



**Understanding
Herefordshire**
People and places

North and West Herefordshire Neighbourhood Profile Summary

Herefordshire Council Evidence and Insight Team
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DRAFT

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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.

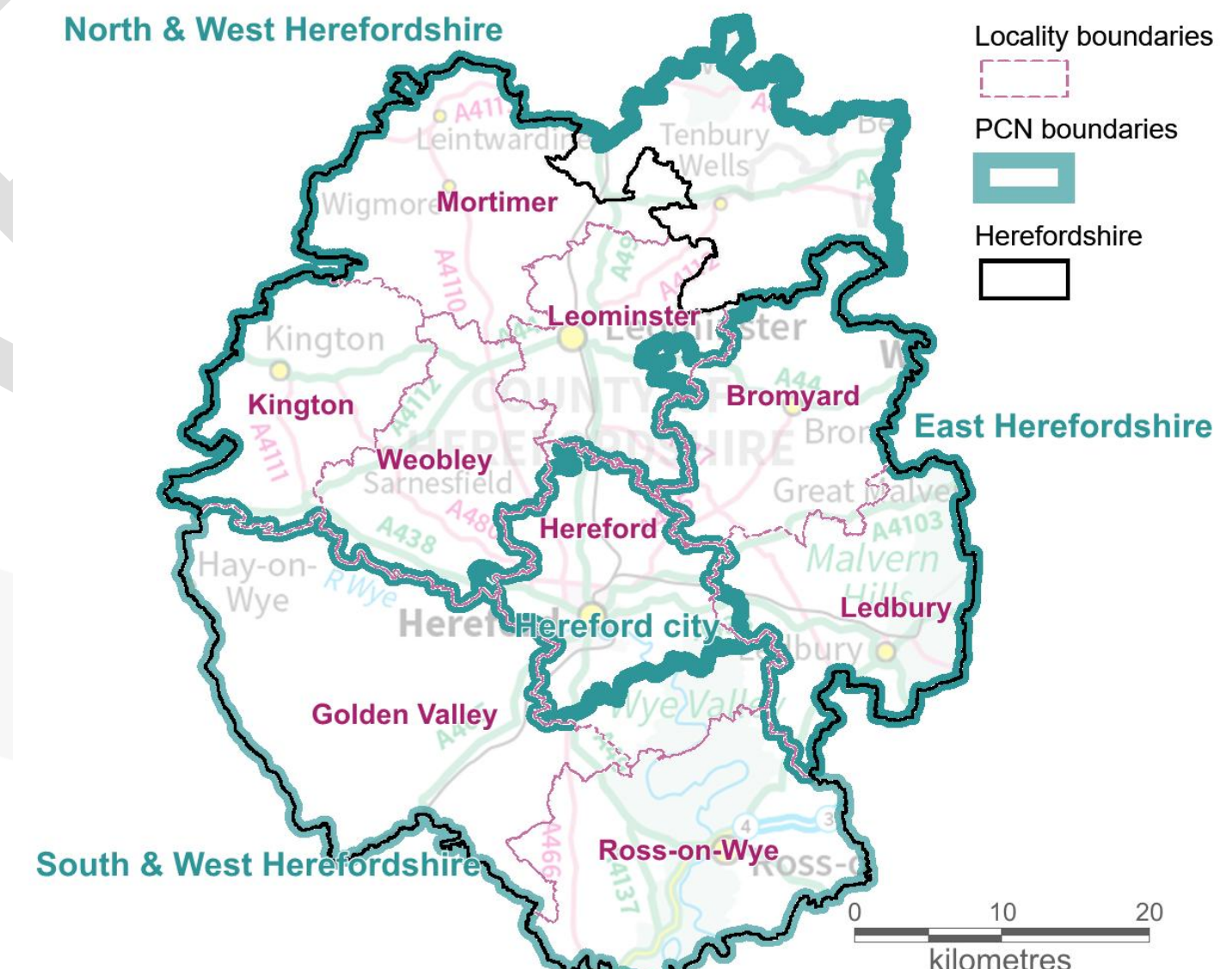
How have we defined a neighbourhood?

'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'.

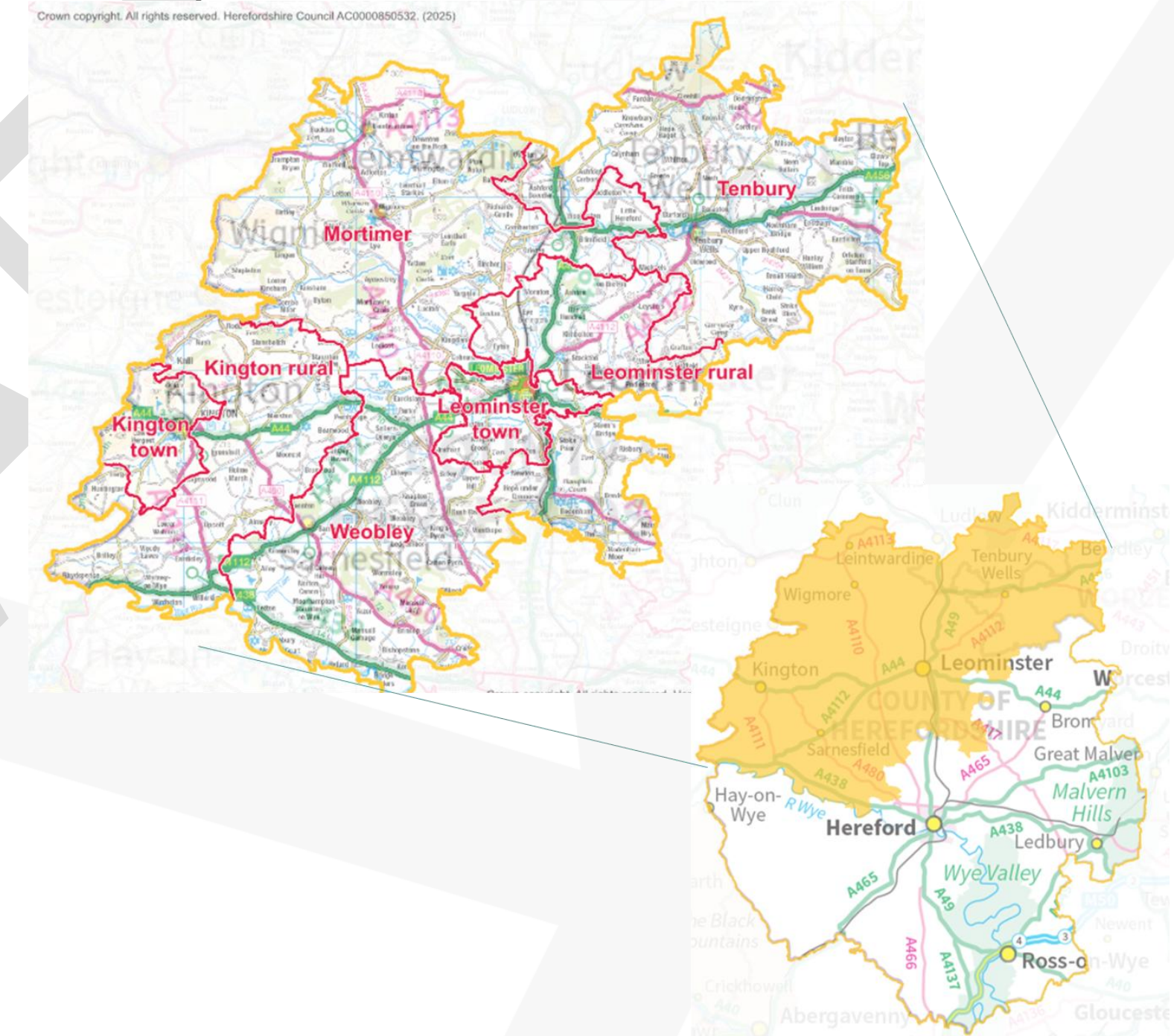
The North and West PCN area is the largest geographically, and is home to 26% of the county's population. There were 52,900 residents in 2024 and a total of 51,800 patients were registered with the five GP practices as of April 2025, although not all will live in the area (and some residents will be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

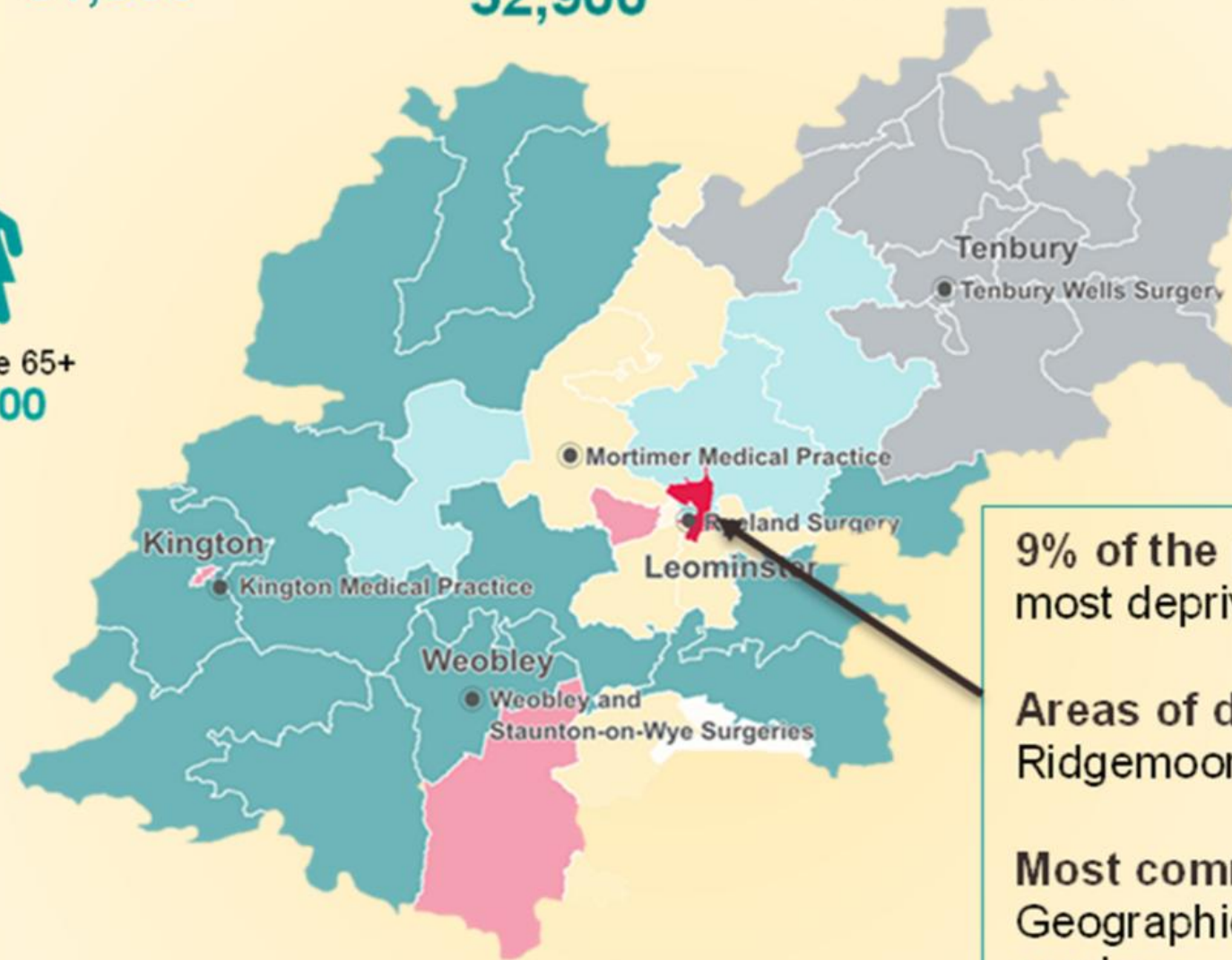
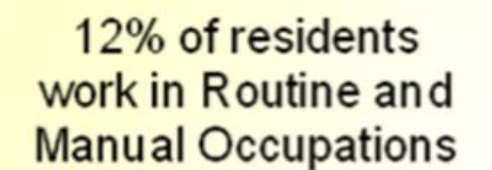
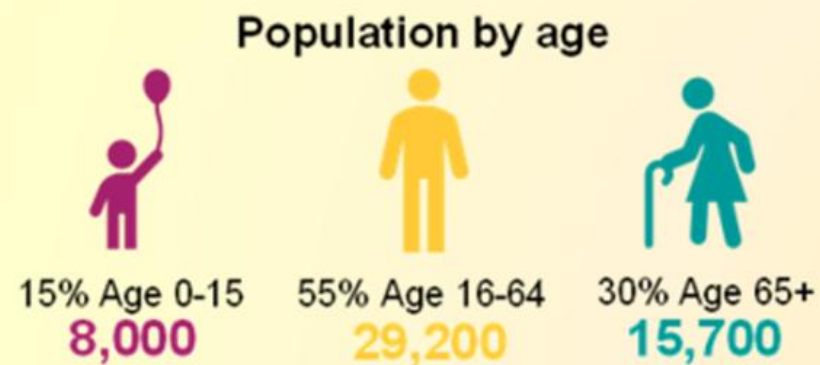
A note on Tenbury

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



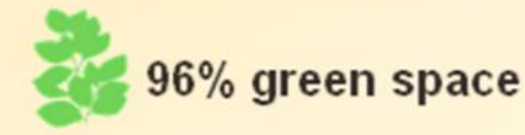
PCN at a glance



9% of the population live in the 20% most deprived areas in England.

Areas of deprivation: Leominster Ridgemoor, Grange & Gateway

Most common deprivation is Geographical barriers to housing and services.



Key geographical features:



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).

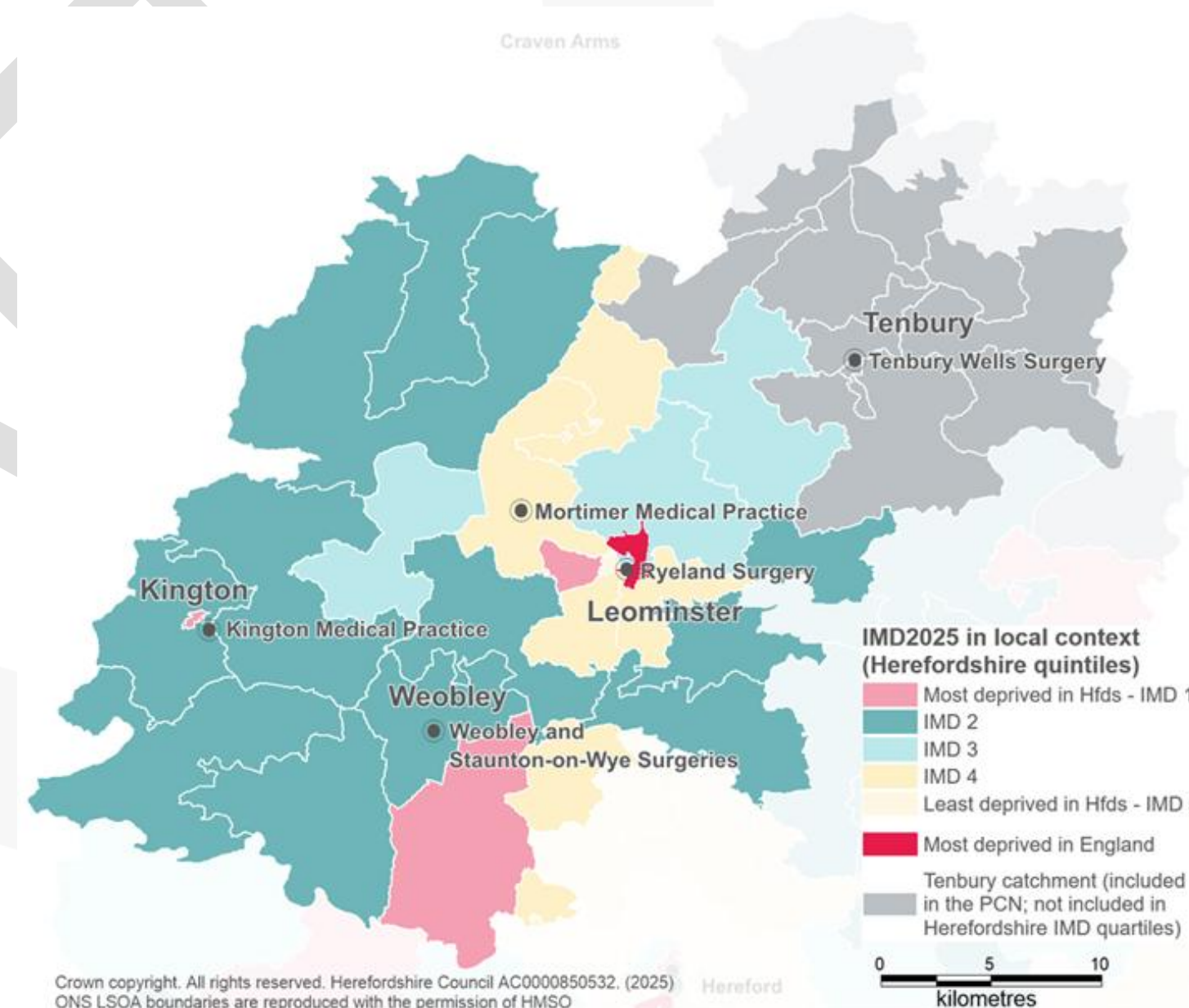
Overall, Herefordshire experiences average levels of multiple deprivation, but there are persistent pockets, mainly in the city and market towns. This includes Leominster's Ridgemoor, Grange and Gateway neighbourhoods, which were **three of only nine** county areas amongst the 20% most deprived in England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

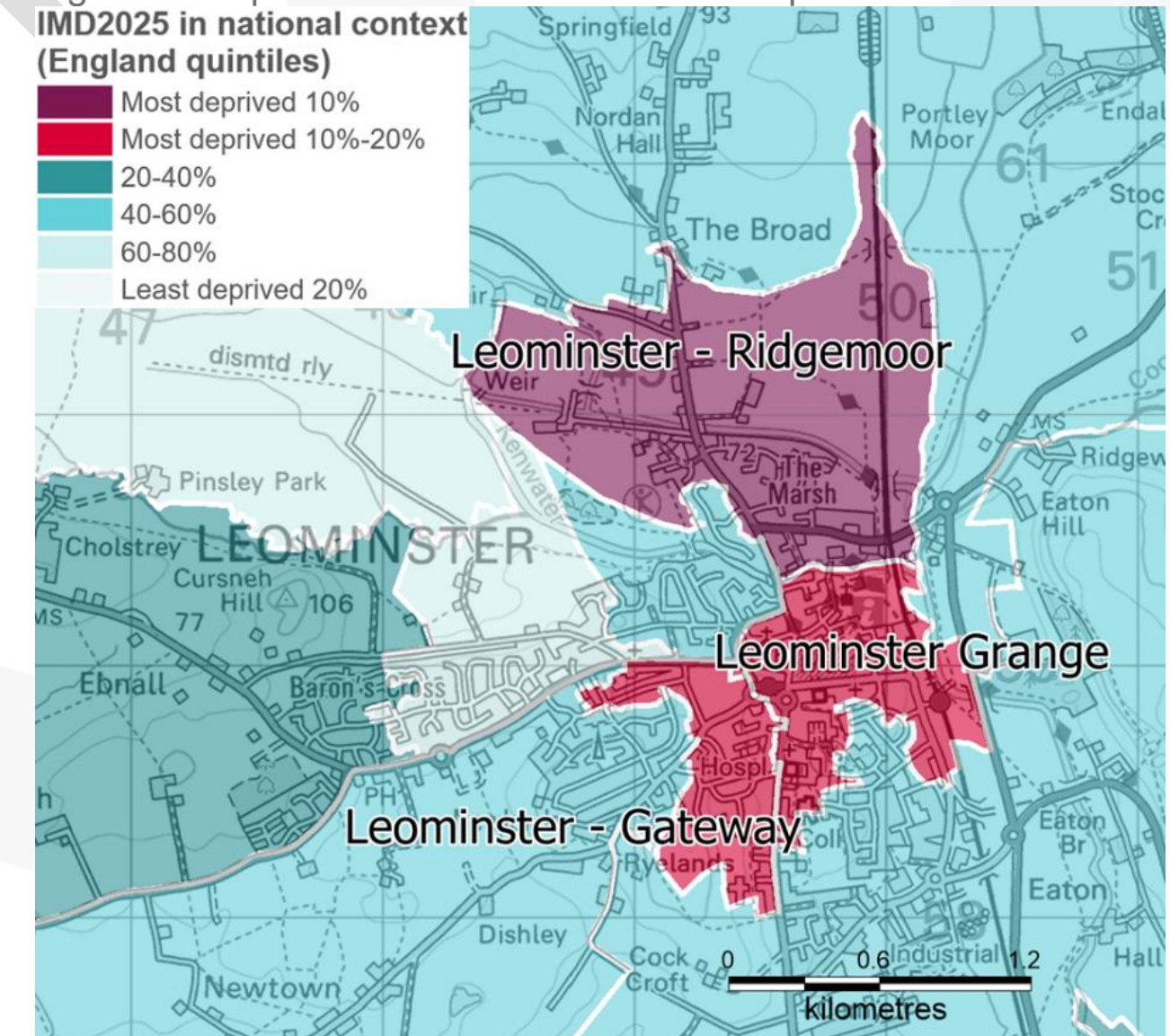
Ridgemoor and Gateway have relatively young populations, with notably high numbers of children and high proportions of lone parents. In contrast, Grange has a high proportion of working aged, particularly middle-aged residents.

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](#)