellbeing Survey found that, unusually for a rural area, adults in the North & West were significantly less likely to feel safe, with **only 69% saying they felt safe outside** in their local area after dark. This was more in line with adults in Hereford City area (70%) than East and South & West (both >80%).

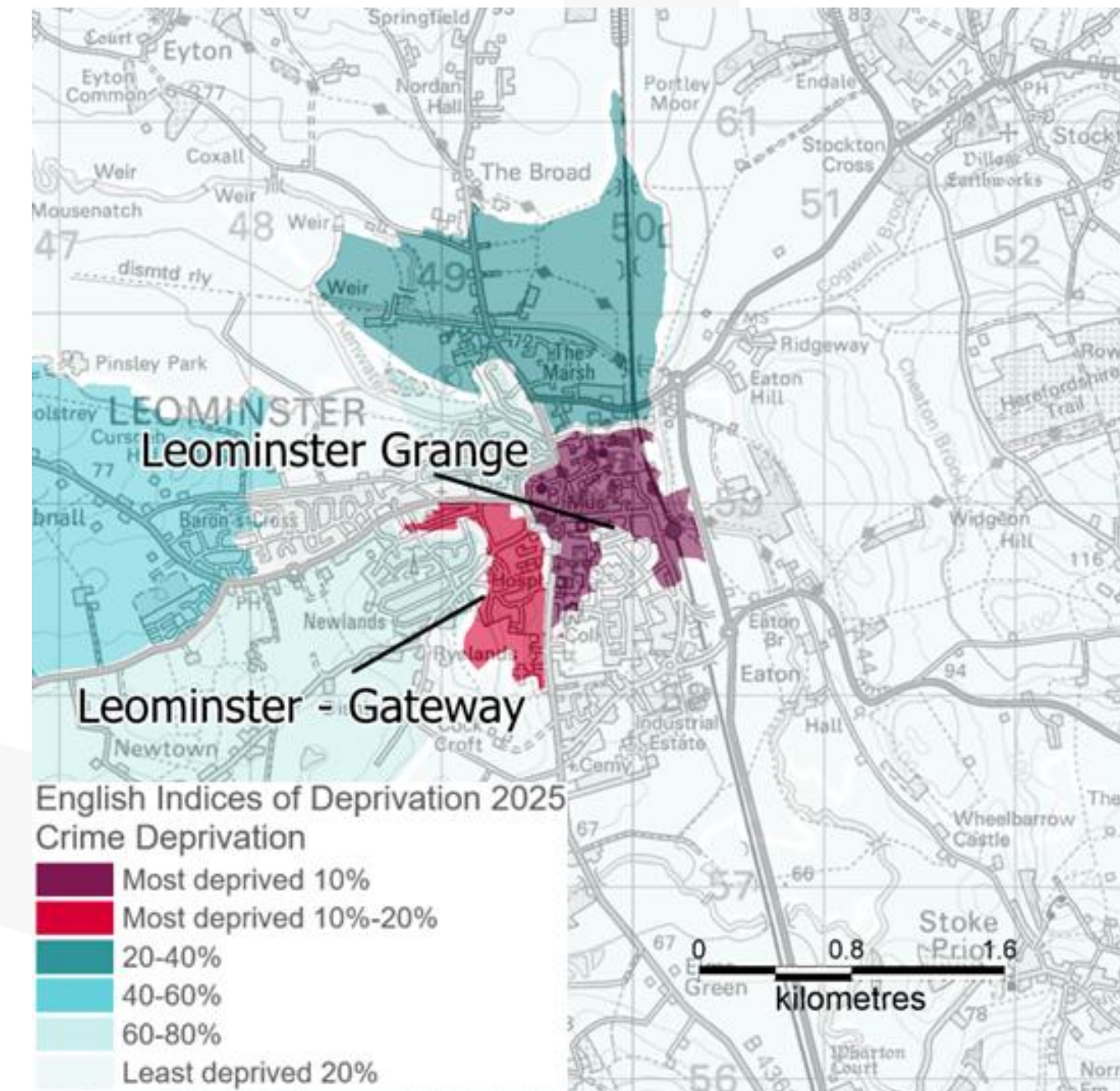
Crime deprivation

Crime is an important feature of deprivation that has major effects on individuals and communities. Overall, Herefordshire is less deprived than 86% of local authority districts in England for Crime deprivation and only 8% of Herefordshire’s LSOAs fall within the 20% most deprived in England. Leominster Gateway falls within the top 20% in England, whilst Leominster Grange falls within the top 10%.

Four LSOAs in the North & West PCN area were among the most 20% crime-deprived in Herefordshire:

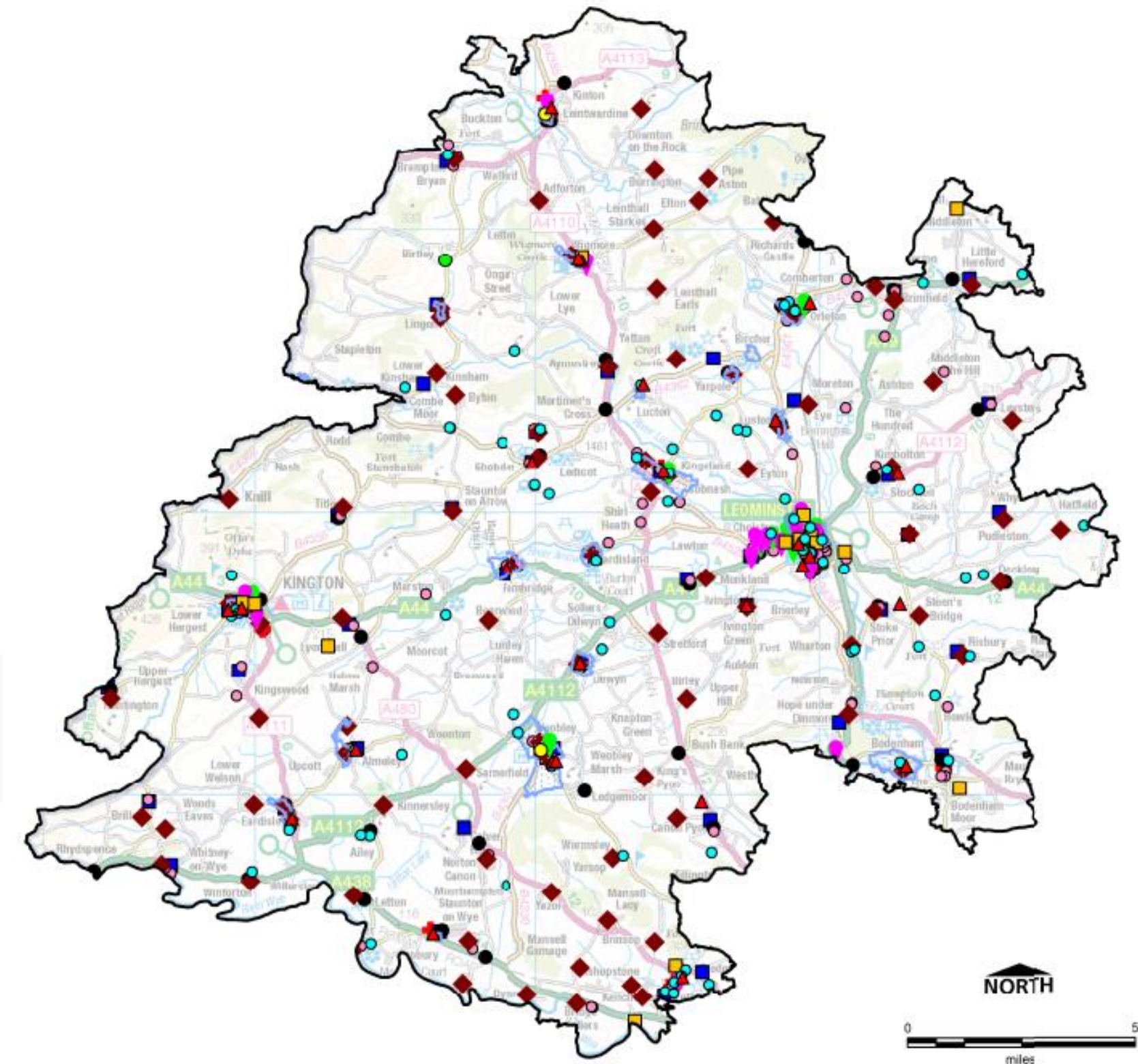
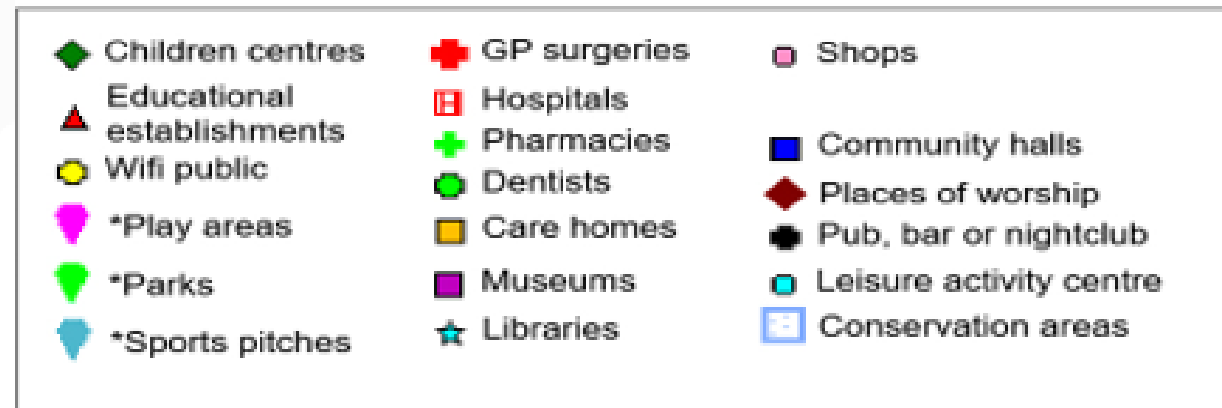
- Leominster Grange
- Leominster Gateway,
- Leominster Ridgemoor
- Kington Central

Figure 21: LSOA map showing the Leominster areas that are the most deprived in England for crime deprivation



Data source: [Indices of deprivation 2025](#). Last accessed 13 May 2026.

Community assets



11. Appendices

The JSNA is a continuous process of analysis and review to ensure that commissioning and service planning decisions are informed by the latest available evidence relevant to a particular decision.

Fingertips Public Health Profiles (fingertips.phe.org.uk/profiles)

These profiles provide collections of indicators covering a range of public health topics, organised into themes like mental health, obesity, healthy ageing etc. They have been developed to show local area data alongside relevant comparators as well as:

- Trends over time.
- Within county variation showing significant differences for **residents** of [middle super output areas](#) (MSOAs) and [wards](#) compared to the rest of the county and nationally, plus variation by index of multiple deprivation quintile for some indicators.

County-level benchmarking

[ONS Local](#): Office for National Statistics experimental tool enabling comparison of 70 local indicators, including disposable household income, further education and life satisfaction. Note this is mainly to compare Herefordshire to other parts of the UK.

[LG Inform](#): Local Government Association benchmarking tool allowing users to compare local authority areas and assess performance locally, regionally and nationally across a range of topics and indicators.

A growing number of self-serve tools are available to allow users to explore certain information: such as long-term trends, comparisons with other similar areas, or trying to better understand outcome variation within Herefordshire.

Local tools to analyse GP registered patients

Dashboards developed with Taurus Healthcare, designed primarily to help Primary Care Networks understand their local populations. Accessible on request from herefordshire.analytics@nhs.net. Including:

- Herefordshire inequalities dashboard: focusing on key indicators within the CORE20Plus5 measures (see p.8), such as Health Checks and other screening programme uptake, as well as prevalence of conditions including hypertension. Compare differences between IMD quintile and other characteristics.
- Herefordshire Population Health Management tool: segmentation of patients based on long-term conditions in each GP practice in Herefordshire. Data can be sliced by ethnicity and IMD.

Data profiles of residents of areas within Herefordshire

[Herefordshire area profiles](#): explore a wide range of census and deprivation statistics about the **resident population** of the county's 53 wards and the LSOAs within them (lower super output areas: statistical geographies of about 1,500 people)

Office for National Statistics 2021 Census tools:

- [2021 Census Maps](#): explore maps of key variables.
- [Profiler tool](#): build your own areas to extract data.