



**Understanding
Herefordshire**
People and places

East Herefordshire Neighbourhood Profile Summary

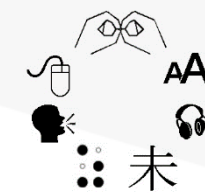
Herefordshire Council Evidence and Insight Team
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1. Introduction

About the neighbourhood profiles

This profile aims to provide key insights into those living under the East 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. For a full list of sources that have informed these key findings and further explanatory notes, please see the glossary of information.

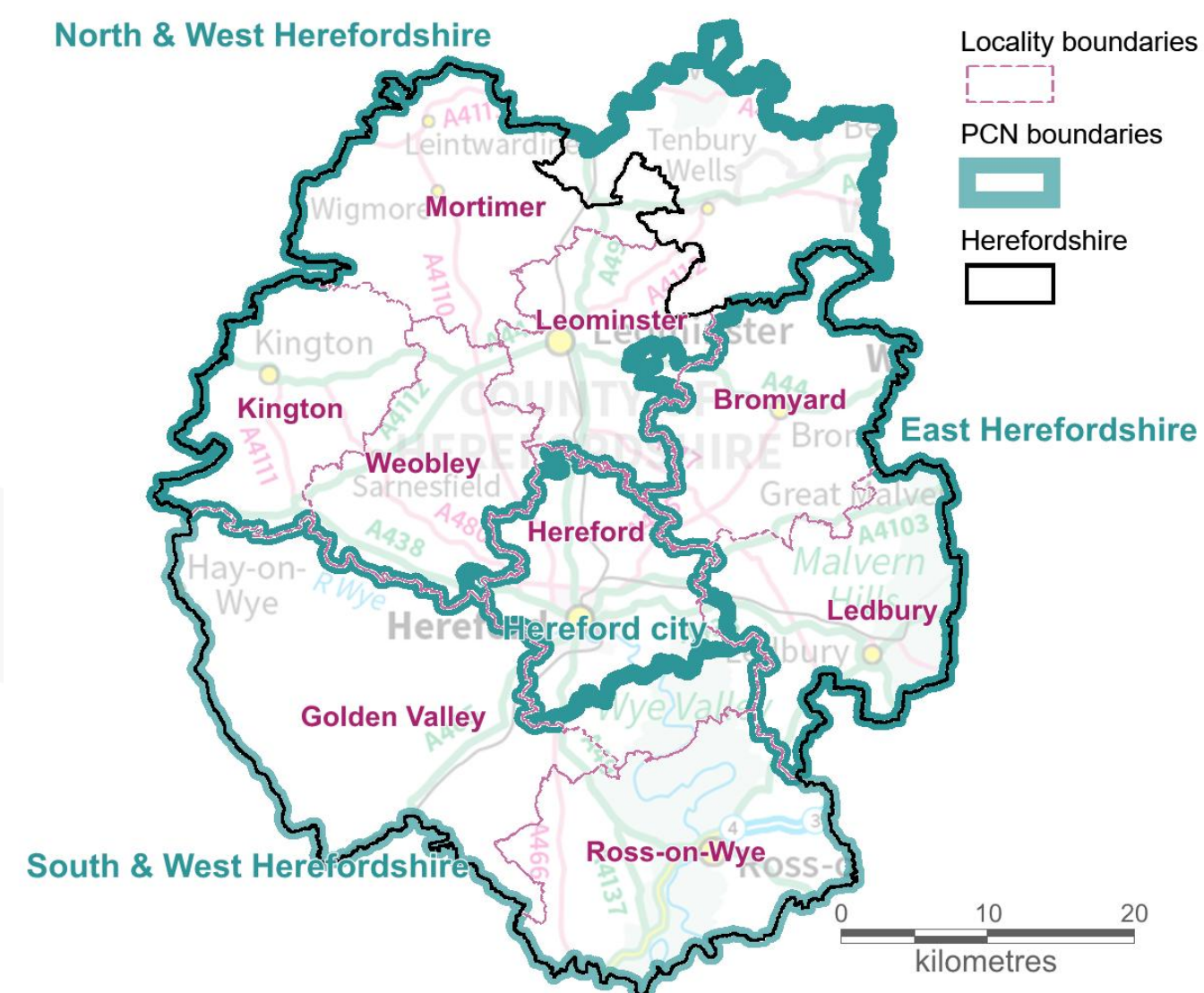
How have we defined a neighbourhood?

'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 area. This includes capturing data on the residents who live in each PCN area and the patients who are registered with the General Practitioners (GPs) that form 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 East PCN boundary is represented below, complete with the localities situated within this area.

Figure 1: Boundary map of Herefordshire showing PCN and locality boundaries



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2. East Herefordshire PCN Area: overview

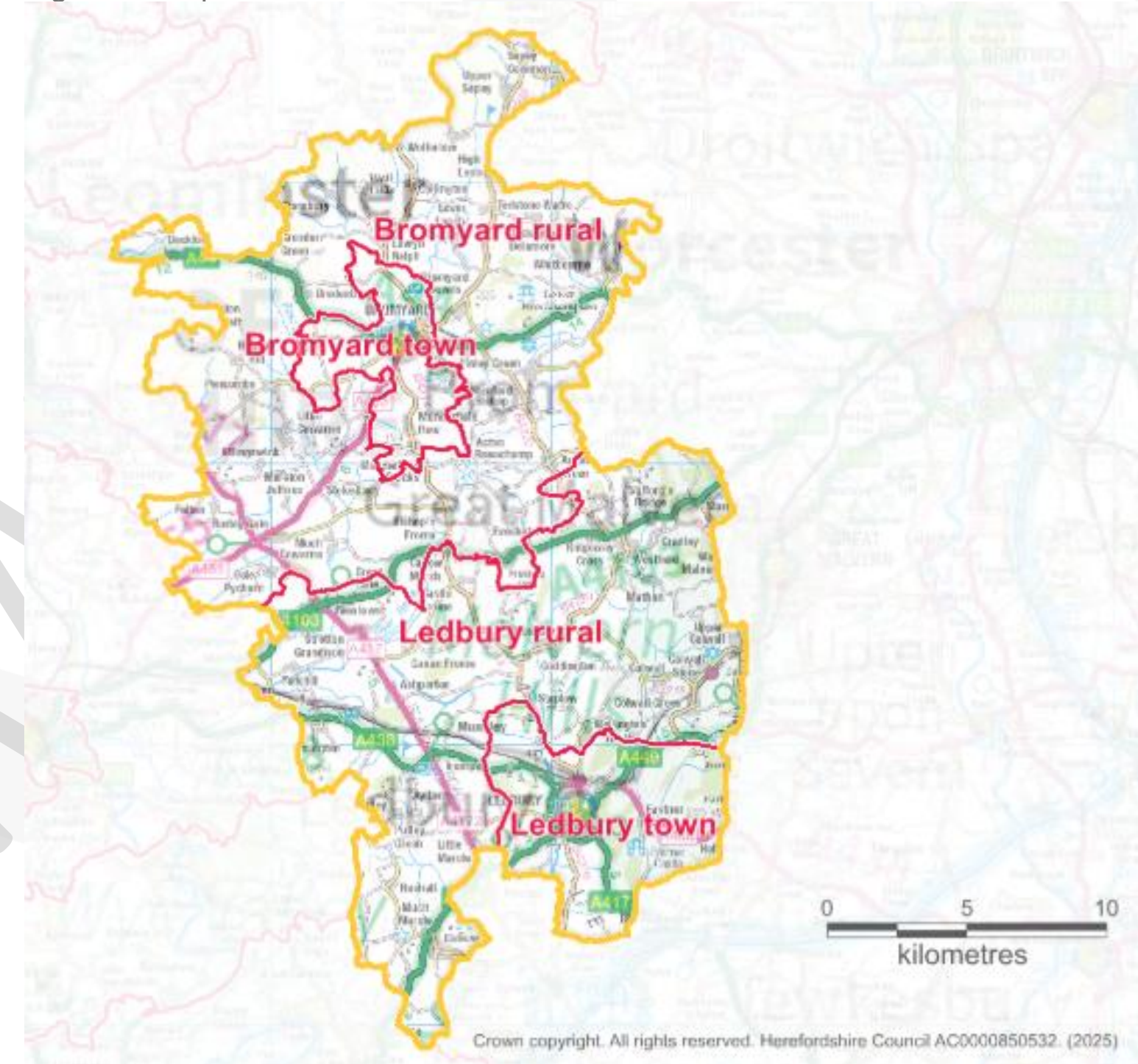
The East Herefordshire PCN area covers 169 square miles of the county bordering Worcestershire and Gloucestershire to the east and south. It encompasses the market towns of Bromyard and Ledbury and their rural hinterlands. Four GP practices comprise the East Herefordshire PCN: Colwall Surgery, Cradley Surgery, Ledbury Health Partnership and Nunwell Surgery.

There were 30,100 residents in 2024 and a total of 29,100 patients were registered with the four GP practices as of April 2025, although not all will live in the area (and some residents will be registered with other GPs).

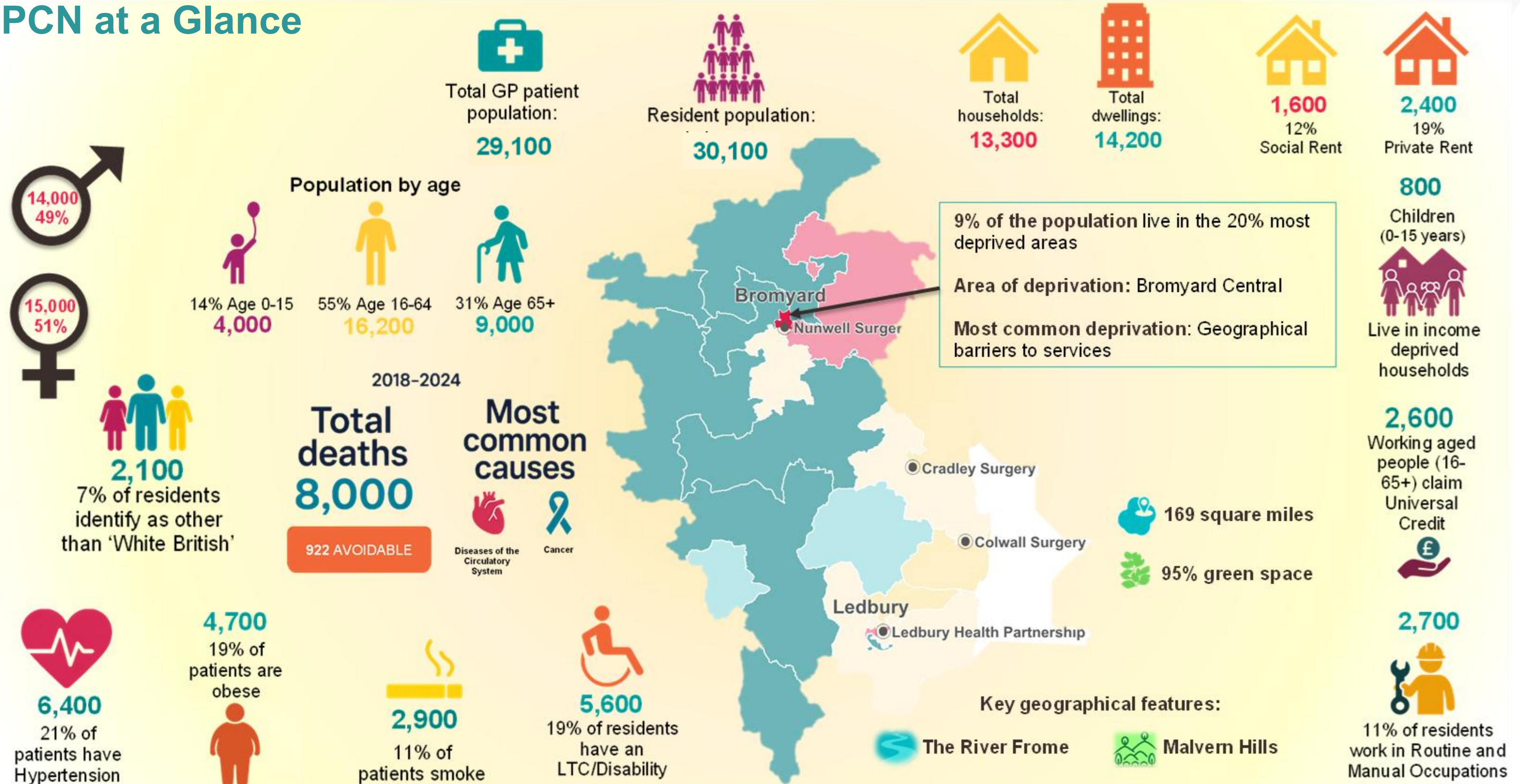
With 9,800 residents, Ledbury is Herefordshire's third largest market town (behind Leominster and Ross) and, with 4,800, Bromyard is the fourth. Colwall and Cradley are two of the county's largest villages. The area is relatively well-connected by road and rail to Hereford and the wider national network, and close to the larger service and cultural hubs of Malvern and Worcester.

The Malvern Hills National Landscape is one of East Herefordshire's most distinctive landscape features, forming much of the area's south-eastern boundary with Worcestershire. Its dramatic ridgeline, traditional orchards, ancient woodlands, commons and farmland create a varied and nationally important landscape that supports wildlife, recreation and wellbeing. The area is valued for its natural beauty, cultural heritage and tranquillity, contributing significantly to East Herefordshire's identity and visitor appeal. In the north of the area, the Bromyard Downs provide an important local landscape feature, while the area's network of river valleys, including the Frome and Lodon, help shape its distinctive agricultural landscape.

Figure 2: Map of North and West Herefordshire PCN area and its localities



PCN at a Glance



Understanding East: insights for decision-makers

The East 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.

1. A largely rural area anchored around two very different market towns

East Herefordshire contains two of the county's five market towns, Ledbury and Bromyard, which together are home to almost half of the area's 30,100 residents. Ledbury is the larger of the two, with 9,800 residents in 2024 (33%) compared to Bromyard's 4,800 (16%). Whilst they differ in size and patterns of need, each plays an important role as a service hub for its surrounding rural communities.

The area's geography is equally varied. The Malvern Hills National Landscape forms much of the area's south-eastern boundary with Worcestershire, near the large villages of Colwall and Cradley. In contrast, the Bromyard Downs and wider farming landscape contribute to a more dispersed and rural character in the north of the PCN area.

2. Strong connections and generally positive outcomes

East Herefordshire generally experiences favourable health and wellbeing outcomes, with relatively few deprived communities compared with some other parts of the county.

Adults are more likely to report good health here than in either North and West or Hereford City PCN areas. Life expectancy is equal to or better than the county overall, with particularly good outcomes in the Ledbury and Fownhope, Tarrington and Marcle areas. Overall mortality and avoidable mortality rates are lower than the county average, as are rates of smoking and obesity.

Several A roads connect the area with nearby towns and the M50, which together with rail stations at Ledbury and Colwall (two of only four in the county) gives residents particularly good access to employment, education and services compared with much of the rest of Herefordshire. Around 31% of workers travel more than 10 kilometres to work compared with 24% for the county overall, reflecting access to employment opportunities beyond the immediate area.

3. An ageing population is reshaping future needs

Despite significant housing development, overall population growth in East Herefordshire has been relatively modest at around 3% over the past decade. Demographic change has instead been driven increasingly by an ageing population. This is reflected in the fact that population growth has been greater in Bromyard than Ledbury despite a greater increase in housing development around Ledbury.

All areas of East Herefordshire have seen an increase in older residents alongside declines in working-age populations, and in children and young people in most. The population aged 65 and over grew by 46% in Bromyard Rural and 29% in Ledbury Rural. One in six households across the area consists of an older person aged over 65 living alone, highlighting the importance of preventing isolation and supporting independent living.

4. Significant inequalities are hidden within generally positive outcomes

Although East Herefordshire generally experiences good outcomes, a small number of communities experience deprivation and poorer outcomes. Bromyard Central is one of the nine Herefordshire areas amongst the 20% most deprived in England, and is the only area in East Herefordshire among the county's most deprived for health and disability. Ledbury Central and Bromyard Downs are also among the 20% most deprived areas in Herefordshire.

Bromyard Central and Ledbury Central experience higher rates of emergency hospital admissions for all causes, and cardiovascular disease specifically. Both, along with Ledbury Ring Road and Greater Mathon, also experience higher levels of need amongst young children and families, suggesting greater demand for early support and intervention services.

Area-wide averages can therefore mask important differences between communities, with some areas experiencing distinct patterns of need that are not fully explained by multiple deprivation alone.

5. Strong communities and quality of life are key local strengths

East Herefordshire benefits from strong community networks, high levels of resident satisfaction and a strong sense of belonging. These strengths provide an important foundation for health, wellbeing and resilience.

- 90% of adults are satisfied with their local area as a place to live, the highest level among Herefordshire's four PCN areas.
- People are more likely to feel a sense of belonging (88%) compared to those living in Hereford City (80%).
- Almost 90% believe people from different backgrounds get on well together.
- People are more likely to provide unpaid help to others: 46% of adults compared to only a third in Hereford City.
- Around 80% of residents feel safe in their area after dark, the highest proportion in the county.
- East is the only one of Herefordshire's 4 PCN areas where no areas are amongst the 20% highest in England for deprivation related to crime – although Bromyard and Ledbury Central are among the 20% most deprived in Herefordshire.

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 pockets persist, mainly in the city and market towns. The East Herefordshire PCN area has a mixed picture of deprivation, with eight of the area's 19 LSOAs being amongst the 50% least deprived in England, one (Ledbury – New Mills) is amongst the 20% least deprived. Only Bromyard Central was amongst the 20% most deprived LSOAs in England in the [2025 IMD](#).

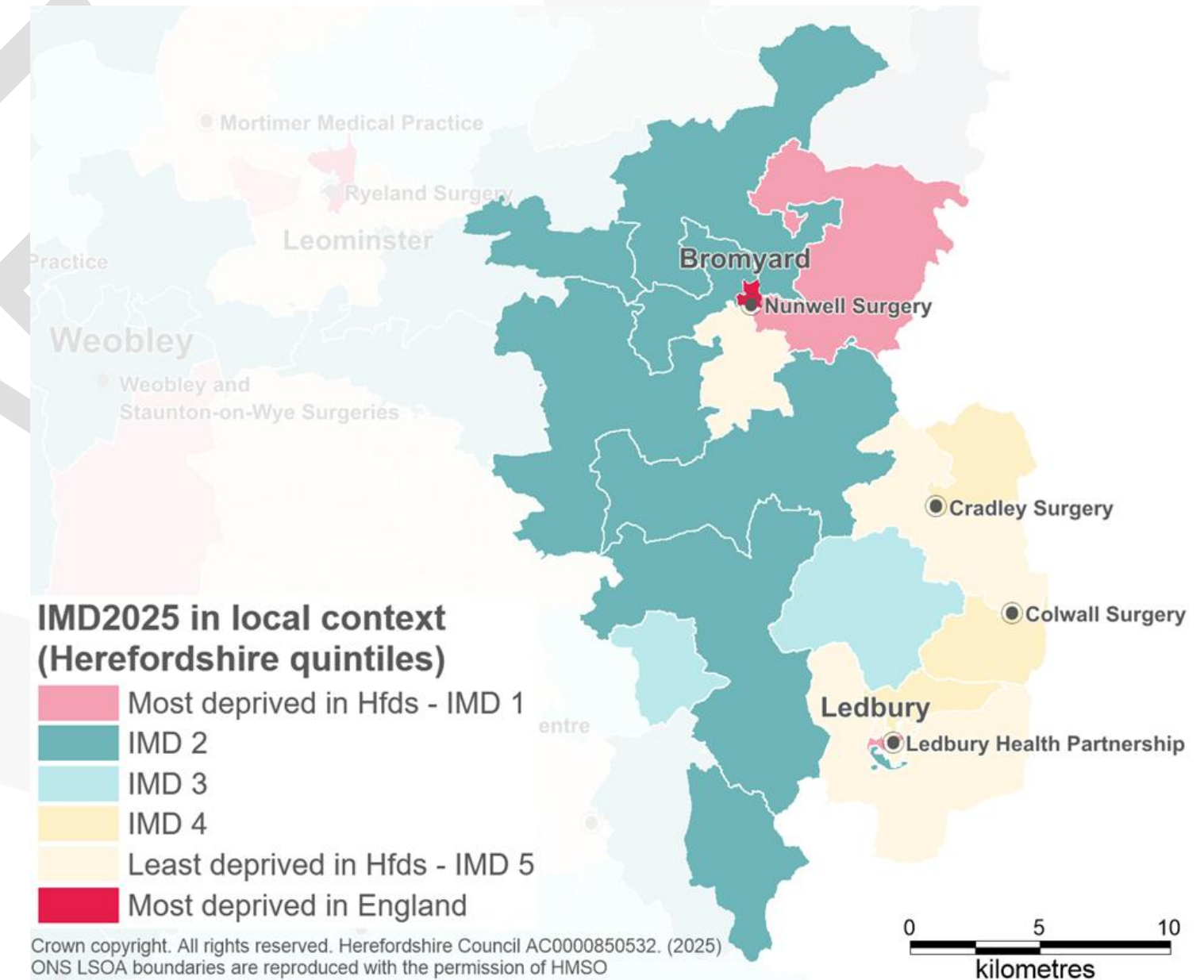
In a local context, Bromyard Central is one of the 10% most deprived areas in Herefordshire, whilst Ledbury Central and Bromyard Downs are among the 20% most deprived.

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

- Bromyard Central is among the 10% most deprived areas in the county for income and employment, as well as in the adult skills and outdoor living environment sub-domains. The area also falls within the 20% most deprived for health and disability, crime, and education (children and young people).
- Other parts of the market towns also experience people-based deprivation. Ledbury Central, Ledbury Ring Road, and Bromyard Rural fall within the 20% most deprived locally for income, education, and employment. Ledbury Central also falls within the 20% most deprived for the crime domain.
- Rural areas in the East PCN area tend to experience more place-based deprivation. Burley Gate, Trumpet, The Slip, Frome's Hill, Bredensapey, and

Bromyard Downs all fall within the 20% most deprived in Herefordshire for the Barriers to Housing and Services and Indoor Living Environment domains.

Figure 3: Map of overall local deprivation in 2025 across East Herefordshire



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ONS LSOA boundaries are reproduced with the permission of HMSO

Data source: [Indices of deprivation 2025](#). Deprivation scores for GP practices are included in OHID's [National General Practice Profiles on Fingertips](#).

Focus on areas of deprivation: Bromyard Central

Bromyard Central is the most deprived area in East Herefordshire PCN area according to the Index of Multiple Deprivation 2025. This means that the 1,700 people living in this area are relatively more likely to experience multiple forms of deprivation, especially across people-based deprivation measures including income, employment, education, health and disability and crime.

Bromyard central is one of the nine areas of Herefordshire that fall within the 20% most deprived in England (also known as the NHS Core20 areas). It is the only area of East to do so, and is amongst the 10% most deprived areas of the county.

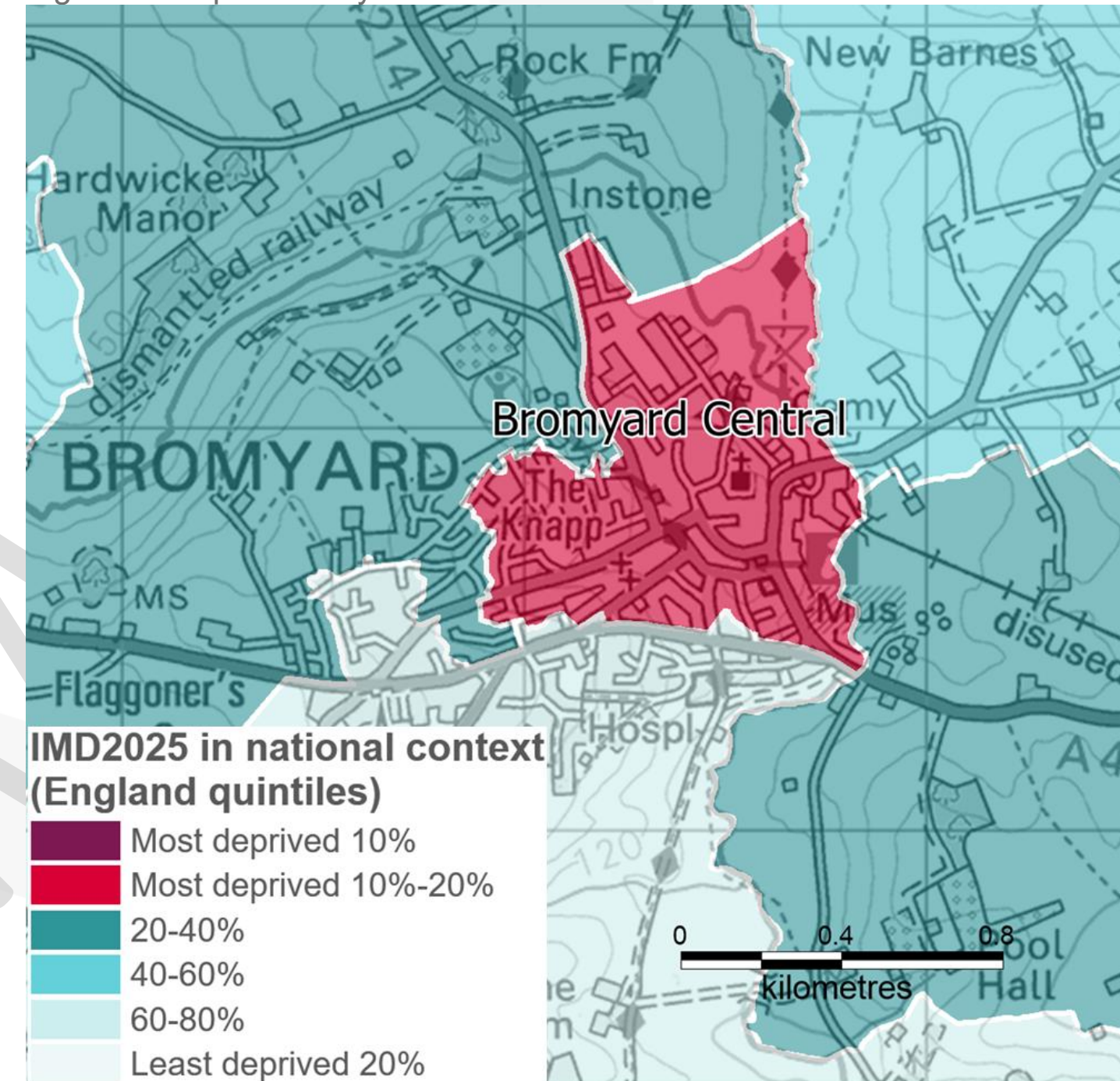
The area has a broadly similar age profile to the county overall, with 15% aged under 16, 60% aged 16 to 64 and 26% aged 65 and over. Almost all residents who are registered with a GP are registered with Nunwell Surgery.

Just over a **third** of the 1,700 residents (36%) experience income deprivation; in particular 51% of children under 15 and 38% of older people live in an income deprived household.

Other observations include:

- High deprivation on the placed-based measure of outdoor living environment.
- Higher rates of residents with no religion
- Higher rates of residents who are legally married but are separated
- Notably higher rates of disability
- High benefit claimants for disability-related benefits (Disability Living Allowance and Personal Independence Payments)
- Higher rates of emergency hospital admissions for all causes, and particularly cardiovascular disease
- Higher levels of need amongst young children (under 5) and their families, particularly for social care, Early Help and special educational need and disability.

Figure 4: Map of Bromyard Central



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