

the state of Herefordshire report
2007





Acknowledgements and Contacts

The State of Herefordshire Report 2007 is the 6th annual report.

This report is produced on behalf of the Herefordshire Partnership using data from a number of different organisations and sources. The report itself has been written by the Herefordshire Partnership Research Team with input from other organisations and any suggestions, queries, comments or requests should be addressed to the HP Researcher:

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Whilst every effort has been made to ensure the accuracy of the data contained in this document, the authors accept no responsibility for any errors or omissions within this publication. We would like to extend our thanks to all those who have contributed information and advice.

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The report will be available in electronic format on the Herefordshire Partnership website. It will be available as a whole as well as divided into its various chapters, which will enable interactive access to sections relevant to the user. The website address is: www.herefordshirepartnership.com but should you have any difficulties in accessing it please contact the HP Research Team using the contact details above.

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1. INTRODUCTION

What is the purpose of this report?

The State of Herefordshire Report is intended to provide a resource for those working for organisations involved in the Herefordshire Partnership, both reflecting and informing local strategic thinking. It is used for a variety of purposes including developing & monitoring strategies, programmes and projects, funding bids and research activities.

The State of Herefordshire Report has two key functions:

- To maintain a set of indicators to monitor progress towards the outcomes and vision in the Community Strategy for Herefordshire and present trend data for these.
- To provide other useful contextual statistics and act as a 'signpost' to sources of more detailed information.

What is the Herefordshire Community Strategy?

The Herefordshire Community Strategy sets out aspirations for the county by 2020 and how they might be achieved, providing a strategic framework for local groups and organisations to plan their work. The Strategy is the culmination of a significant review carried out during 2005, replacing the Herefordshire Plan which was first produced in 1999.

The Herefordshire Community Strategy sets out a shared vision for the future of Herefordshire:

Herefordshire will be a place where people, organisations and businesses working together within an outstanding natural environment will bring about sustainable prosperity and well being for all.

What is the Herefordshire Partnership?

To help achieve this vision across Herefordshire, organisations, groups and service providers work together in the Herefordshire Partnership (a non-statutory, voluntary partnership often referred to as a Local Strategic Partnership). Partners include:

- Chamber of Commerce Herefordshire & Worcestershire
- Herefordshire Association of Local Councils
- Herefordshire Council
- Herefordshire Primary Care Trust
- Learning and Skills Council, Herefordshire & Worcestershire
- Voluntary Organisations
- West Mercia Constabulary

Many other groups and agencies are involved in the Partnership and contribute to achieving the vision, for example Advantage West Midlands and Government Office for the West Midlands.

Who was involved in producing this report?

Herefordshire Partnership Research Officers are responsible for producing the annual State of Herefordshire Report. This year's report is presented in a similar format to last year. Previously a wide range of groups and individuals have been involved in discussions about format and content of this report, particularly as part of the review of the Herefordshire Plan to the Herefordshire Community Strategy which was launched in 2006. Further refinements to format and content will be made in future years, in the light of feedback from those who use the report.

How is the report structured?

The first section covers general or crosscutting issues such as current and forecast population structure and public perceptions about quality of life. Followed by sections setting out relevant indicators and contextual information for each of the four themes covered by the Herefordshire Community Strategy

- Economic Development and Enterprise
- Healthier Communities and Older People
- Children and Young People
- Safer and Stronger Communities

How were the indicators chosen?

The principal determinants for indicators are that they should:

- Link to the main outcomes in the Herefordshire Community Strategy
- Be as few in number as possible
- Measure overall outcomes
- When appropriate, correspond to those used elsewhere (to enable precise specification and access to comparative statistics)
- Be based on data that is robust, readily available and timely

Some key performance indicators (KPIs) have been chosen to monitor overall progress to the outcomes, as featured in the Herefordshire Community Strategy. The table on page XX lists these and other supplementary indicators and shows linkages to the outcomes. This list includes the indicators that are within the Local Area Agreement and Local Public Service Agreement (LAA & LPSA2G – for more information see Reference Section 30 & 31)

How are trends evaluated?

Wherever possible, data for previous years has been collected so that account can be taken of previous trends. Comparison with trends elsewhere provides a means of taking into account the effect of external factors and assessing Herefordshire's relative position.

Where possible and appropriate, local performance is tracked against the median and top and bottom quartiles for all English Local Authorities (see Reference Section for further explanation).

How do I find what I need?

Most of the facts and figures included in the general section will be of interest to all.

The Summary Table on page x is intended to help you find information for specific indicators and to decide what else is relevant. At the end of the report, there is a key words index (page xx) and a reference section (page xx).

Where possible data has been broken down to below county level to explore some of the differences within Herefordshire. There are two particular forms of analysis that are featured throughout this report, a rural/urban split of data and data for the South Wye area of Herefordshire (part of the county where the highest levels of deprivation are found). These two forms of analysis are highlighted by the symbols in the margins as shown below:



Rural/urban



South Wye

How frequently is the report updated?

The complete report is produced annually but updates from various sources are released during the course of the year and can be made available electronically (see Reference Section 1 for contact details of Herefordshire Partnership Research Officers).

List of indicators and links to outcomes

Outcomes for the Herefordshire Community Strategy - Key	
1. More and better paid employment	8. CYP achieve educational, personal, social & physical standards
2. More adaptable and higher skilled workforce	9. CYP engage in positive behaviour inside & out of school
3. Reduced traffic congestion through access to better integrated transport provision	10. CYP engage in further education, employment & training on leaving school
4. Reduced health inequalities & promotion of healthy lifestyles	11. Reduced levels of, and fear of, crime, drugs and anti-social behaviour
5. Older People and vulnerable adults enjoy more independence and choice	12. Fewer accidents
6. CYP are healthy & have healthy lifestyles	13. Cleaner, greener communities
7. CYP are safe, secure & have stability	14. People are active in their communities and fewer are disadvantaged

* = Local Area Agreement (LAA) indicators

** = Local Area Agreement (LAA) indicators & Local Public Service Agreement Indicators (LPSA)

Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
32	KPI Net perceived improvement rating over the last 3 years for QoL factors (adults)														
32	KPI - Activities for teenagers*														
32	KPI - Decent housing*														
32	KPI - Job prospects*														
32	KPI - Level of crime*														
32	KPI - Level of traffic congestion*														
32	KPI - Wage levels and local cost of living*														
36	KPI Ratio of earnings compared to West Midlands Region														
36	House price/earnings ratio														
45	Employment rate														
45	Self-employment rate														
46	Job densities														
49	KPI No. of VAT registered businesses & % change*														
50	Gross Value Added (GVA)														
56	Skills for Life Qualifications														
57	KPI % of working age population qualified to at least Level 2														
58	KPI % of working age population qualified to at least Level 3														

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Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
59	KPI % of working age population qualified to at least Level 4														
60	No. of residents (19+) achieving Level 2 qualification in manufacturing & engineering**														
60	No. of residents (19+) achieving Level 2 qualification (excl. manufacturing & engineering)**														
61	No. of residents (19+) achieving Level 3 qualification in manufacturing & engineering**														
61	No. of residents (19+) achieving Level 3 qualification (excl. manufacturing & engineering)**														
62	KPI No. of people employed in technology and knowledge intensive industries**														
69	KPI % of Herefordshire residents who travel to work by driving a car or van on their own														
69	No. of passenger journeys per year on public buses in Herefordshire														
69	% of people using local bus services														
70	Indexed number of cycling trips														
70	KPI Index of annual average daily traffic (AADT) volumes into Hereford & on principal rural road networks*														
71	% of journeys to school by car														
72	Air pollution: annual average nitrogen dioxide														

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Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
78	KPI Mortality rate from circulatory diseases for people aged under 75														
78	KPI Mortality rate from cancer for people aged under 75														
79	Gap between the 'all causes' mortality rate or deprived areas of Herefordshire														
80	No. of deaths per annum from chronic conditions*														
84	KPI % of adults eating less than 5 portions of fruit and vegetables on a typical day														
84	KPI % of adults undertaking 30mins of moderate physical activity at least 5 days per week														
86	KPI % of adults who consume more than the recommended intake of alcohol per week														
86	KPI % of adults who smoke														
87	% of Stop Smoking service clients in Herefordshire who have ceased smoking 4 weeks after their set quit date														
89	KPI No. of people accepted as homeless towards whom the council has a full statutory duty*														
90	No. of homeless households in B&B accommodation during the year														
91	Average length of stay in B&B accommodation for homeless households**														

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Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
95	No. of dwellings that have been made fit or demolished														
97	No. of emergency unscheduled hospital bed days occupied by a person 75 and over**														
97	No. of people aged 65+ helped to live at home (per 1,000 population)*														
98	No. of adults with physical difficulties helped to live at home (per 1,000 population)														
99	No. of adults with learning difficulties helped to live at home (per 1,000 population)														
99	No. of adults with mental health difficulties helped to live at home (per 1,000 population)														
100	No. of adults (18 and over) receiving direct payments (per 1,000 population)														
100	Satisfaction with homecare services provided through Social Care via direct payments (65+)**														
101	KPI No. of people in receipt of Attendance Allowance**														
102	KPI No. of people in receipt of Pension Credit**														
103	KPI No. of people in receipt of Council Tax Benefit aged 60 or over**														
105	KPI % of babies born who are breastfed at 6 weeks														

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Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
106	% of babies born to mothers who are breastfeeding at 6 weeks**														
106	% of babies born to teenage mothers who are breastfeeding at 6 weeks**														
107	KPI Measure of healthy lifestyles for 11-15 year olds: Smoking*														
107	KPI Measure of healthy lifestyles for 11-15 year olds: Physical activity*														
108	KPI Measure of healthy lifestyles for 11-15 year olds: Eating 5-a-day*														
108	KPI Measure of healthy lifestyles for 11-15 year olds: Alcohol consumption*														
109	KPI Measure of healthy lifestyles for 11-15 year olds: Drug use*														
109	KPI Measure of healthy lifestyles for 11-15 year olds: Mental Health*														
110	No. of schools with National Healthy Schools status*														
110	KPI Measure of sexually transmitted infections for young people														
111	Conception rate below age 18 (per 1,000 girls age 15-17)														
113	No. of children (under 16) killed or seriously injured on Herefordshire roads														
114	KPI No. of children on the child protection register that are re-registrations														
115	KPI No. of young people (under 25) who are victims of crime in Herefordshire														

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Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
115	No. of young people (under 18) who are victims of violence against the person in Herefordshire														
116	KPI % of 11-15 year olds who have been bullied in the last 12 months														
118	% of looked after children with 3 or more placements during year														
120	% of 3 year olds who have access to a good quality free early years education place														
120	KPI % achieving 5 or more GCSEs at grades A*-G or equiv. Including Maths and English (LEA schools)**														
121	KPI % achieving 5 or more GCSEs at grades A*-C or equiv. Including Maths and English (LEA schools)*														
121	% of pupils achieving Level 4 or above at KS2 in English														
122	% of pupils achieving Level 4 or above at KS2 in Maths														
122	% of half day sessions missed by children in primary schools**														
123	% of half day sessions missed by children in secondary schools**														
123	No. of looked after children who missed a total of 25 days or more schooling**														
124	No. of half day sessions missed by looked after children as a % of total number of sessions in primary schools**														

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		1	2	3	4	5	6	7	8	9	10	11	12	13	14
125	No. of half day sessions missed by looked after children as a % of total number of sessions in secondary schools**														
125	KPI % of 11-15 year olds participating in activities*														
126	% of young people that feel the Council gives them opportunity to influence important decisions about local services														
126	No. of 'Eco-schools'														
127	KPI No. of 11-15 year olds volunteering*														
128	KPI % of young offenders re-offending														
128	No. of first time entrants to the Youth Justice System														
129	KPI % of 16-18 year olds not in education, employment or training*														
130	KPI No. of young people looked after in 17th year in educ, training or employment at age 19**														
134	KPI No. of all recorded crimes														
134	Number of Comparator crimes identified in the British crime survey														
135	No. of violent crimes**														
135	No. of criminal damage incidents*														
136	No. of alcohol related disorder incidents														
136	No. of alcohol related violent crime incidents														

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Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
137	No. of calls to the Herefordshire Woman's Aid helpline*														
138	No. of domestic violence incidents and crimes reported*														
138	No. of arrests for domestic violence offences*														
139	% of sanction detections for domestic violence*														
139	% of repeat domestic violence victims														
140	No. of domestic burglaries per 1,000 households*														
141	No. of vehicle crimes per 1,000 population*														
142	Measure of adult re-offending														
142	Measure of Prolific and Other Priority Offenders Scheme*														
142	Measure of Drugs Intervention Programme*														
143	No. of Class A drug supply offences brought to justice*														
143	No. of people in drug treatment*														
144	Retention rate in drug treatment for 12 weeks or more														
145	KPI % of Herefordshire residents (16 and over) that felt worried about particular crimes in the past 12 months														
145	% of residents (16 and over) with a perception of high levels of anti-social behaviour in their local area*														

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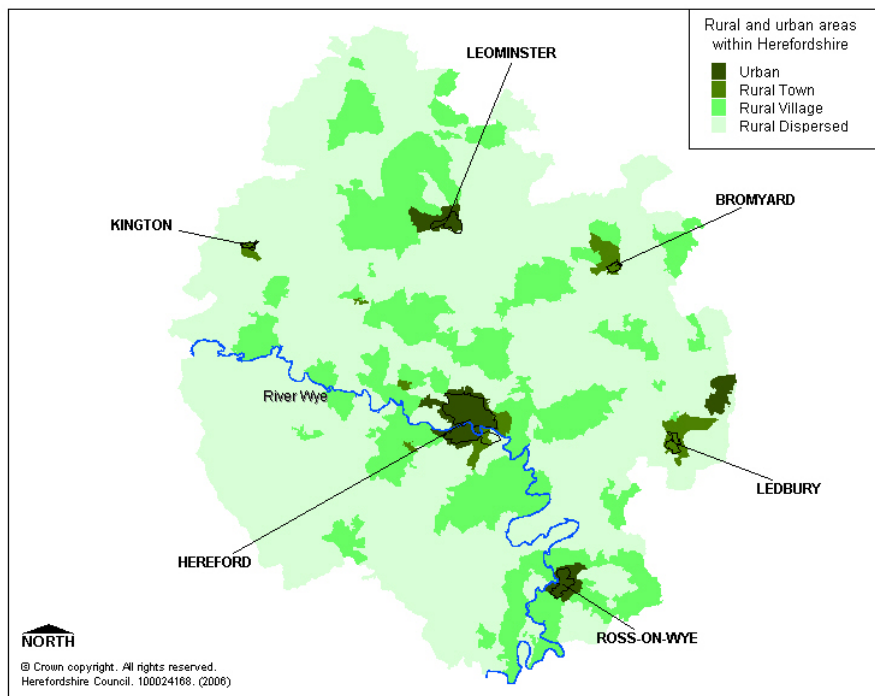
Page No.	Key Performance Indicators (KPIs) and other indicators	Outcomes (see key)													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14
155	Measure of CO2 emissions														
159	KPI % of respondents finding it easy to access:														
159	KPI - doctor*														
159	KPI - local hospital*														
159	KPI - library*														
159	KPI - sports/leisure centre*														
159	KPI - cultural/recreational facility e.g. theatre, cinema*														
161	% of residents with access to communications facilities														
162	% of adult residents who are satisfied with their local community as a place to live**														
163	KPI % of adult residents who feel that Herefordshire is a place where people from different backgrounds get on well together														
163	KPI % of adult residents who feel that they can influence decisions affecting their local community**														
164	% of adult residents who feel that they can influence decisions affecting their local area*														
165	KPI % of adult residents who engaged in formal volunteering														
166	% of adults who use cultural and leisure facilities*														
166	% of adults who are satisfied with cultural and leisure facilities*														



Rural/Urban Herefordshire

Herefordshire is a rural county with a large proportion of the area classified as either Rural Dispersed or Rural Village by Defra's 2004 rural/urban definition at Output Area level. For more information about Output Areas and the rural/urban definition, see Reference Sections 3 and 4.

Map 2.2. Rural/urban Output Areas for Herefordshire (Defra's official rural/urban definition 2004)



Source: Defra; 2001 Census; OA Boundaries, ONS. Crown Copyright

Note: The area just north east of Ledbury which encompasses the area of Colwall has been classified as urban; this is probably due to its close proximity to the town of Malvern in Worcestershire.

Population

This section includes current estimates of total population and density in Herefordshire compared with neighbouring authorities. It looks at population growth over recent years, examining in more detail change due to births, deaths and migration. There is also information about the current age structure of Herefordshire's population and how this has changed over recent years in comparison with neighbours and nationally.

Overall population

The Office for National Statistics (ONS) publish mid-year population estimates for local authorities each autumn; the 2005 figures were released in August 2006. Herefordshire has a much smaller population than the neighbouring English counties but larger than its Welsh neighbours, as the figures in Table 2.3 show.

Population is estimated on a 'usual residence' basis, i.e. people are counted where they usually live. As the estimates are based on the Census, this is self-defined to a certain extent, but rules are applied to particular groups of the population. It is worth noting, particularly for Herefordshire, that students are counted at their term-time residence rather than their family home. This means that around 2,600 students living away from home are not counted in Herefordshire's population. Seasonal workers are also not included, but this group is discussed in more detail later in the chapter (p. 24).

Table 2.3. Mid-year estimate (MYE) of total population, 2005

Area	2005 MYE	Area	2005 MYE
Herefordshire	178,800	Shropshire ²	289,000
Worcestershire	555,800	Gloucestershire	575,200
Powys	131,500	Monmouthshire	87,700
West Midlands Region	5,365,400	England & Wales	53,390,200

Source: ONS – Crown Copyright and ONS 2005 mid-year estimates

Since the Unitary Authority was formed in 1998, Herefordshire's usual resident population has grown by 4.6%, from 171,000³ people to 178,800 in 2005. This is a similar rate of growth to other neighbouring authorities, although Gloucestershire's growth was very slightly lower - as was that of England and Wales as a whole. At 1.8%, the rate of growth of the West Midlands region as a whole is markedly less (see Table 2.4).

Table 2.4. Percentage change in total population, 1998 to 2005 (%)

Area	% Change	Area	% Change
Herefordshire	+4.6%	Shropshire ²	+4.2%
Worcestershire	+3.8%	Gloucestershire	+3.5%
Powys	+4.9%	Monmouthshire	+4.5%
West Midlands Region	+1.8%	England & Wales	+3.2%

Source: ONS – Crown Copyright and ONS 2005 mid-year estimates

Herefordshire covers an area of 217,973 hectares (excluding inland water). Analysis at the level of counties and unitary authorities shows that, at 0.8 persons per hectare, Herefordshire has the 9th lowest population density in England and Wales, but the 4th lowest in England only. Of the neighbouring areas, only Powys has a lower density, although Shropshire and Monmouthshire have similar figures (0.9 and 1.0 respectively). Gloucestershire and Worcestershire both have higher population densities (see Table 2.5).

² Shropshire figures do not include the area covered by Telford and Wrekin UA

³ 1998 mid-year estimate revised in March 2006 as a result of the LA population studies

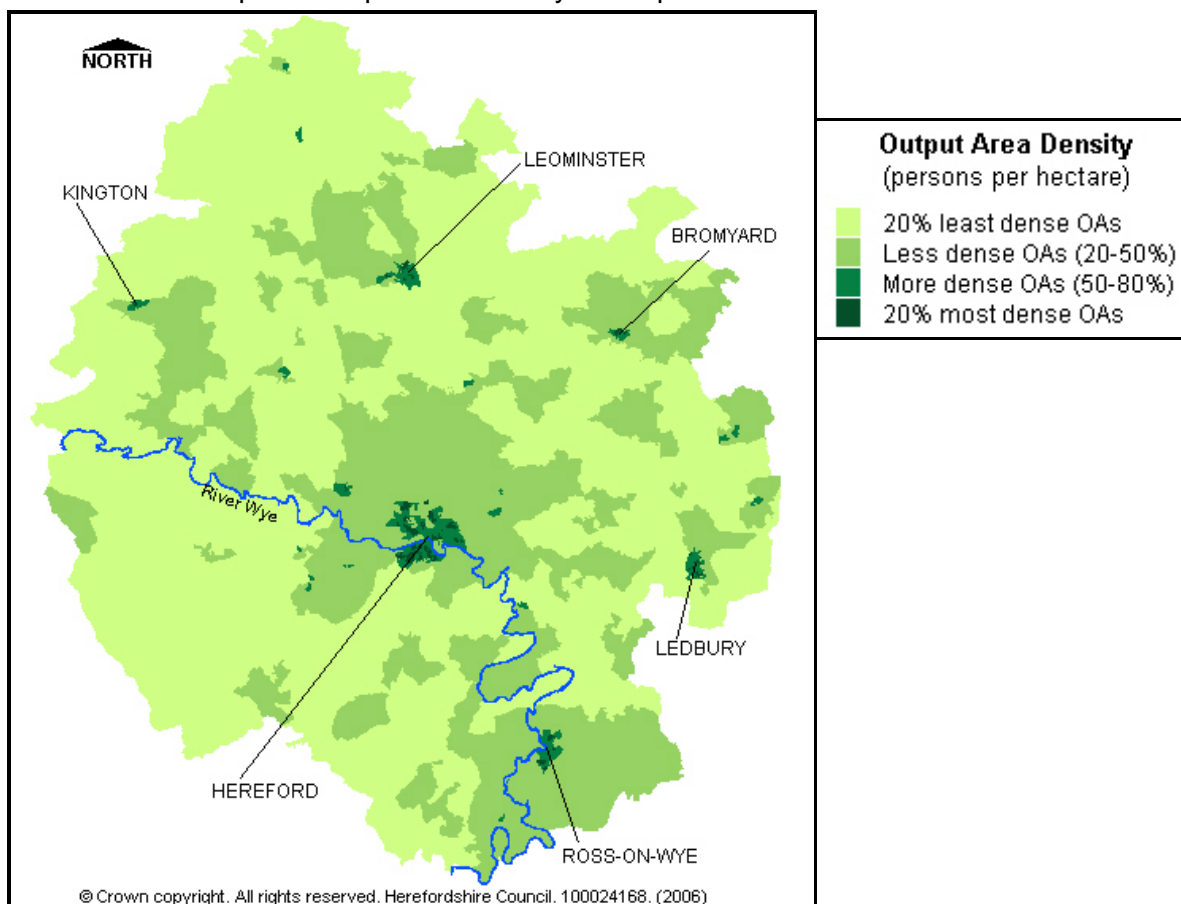
Table 2.5. Population density, 2005 (persons per hectare)

Area	Density	Area	Density
Herefordshire	0.8	Shropshire ⁴	0.9
Worcestershire	3.2	Gloucestershire	2.2
Powys	0.3	Monmouthshire	1.0
West Midlands Region	4.1	England & Wales	3.5

Source: 2001 Census, ONS – Crown Copyright and ONS 2005 mid-year estimates

Whilst Herefordshire's overall population density is 0.8 persons per hectare, unsurprisingly this varies considerably around the county. Map 2.6 shows the population density of individual Output Areas (OAs) in Herefordshire (see Reference Section 3 for more information about Output Area geographies).

Map 2.6. Population density of Output Areas in Herefordshire



Source: 2001 Census; OA Boundaries, ONS. Crown Copyright

Population density in the county ranges from 0.06 persons per hectare in some areas of the Golden Valley region (in the south-west of the county), to more than 100 persons per hectare in some areas of Hereford and Ledbury.

The most densely populated areas (the darkest shading) are mainly in the city and market towns, although some of the larger villages are evident on the map. Output Areas have similar population numbers, so more densely populated OAs are smaller geographically.

Although the population density gives an overall indication of the sparseness of an area, 'sparsity' measures indicate how scattered an authority's population is. According to measures used in the calculation of the Local Government Finance Settlement 2006/07, no other English county-level authority has a greater proportion of its population living in Output Areas with a density of 0.5 persons per hectare or below than Herefordshire (25%).

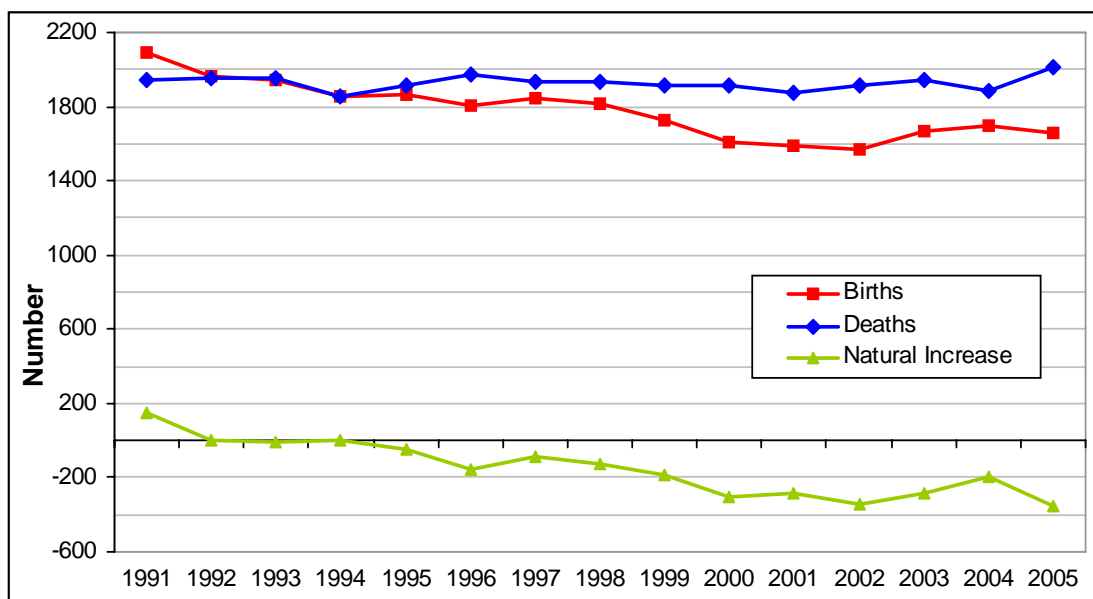
⁴ Shropshire figures do not include the area covered by Telford and Wrekin UA

Factors affecting growth in Herefordshire's population

The recent growth in Herefordshire's population is entirely due to net in-migration (i.e. more people moving into the county than moving out). Over the period January 1998 to December 2005 there were about 13,300 births and 15,400 deaths in the county, representing a natural decrease in the population of about 2,100.

Chart 2.7 shows annual births, deaths, and the difference between them (known as natural increase) from 1991 onwards. Natural increase has been negative since 1993, with a consistent fall in the number of births and a fairly constant number of deaths causing the gap between them to grow throughout the 1990s.

Chart 2.7. Births, Deaths and Natural Increase in Herefordshire: 1991 to 2005



Source: Vital Statistics, ONS

The only detailed information available regarding permanent⁵ international migration is the number of people moving into Herefordshire from outside the UK in the year before the 2001 Census. This figure was 567, which represents just 0.3% of the total population of the county at the time, and the number moving in the other direction is unknown. 54% of these international in-migrants were aged under 30, which is much higher than the corresponding figure of 44% of in-migrants from within the UK; both figures are higher than the proportion of under 30s of Herefordshire's population (33%).

Total international migration figures are published by ONS each year as part of the mid-year estimates. Historically, net international migration to Herefordshire has averaged around zero, but increased suddenly to a net in-flow of 400 people between 2004 and 2005. It is expected that this rise is related to the expansion of the European Union in May 2004, with an anecdotal increase in numbers of people coming to Herefordshire from Eastern Europe. Home Office figures indicate that around 7,100 people from 'A8' accession states⁶ were cleared to work⁷ in Herefordshire between May 2004 and March 2007, the vast majority of whom (87%) were aged 18-34. However, it is not possible to determine how long these people remain in the county, or even the UK.

Internal migration estimates indicate that, between mid-1998 and mid-2005, about 50,000 people moved into Herefordshire from **elsewhere in the UK**, whilst around 42,500 moved out to other areas of the UK. Over the period Herefordshire had a net increase of 7,500 people due to within UK migration. So, whilst the annual natural change due to births and deaths has been negative, the county has gained almost 1,100 people on average each year from other parts of the country.

⁵ Population estimates are based on the concept of 'usual residence', and define an 'international migrant' as someone who intends to stay in the UK for at least a year.

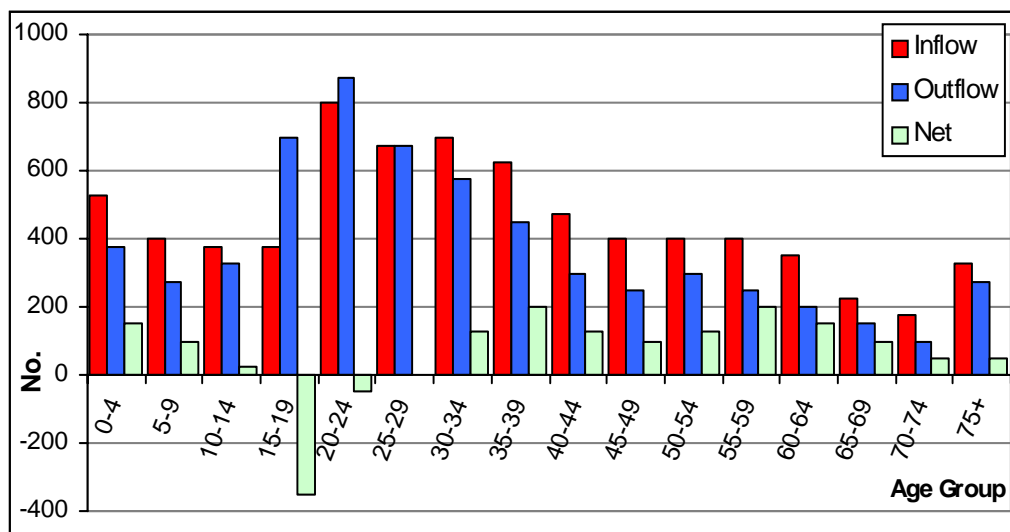
⁶ 'A8' states are: Poland, Lithuania, Estonia, Latvia, Slovenia, Slovakia, Hungary and the Czech Republic.

⁷ As an employee. People who are self-employed are not required to register.

Analysis of migration **within England and Wales only** for the period mid-1998 to mid-2005 shows that about two-thirds (64%) of the 7,100 net migrants into Herefordshire came from London and the south-east (including Bedfordshire, Hertfordshire and Essex); just under a quarter (24%) from neighbouring English counties (Gloucestershire, Worcestershire and Shropshire); 12% from non-neighbouring parts of the West Midlands region and the rest from other parts of England; more people moved from Herefordshire to Wales than vice versa over the 6 year period, giving a net loss.

Detailed information on the ages of migrants between Herefordshire and the rest of the UK is only available from mid-2000. The average numbers of people in each age group moving into and out of Herefordshire each year, along with the average net in-flow (people moving *in* minus people moving *out*), are shown in Chart 2.8.

Chart 2.8. Average annual migration between Herefordshire and rest of UK, mid-2000 to mid-2005



Source: Derived from ONS Internal Migration Estimates

The largest flows, both into and out of Herefordshire, are in the 20-24 year-old age group. This is one of the age groups where people are most mobile generally, so the pattern is not necessarily unique to Herefordshire. The smallest flows (both in and out) are in the 65-69 and 70-74 year-old age groups, with averages of around 200 or fewer people moving in each direction per year.

Notably, the only average net *out*-flows are in the 15-19 and 20-24 year-old age-groups, with the largest in the former: on average 350 more 15-19 year-olds leave the county each year than move into it. This may be explained by the fact that Herefordshire does not have a major centre of higher education, coupled with the fact that young people leaving home to start university are generally aged 18-19 and are counted at their term-time address.

However, it is worth noting that although there is an average annual net loss of 400 15-24 year-olds, this only represents around 2% of the county's population of these ages. To put this into perspective, Rutland UA in the East Midlands 'loses' around 6% of its population of this age-group each year, whilst Westminster 'gains' around 7%.

Age profile of population

Table 2.9 shows a comparison of the age structure in Herefordshire with that of its neighbours, the West Midlands region and England and Wales as a whole. A more detailed comparison with England and Wales is shown in Chart 2.10.

Table 2.9. Percentage of population in particular age-groups, 2005

Area	0-14	15-24	25-59	60-74	75+	Total
Herefordshire	17.0%	10.6%	45.8%	16.9%	9.7%	100.0%
Shropshire	17.1%	11.4%	46.0%	16.6%	9.0%	100.0%
Worcestershire	17.4%	11.2%	48.1%	15.1%	8.1%	100.0%
Gloucestershire	17.6%	11.9%	47.1%	14.6%	8.8%	100.0%
Powys	17.1%	10.3%	45.1%	17.6%	10.0%	100.0%
Monmouthshire	18.0%	10.4%	46.4%	16.3%	9.0%	100.0%
West Midlands Region	18.5%	13.3%	46.5%	14.0%	7.7%	100.0%
England and Wales	18.0%	13.0%	47.8%	13.5%	7.7%	100.0%

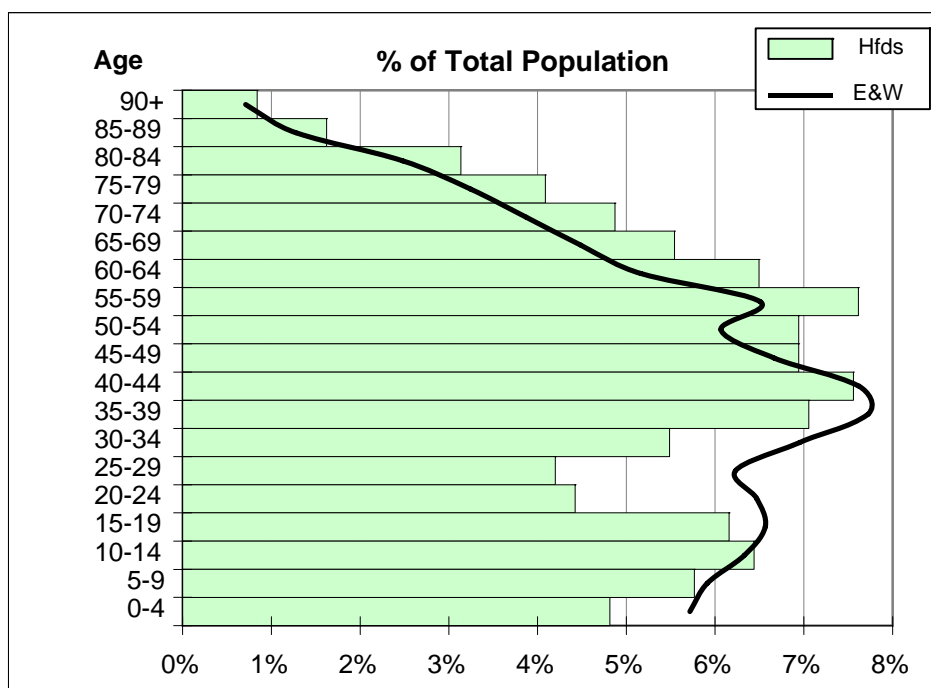
Source: ONS 2005 mid-year estimates Note: Figures may not add up to 100% due to rounding

Herefordshire has an older age profile than both the region and England and Wales, with a noticeably higher proportion of its population in the older age groups. People aged 60 and over constitute 26.6% of the county's population, in comparison with 21.2% nationally. Whilst all the neighbouring counties also have higher proportions of people aged 60 and over compared to England and Wales, only Shropshire and Powys have proportions as high as Herefordshire (25.6% and 27.6% respectively).

Conversely, 27.6% of Herefordshire's population is under 25, compared to 31.0% in England and Wales as a whole and 31.8% within the West Midlands. Again though, it must be noted that students away from home are excluded from the county's population, and the county's proportion of under 15s is only slightly lower than the national figure.

To understand the differences better we need to consider the detail within these broad age-groups. Chart 2.10 illustrates that Herefordshire has a higher proportion of residents in all age-groups from 45-49 years and above than England and Wales as a whole.

Chart 2.10. Age structure of population, 2005



Source: ONS 2005 Mid-year estimates

Table 2.11 shows how the numbers of people and percentage of the total population in each age group in Herefordshire have changed since 1998. There has been an increase in numbers in all of these age groups except the under 15s. Although there has not been a major change in the age profile over this period, the proportions of the population aged 60 and over and 15-24 have increased slightly, whilst the proportions aged under 15 and 25-59 have decreased slightly.

Table 2.11. Number and percentage of people in particular age-groups, Herefordshire

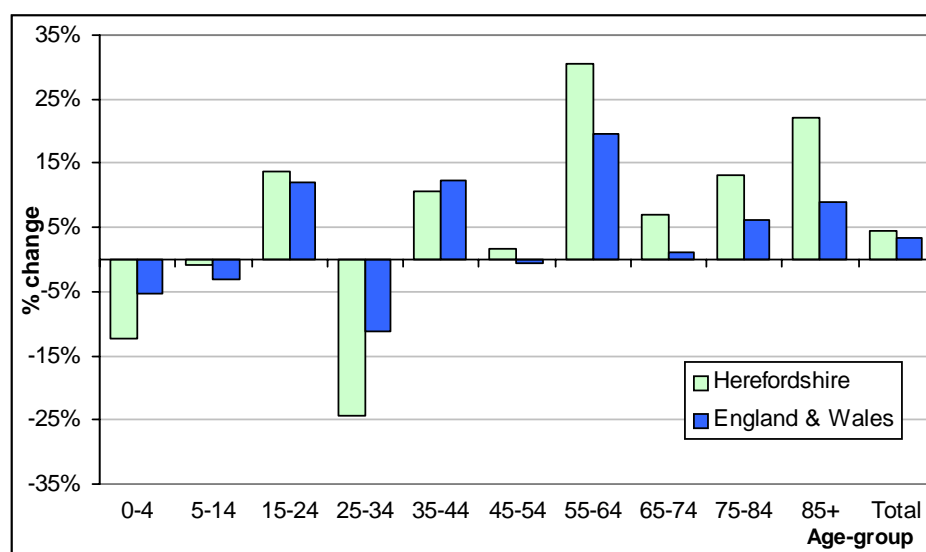
Year		0-14	15-24	25-59	60-74	75+	Total
1998 ⁸	Number	31,800	16,600	80,900	26,700	15,000	171,000
	%	18.6%	9.7%	47.3%	15.6%	8.8%	100%
2001	Number	31,700	16,800	82,600	27,700	16,000	174,900
	%	18.1%	9.6%	47.2%	15.8%	9.1%	100%
2005	Number	30,400	18,900	81,800	30,200	17,300	178,800
	%	17.0%	10.6%	45.8%	16.9%	9.7%	100%

Source: ONS mid-year estimates

Note: Figures may not add up due to rounding

The figures presented in Table 2.11 may be of interest when considering a particular age-group of the population, but it is more useful to compare percentage change for each age-group to get an overall picture. Chart 2.12 does this for narrower age bands, and also shows a comparison with what has happened in England and Wales as a whole over the same period.

Chart 2.12. Observed population change (%), 1998 to 2005



Source: ONS mid-year estimates

Although Herefordshire's total growth over the period 1998 to 2005 (4.6%) has been broadly similar to the national rate (3.2%), there are large differences when considering individual age-groups. The changes have mainly been in the same direction as nationally but of a greater magnitude. The numbers of people in the older age groups have grown much more in Herefordshire than in England and Wales as a whole; conversely, the numbers aged 25-34 and 0-4 have fallen more rapidly.

⁸ 1998 mid-year estimate revised in March 2006 as a result of the LA population studies

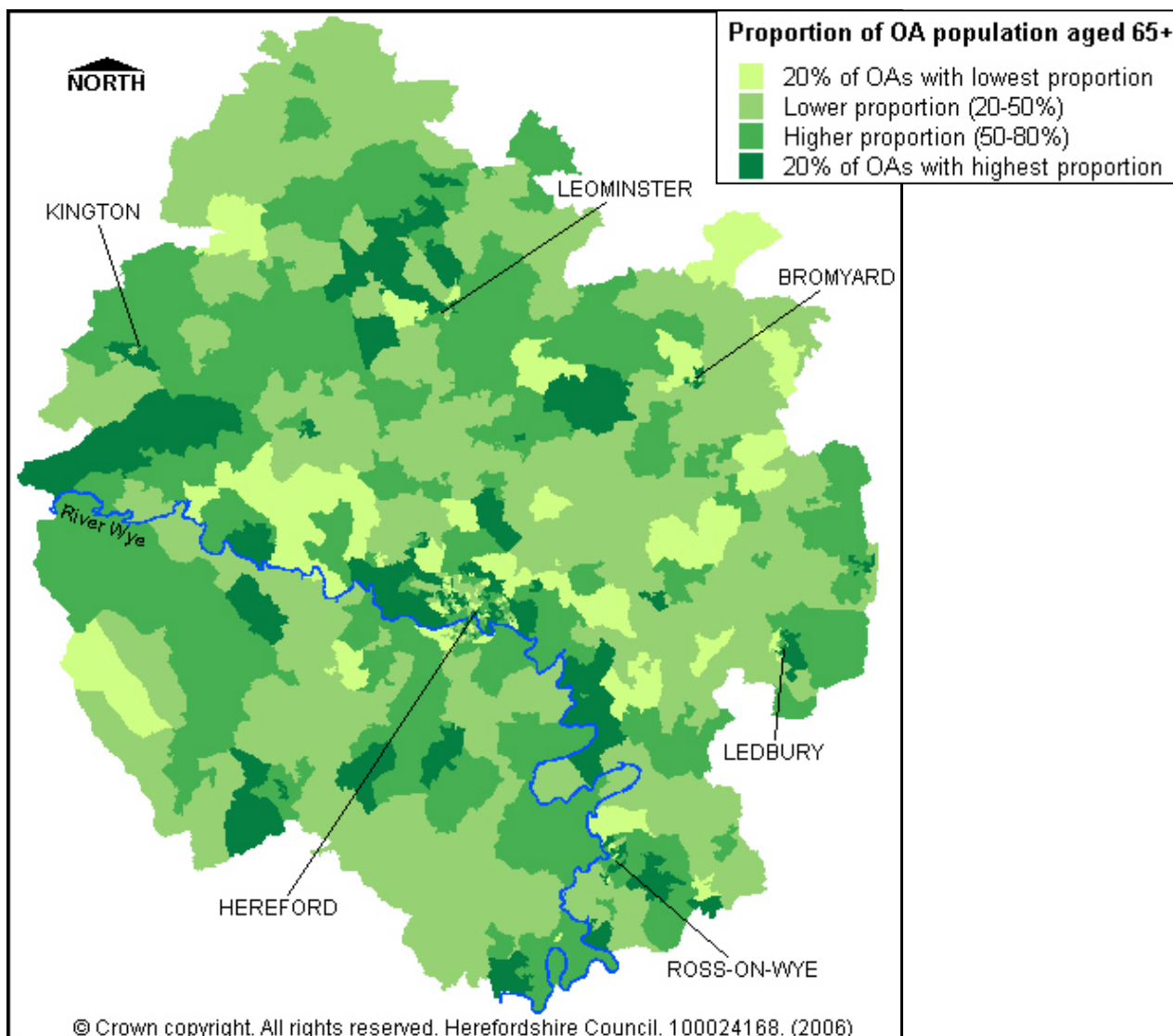


Rural/urban split (see Reference Section 4)

Despite perceptions that rural areas have higher proportions of older people, the following map (Map 2.13) shows that there is no clear pattern.

Output Areas with high proportions (darkest shading) of their populations aged 65 and over are scattered all over the county, from some of the most rural areas to Hereford City. (For more information about Output Area geographies see Reference Section 3)

Map 2.13. Proportion of population aged 65 years and over (65+) for Output Areas in Herefordshire (%)



Source 2001 Census; OA Boundaries, ONS. Crown copyright

By grouping Output Areas according to Defra’s official urban/rural classification (see Reference Section 4) and considering only those Herefordshire residents aged 65 and over, it can be seen that 56.0% live in rural areas which is only slightly higher than the proportion of Herefordshire’s total population that does (53.6%).

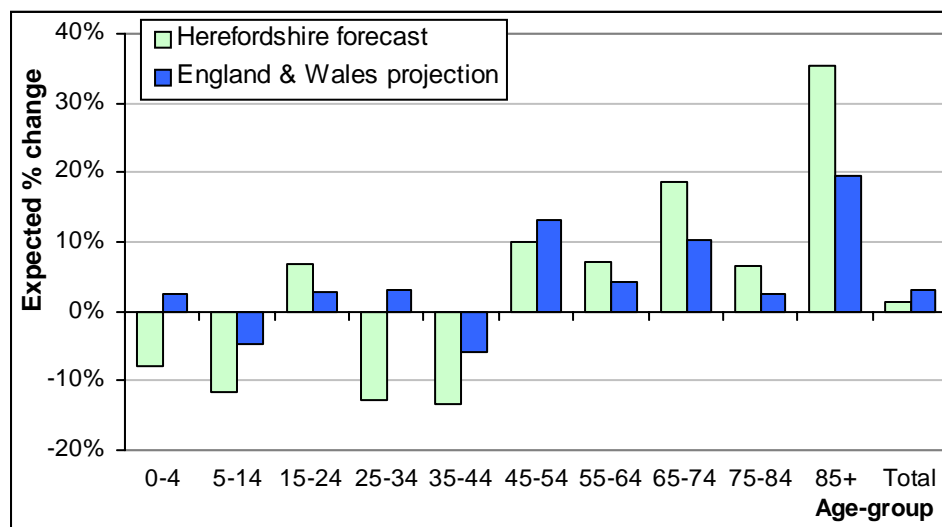
Forecast population change

Herefordshire Council's Research Team produces population forecasts for the county which are based on recent and nationally projected trends in births, deaths and migration, but also take into account anticipated housing provision under the Unitary Development Plan – which has a constraining effect on in-migration. Until the Regional Spatial Strategy is decided it is not possible to anticipate what housing provision there may be after the UDP, so forecasts can only be produced up to 2011.

2005-based interim forecasts have been produced which take account of a higher than average net international in-migration between 2004 and 2005 (see page 20), but do not make any attempt to forecast future trends in international migration. Whilst anecdotal evidence suggests continuing increases in the number of international migrants to Herefordshire, there is currently no statistical evidence on which to base future forecasts of trends in international in - or out - migration. Little is known, even at a national level, about the impact of the expansion of the European Union on the population in the longer term.

Chart 2.14 shows the forecast percentage change in each age-group over the period of the forecast, alongside a comparison with what is projected to happen in England and Wales as a whole.

Chart 2.14. Expected population change (%), 2005 to 2011



Source: 2005-based forecasts, Hfcs Council Research Team using ONS estimates; GAD 2004-based national projections.

The forecasts suggest that changes within age-groups in Herefordshire will generally be in the same direction as those seen between 1998 and 2005 (see Chart 2.12), i.e. growth in the older age-groups (from 45-54 onwards) and falls in the younger age-groups. The exception to this overall pattern is the expected 6.8% increase in the 15-24 year-old age-group. This is often thought to contradict the migration figures, which recognise that these ages are the only ones for which there is a net out-flow of migrants (see page 21). To understand why this is not the case it should be noted that this forecast increase is a result of the ageing of the present cohort of 9-18 year-olds, which is 20% larger than the current number of 15-24 year-olds. Even after applying migration rates, this difference is large enough to lead to an expected increase in the number of 15-24 year-olds.

The total county population is expected to increase by 1.5% over the period; less than the projected growth of 3.0% nationally. However, changes within age-groups are expected to be more dramatic in Herefordshire than nationally for all age-groups except 45-64 year-olds - although movements are generally in the same direction. Of particular note is the rapid forecast

growth in the numbers of elderly people. The number of 75-84 year-olds in Herefordshire is expected to increase by 6.7% and the number of over 85s by 35.5%; the equivalent figures for England and Wales are 3.0% and 19.4%.

Expected numbers in broad age-groups, for selected years, are shown in Table 2.15. More detailed age-groups can be obtained from the Research Team (see Reference Section 1).

Table 2.15. Current and forecast population, Herefordshire

	Base Year	Forecast Years			Change: 2005-11	
	2005	2007	2009	2011	No.	%
Under 16	32,600	31,560	30,370	29,350	-3,250	-10.0%
16-59/64	104,300	104,330	103,740	102,970	-1,330	-1.3%
60/65-74	24,500	25,850	27,650	29,220	+4,720	+19.3%
75-84	12,900	13,020	13,350	13,760	+860	+6.7%
85+	4,400	5,080	5,550	5,960	1,560	+35.5%
Total	178,800	179,830	180,660	181,250	2,450	1.4%

Source: 2005-based forecasts, Hfds Council Research Team using ONS estimates

Ethnicity

The 2001 Census remains the definitive source of information on ethnic group, and is the **only** source of sub-county level data. The Office for National Statistics (ONS) have, however, published 'experimental statistics', which estimate the number of people in each ethnic group at county level in 2004, broken down by age and sex.

These estimates suggest that in mid-2004, 3.5% of Herefordshire's total resident population was from an ethnic minority⁹ (6,200 people). This proportion is very low by national (14.7%) and regional (15.5%) comparisons, but reflects a growth of 40.9% in the BME (Black & Minority Ethnic) population from 2001 compared to just 1.7% for the total county population.

Table 2.16. Numbers and percentages of the total resident population for each ethnic group in 2004 and change in the population of each ethnic group between 2001 and 2004.

Ethnic group	Herefordshire		England	Change in Herefordshire between mid-2001 & mid-2004	
	Number in 2004	% of total population in 2004	% of total population in 2004	Change in number in ethnic group	% change in ethnic group
White: British	171,500	96.5%	85.3%	+1,000	+0.6%
White: Irish	900	0.5%	1.2%	+100	+12.5%
White: Other White	2,300	1.3%	3.0%	+300	+15.0%
Mixed	1,000	0.6%	1.5%	+300	+42.9%
Asian or Asian British	900	0.5%	5.1%	+500	+125.0%
Black or Black British	500	0.3%	2.6%	+300	+150.0%
Chinese	300	0.2%	0.6%	+100	+50.0%
Other Ethnic Group	300	0.2%	0.6%	+100	+50.0%
<i>Total Non 'White British'</i>	<i>6,200</i>	<i>3.5%</i>	<i>14.7%</i>	<i>+1,800</i>	<i>+40.9%</i>
All People	177,800	100%	100%	+2,900	+1.7%

Source: ONS. Crown Copyright 2006. Figures rounded to 100 so may not sum.

It should be noted that all population estimates are based on the concept of 'usual residence', and define a 'migrant' as someone who intends to stay in the UK for at least a year. Therefore, short-term migrants will not be included in any estimates of resident population, or any estimates of the ethnic composition of the resident population.

Migrant workers from the EU accession states

It is very likely that numbers of people from an ethnic minority in Herefordshire have increased even more since the expansion of the European Union in May 2004 (see page 20). This would not be expected to be reflected in the mid-2004 figures, and no comprehensive figures are available to quantify how migration from these 'A8' accession states¹⁰ has affected the ethnic composition of Herefordshire's resident population.

Temporary seasonal workers

The county also experiences a significant influx of temporary workers on the Seasonal Agricultural Workers Scheme each year (around 3,000¹¹) – mainly over the summer months. These are, by definition, students from outside the European Economic Area¹² who are permitted to work on participating farms for up to 6 months.

There is no information on the numbers of temporary seasonal workers from countries within the EU, as there is no requirement for these people to register while in the UK.

For more information see the report, *Information on Seasonal & Migrant Workers in Herefordshire: A review of available data*, which is available from the Research Team (see Reference Section 1).

⁹ i.e. from an ethnic group other than 'White: British'.

¹⁰ 'A8' states are: Poland, Lithuania, Estonia, Latvia, Slovenia, Slovakia, Hungary and the Czech Republic.

¹¹ Source: Work Permits (UK), Home Office.

¹² The EEA comprises all EU member states (including the 'A8'), plus Iceland, Lichtenstein and Norway.

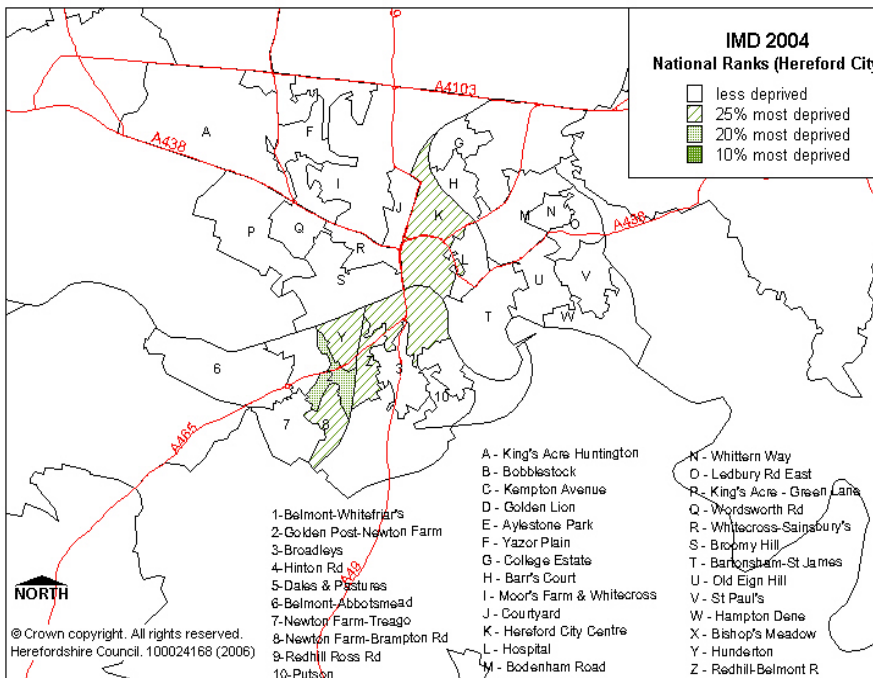
Deprivation

The Index of Multiple Deprivation 2004

The Index of Multiple Deprivation 2004 (IMD 2004) from the ODPM is used widely to identify areas of deprivation. Deprivation levels have been calculated by combining a number of indicators across seven domains into a single score and rank for each Super Output Area (SOA1) in England. The seven domains are income; employment; health and disability; education, skills and training; barriers to housing and services; living environment deprivation and crime. (For more information about Output Area geographies and the IMD 2004, see Reference Sections 3 and 5).

When looking at the overall IMD there are 7 SOAs in Herefordshire within the 25% most deprived in England; 6 of these are in Hereford City (centre and south of the River Wye) and 1 in Leominster. 2 of these areas also fall within the 20% most deprived in England: the area in Leominster and 1 in Hereford City.

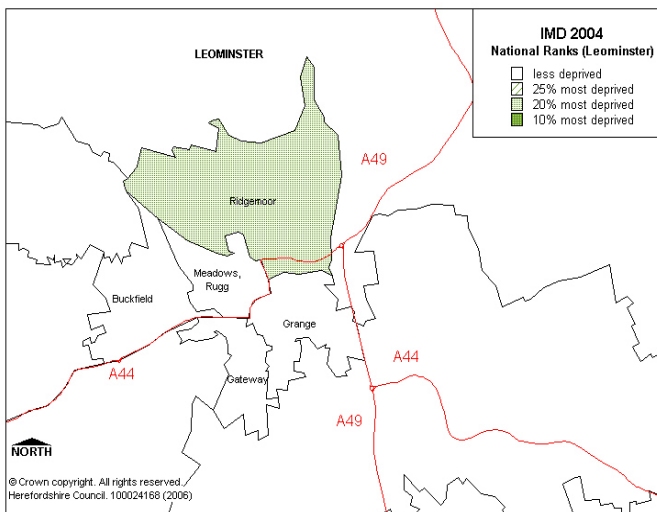
Map 2.17. Overall IMD: areas of deprivation in Hereford City



Note: All the areas shaded on the map are within the 25% most deprived in England. Those areas shaded as 10% most deprived are also included in the 20% most deprived.

Source: Index of Multiple Deprivation 2004, ODPM; 2001 Census; OA Boundaries, ONS. Crown Copyright

Map 2.18. Overall IMD: areas of deprivation in Leominster



Information about the most deprived areas in Herefordshire for individual domains or sub-domains describing particular aspects of deprivation can be found in relevant sections throughout the report.

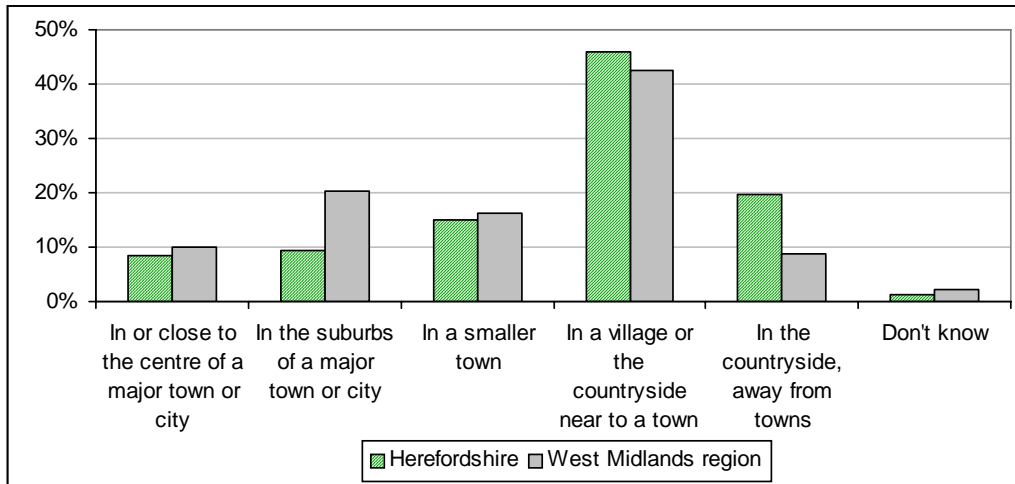
Source: Index of Multiple Deprivation 2004, ODPM; 2001 Census; OA Boundaries, ONS. Crown Copyright

Quality of Life

The West Midlands Regional Lifestyle Survey – 2005, involving residents aged 18 years and over, was carried out by West Midlands Regional Observatory (WMRO) in partnership with West Midlands Public Health Observatory (WMPHO). (For more information about the survey, see Reference Section 6).

In order to investigate factors influencing people's decisions about moving, questions were asked about preferred residential location (Chart 2.19) and key quality of life factors (Chart 2.20).

Chart 2.19. Preferred area in which to live



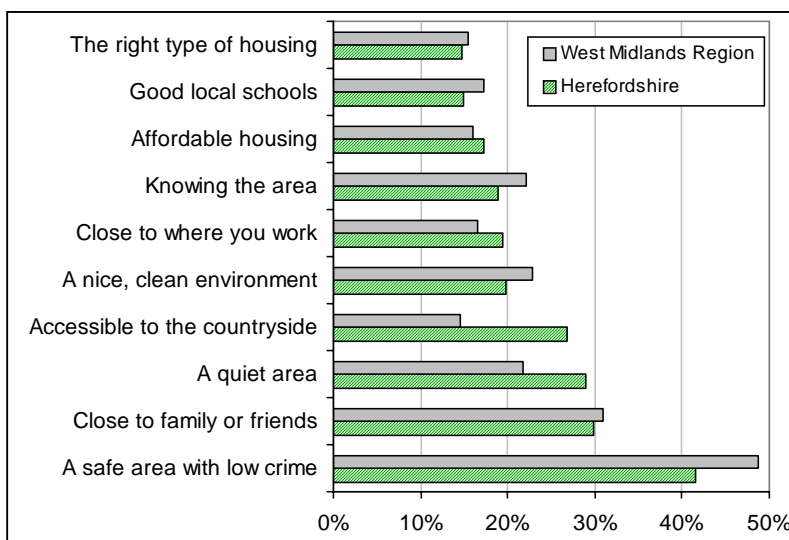
Source: West Midlands Regional Lifestyle Survey – 2005, WMRO & WMPHO

The most popular choice by far both locally and regionally was 'village or countryside', with 46% of Herefordshire residents making this choice, compared to 42% in the region.

Herefordshire residents were more likely to prefer 'living in the countryside, away from towns' than people from the region as a whole (20% compared to 9%) and less likely to prefer 'living in the suburbs of a major town or city' (9% compared to 20%).

Respondents to the Regional Lifestyle Survey were also asked to identify 3 factors (from a list of 26) that are most important when making a decision about where to live.

Chart 2.20. Top 10 issues when making a decision about where to live



Source: West Midlands Regional Lifestyle Survey – 2005, WMRO & WMPHO

According to the survey, 'a safe area with low crime' is the major factor influencing decisions about where to live both for Herefordshire residents (42%) and for the West Midlands region (49%).

A significantly greater proportion of Herefordshire residents consider 'a quiet area' (29%) and 'accessibility to the countryside' (27%) to be amongst the most important aspects than in the region as a whole (22% and 15% respectively). Conversely, 'knowing the area' was less important to Herefordshire residents (19%) compared to the Region (22%).

'Good public transport links' does not appear in the top 10 for Herefordshire - it was cited by only 11% of respondents - but was 6th highest (19%) for the region as a whole.

As part of the 2006 Herefordshire Satisfaction Survey (see Reference Section 38) residents were asked to select 5 aspects affecting quality of life from a list of 20 that they felt were **most important in making somewhere a good place to live**. A small number of respondents (less than 1%) failed to answer this question or stated that they did not know.

The five most commonly chosen aspects were:

- Health services (50%)
- Low level of crime (49%)
- Affordable, decent housing (43%)
- Education provision (32%)
- Low level of traffic congestion (30%)

Residents were also asked which five aspects they felt **most needed improving** in their local area. The top five answers were:

- The level of traffic congestion (48%)
- Road and pavement repairs (39%)
- Activities for teenagers (38%)
- Affordable, decent housing (30%)
- Public transport (25%)

Chart 2.21. Quality of Life aspects – need for improvement vs. importance

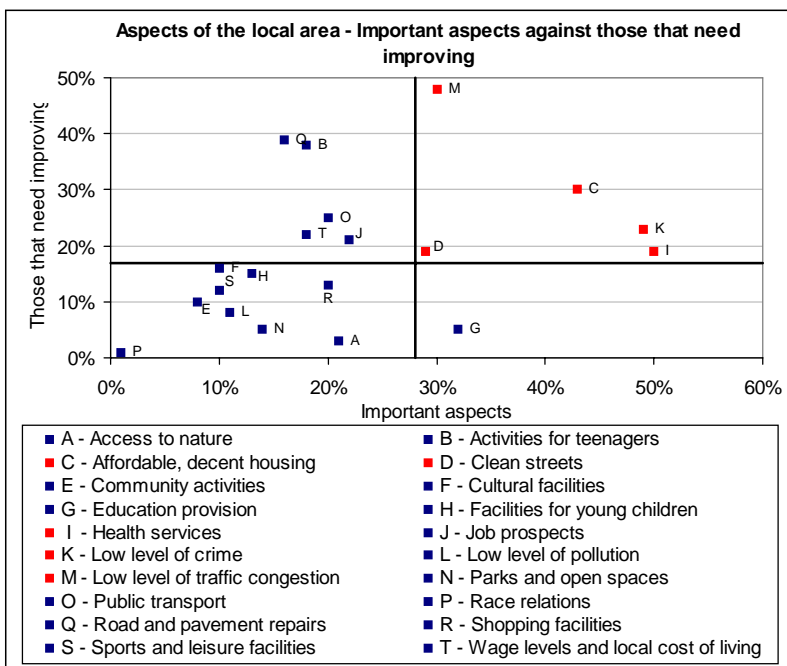


Chart 2.21 combines the results of these two questions. The five aspects highlighted in red are those that were most commonly identified as important and in need of improvement. These were:

- affordable, decent housing
- clean streets
- health services
- low level of crime
- low level of traffic congestion.

Source: Herefordshire Satisfaction Survey 2006, Herefordshire Council



South Wye (see Reference Section 50)

A similar insight into **what makes somewhere 'a good place to live' in the South Wye area of Herefordshire** (an area of the county with relatively high levels of deprivation) was obtained from a survey commissioned by the South Wye Regeneration Partnership during 2006 (for more information about this survey, see Reference Section 50).

The five most commonly chosen aspects of 'making somewhere a good place to live' were:

- Low levels of crime (46%)
- Clean streets (39%)
- Affordable decent housing (37%)
- Activities for teenagers (33%)
- Health Services (33%)

Residents were also asked which five aspects they felt **most needed improving** in their local area. The top five answers were:

- Level of traffic congestion (54%)
- Activities for teenagers (40%)
- Level of crime (37%)
- Clean streets (30%)
- Facilities for young children/Road and pavement repairs (24%)

The main differences seen between these results were:

- Level of traffic congestion was cited as 'most needed improving' by the highest proportion of residents across the county and in the South Wye area (48% and 54% respectively).
- Low levels of crime is considered to be an important factor in making somewhere a good place to live by residents in both South Wye and Herefordshire as a whole (46% & 49%, respectively).
- Health services are more likely to be considered important in Herefordshire as a whole (50%) than in South Wye (33%).

When looking at what's most important and what most needs improving, the key differences between the South Wye area and Herefordshire are that activities for teenagers and facilities for young children are higher priorities (i.e. they feature in the top right quadrant of chart 2.20) whilst health services are not.

Chart 2.22. Quality of Life aspects – need for improvement vs. importance

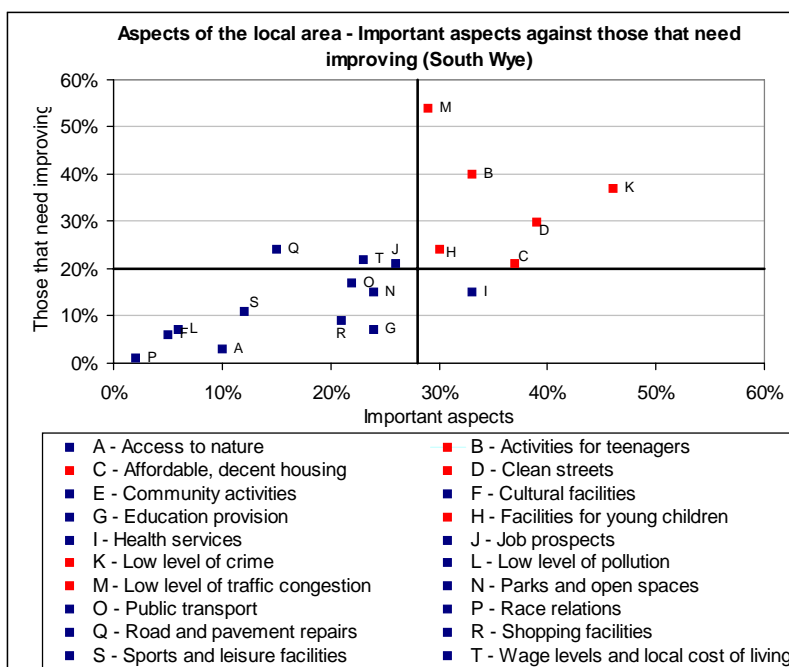


Chart 2.22 combines the results of these two questions for the South Wye region, similarly to Chart 2.21 for Herefordshire as a whole. The six aspects highlighted in red are those that were most commonly identified as important and in need of improvement. These are:

- activities for teenagers
- affordable, decent housing
- clean streets
- facilities for young children
- low level of crime
- low level of traffic congestion.

Source: Resident Survey 2006 South Wye Regeneration Partnership

KPI: Net perceived improvement rating over the last 3 years for aspects affecting the quality of life for Herefordshire residents

Herefordshire residents were also asked whether each of these aspects had got better, stayed the same or got worse over the last 3 years. The results were used to calculate a net perceived improvement rating (by subtracting percentage who felt it had got worse from percentage who felt it had got better). Data for this indicator is collected from the Herefordshire Satisfaction Surveys, see Reference Section 38.

Progress will be monitored by the net improvement rating for each factor over the last 3 years, calculated by: % who feel aspect has got better minus % who feel that aspect has got worse

Thus, negative values mean that more people think the aspect has got worse whilst positive values mean more people think it has got better.

In Table 2.23, changes of 5 or more percentage points between 2003 and 2006 have been indicated by arrows; an improvement in ratings between surveys is indicated by an ↑ and a deterioration by an ↓.

Table 2.23. Net improvement rating over the last 3 years for Quality of Life aspects

	2003	2005	2006	Change
Access to nature	11	11	5	↓
Activities for teenagers	-33	-30	-32	
Affordable decent housing	-50	-54	-50	
Clean streets	-12	-9	-23	↓
Community activities	-5	-5	-5	
Cultural facilities (e.g. cinemas, museums)	-7	-6	-14	↓
Education provision	4	8	15	↑
Facilities for young children	-10	2	-5	↓
Health services	-19	-17	-18	
Job prospects	-39	-35	-42	↓
Parks and open spaces	-1	8	-3	
Public transport	-4	-13	-24	↓
Race relations	-2	-8	-13	↓
Road and pavement repairs	-43	-44	-51	↓
Shopping facilities	-12	-9	-6	↓
Sports & leisure facilities	-2	9	5	↑
The level of crime	-56	-45	-46	↓
The level of pollution	-33	-37	-42	↓
The level of traffic congestion	-69	-77	-77	↓
Wage levels & local cost of living	-62	-64	-56	↑

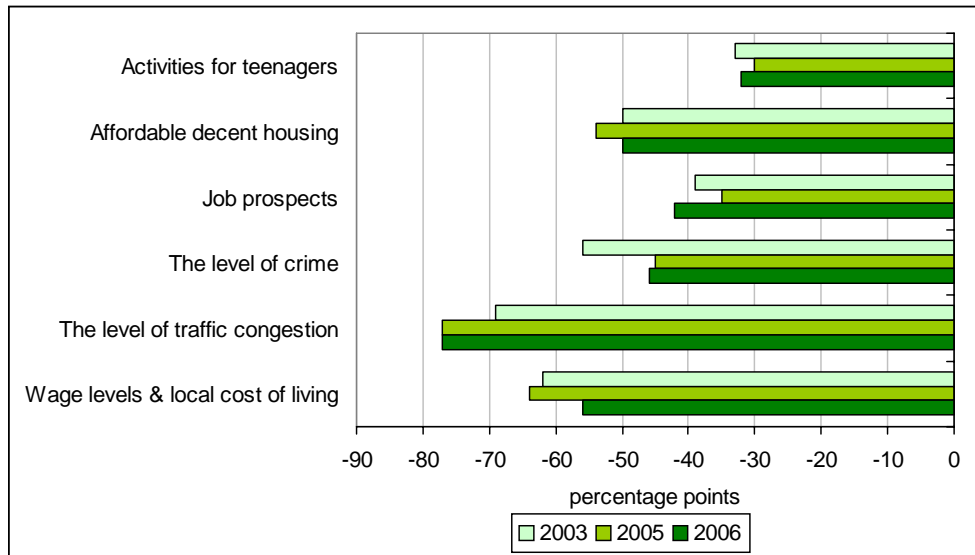
Source: Herefordshire Satisfaction Surveys, Herefordshire Council

Only 3 aspects of quality of life in Herefordshire have seen an improvement. Higher proportions of residents thought education provision, sports & leisure facilities and wage levels & local cost of living had got better than the proportion who thought they had got worse, giving them positive net ratings. Although wage levels & local cost of living has seen an improvement it is still negative, meaning there was a lower proportion of people that thought it had got worse compared to 2003.

The net rating of the remainder of aspects (12 out of the 20 listed above) all decreased. Public transport, in particular, experienced a large decrease, from -4 in 2003 to -24 in 2006.

In order to have a greater impact on perceptions of quality of life, certain aspects have been made a priority in the Herefordshire Community Strategy, based on those that were most important and/or most needed improving in 2003. The six aspects that are most important to people and most need improving (based on 2003 results as detailed on page 27) are going to be the main focus for activity initially. These are shown in bold in Table 2.23 and in Chart 2.24.

Chart 2.24. Net perceived improvement rating (over the last 3 years) for 6 key Quality of Life aspects in Herefordshire.



Source: Herefordshire Satisfaction Surveys, Herefordshire Council

In 2006, all six aspects continued to have negative scores with 'level of traffic congestion' and 'wage levels & local cost of living' obtaining the worst ratings. Although there has been some improvement in scores for 'wage levels & local cost of living', as already mentioned.

The only other significant change seen in the scores for 'job prospects', which has seen a decrease in the score from -35 to -42.

More information relating to all aspects of quality of life in Herefordshire can be found in the relevant chapters of this report.