

WHO'S LIKE US?

Using the statistics produced from the 2001 Census of Population, the Office for National Statistics have classified all the local authorities in the United Kingdom into "clusters". There are 8 clusters:- Cities & Services, London Suburbs, London Centre, London Cosmopolitan, Prospering UK, Coastal and Countryside, Mining & Manufacturing, Northern Ireland Countryside. Within these 8 main clusters, there are a total of 13 groups, and 24 sub-groups.

Local Authorities are allocated to a cluster / group / sub-group on the basis of various demographic characteristics:- age profile, ethnic breakdown of the population, density of population, types of household (lone parent, couple, pensioner), types of dwelling, owner occupation, qualifications of the workforce, economic activity, commuting patterns, social class, car ownership, sector of employment (agriculture, manufacturing etc).

Herefordshire has been allocated to the "Prospering UK" cluster which covers much of the English Midlands. Prospering UK areas typically have better qualified older populations, enjoying higher levels of home ownership and availability of private cars.

Within the main cluster, Herefordshire is allocated to the "Prospering small towns B" sub-group which is characterised by a population with an older age profile, more households with two cars and living in detached homes, low numbers of people belonging to ethnic minorities, more employment in agriculture and working from home generally, low student numbers and less reliance on public transport for commuting. 8.3% (1 in 12) of the UK's population live in "Prospering Small Towns B". These areas are distributed throughout England and include the East Riding of Yorkshire and South Holland in Lincolnshire.

This process of classifying areas also produces "most similar" authorities. Herefordshire is most like Mid-Devon, and is also extremely similar to North Shropshire, Mendip, and Kings Lynn & West Norfolk.

Further information is available on the Office for National Statistics website

www.statistics.gov.uk/neighbourhood

and

www.statistics.gov.uk/about/methodology_by_theme/area_classification/downloads/Prospering_UK.pdf