

# Herefordshire's **VitalSigns**<sup>®</sup>

# 2018



Herefordshire Wildlife Trust's Nature Tots  
Funded by HCF's Glencora fund



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# WHAT IS THIS REPORT ABOUT?

## Herefordshire Community Foundation

Is a grant-awarding charity helping local voluntary and community groups. Our aim is to make a real difference to the lives of vulnerable, isolated and disadvantaged people in Herefordshire by connecting people who care with causes that matter. We set up affordable, tax-efficient, personally named giving funds for companies, families and individuals. These funds support local charitable and voluntary groups for the public benefit that help keep our county healthy and thriving.

Since it was founded in 2002 the Community Foundation has supported thousands of grass roots organisations involved in a wide range of activities including the Arts, Sport, Recreation and Disability. In 2017/18 HCF distributed over £246,000 with 124 grants benefitting thousands of local people. Some of these projects are illustrated, for example the front cover depicts children from the Herefordshire Wildlife Trust's Nature Tots programme funded by the Community Foundation's Glencora fund.

The Foundation currently administers 27 donor directed funds contributing to many charitable initiatives including mental health, youth activities, the environment and the elderly. In addition we raise money for other community needs such as our Surviving Winter fund distributing money to individuals and organisations helping those in fuel poverty.

The Governor of the Bank of England recently said, "Community Foundations are vital contributors to building social capital. They also play a vital role by providing a platform that enables individuals and firms to invest in their communities. Community Foundations are helping to deliver a more inclusive capitalism, one in which individual virtue and collective prosperity can flourish."

The current climate is very challenging for small, cost-effective groups and public funding cuts have damaged already tight budgets. Private donor funds are a lifeline, playing a deeply appreciated and important role in supporting local people to live and work in this area..

## About Vital Signs

Vital Signs is a community philanthropy guide from the Herefordshire Community Foundation. It is designed to help

inform charitable giving and present a concise analysis of social need in the county, together with the views of our community. We hope it will stimulate a discussion around how best we can collaborate with individuals and organisations to offer a strategic response to the complex challenges we face. Herefordshire is a great place to live and work but rural isolation, lack of transport, low wages and housing costs make it challenging for many. Vital Signs is supported by UK Community Foundations. Based on a prescribed set of categories and measures, Vital Signs reports have been produced for foundations across the UK and the World.

Where possible we have included the indicators from Herefordshire's Sustainable Route Map. The Route Map monitors a range of indicators which measure the county's sustainability. They were chosen after extensive consultation with local organisations, networks and individuals.

## About Herefordshire

Herefordshire is a rural, sparsely populated county, with a population of 183,477 across an area of approx. 218k hectares, giving a population density of 0.8 per hectare. This sparsity of population makes access to services and facilities a key issue for the county. Herefordshire has an older age profile population, with a high proportion of retired people. In general Herefordshire is a relatively wealthy area, with a high level of education and high house prices. However, wages are generally low, there are pockets of deprivation, and a lack of affordable housing for first time buyers.

Herefordshire's residents are generally healthy, safe and enjoy living in Herefordshire.

It is estimated that there are currently between 6.5 million and 6.7 million members of the Armed Forces community living in the UK, representing about a tenth of the population. However, little is currently known about the exact numbers, location and needs of this significant group. In Herefordshire there were just under 1,200 residents employed in the Armed Forces, with all but 50 living in private households. However, it is likely that this does not cover the full extent of the reach of the Armed Forces and their families and the significant role they have in Herefordshire in terms of population, use of services, and employment opportunities. More information is needed to ensure that this potentially vulnerable group are fully supported.

## What people think about Herefordshire

*While there are few places that are perfect, where I live in Herefordshire is great for this style in my life! Now I get older I suspect things will change and not always for the better.*

*Wonderful county, lovely place to live*

*The single thing that would improve it would be a good public transport system.*

*Better than most places. Very beautiful*

# THE VITAL SIGNS

## RESULTS FOR HEREFORDSHIRE

### Herefordshire's Vital Signs scorecard

This report is defined by ten social themes. Each theme has one core indicator. Where possible each of the themes received a grade based on the latest data available for each of those key indicators, benchmarking how Herefordshire is performing relative to its nearest neighbours. Vital Signs employs a common set of grading scales; A to E, with A performing best. Grades are used within this report to highlight how urgently action needs to be taken. This report also highlights areas that need addressing within that theme.

### Here is what each grade means:

- A** Herefordshire is performing better than 80% of comparable areas.

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- B** Herefordshire is performing better than 60% of comparable areas.

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- C** Herefordshire is performing better than 40% of comparable areas.

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- D** Herefordshire is performing worse than 60% of comparable areas.

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- E** Herefordshire is performing worse than 80% of comparable areas.

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See table on following page.



Theme	Grading	What they mean	Key needs for addressing	What are we measuring
Fairness	<b>D</b>	Some improvement needed. Action required. High priority.	Pockets of deprivation, low earnings, food and transport costs.	Rank of average rank of the seven domains of indices of deprivation 2015.
Housing & Homelessness	<b>D</b>	Some improvement needed. Action required. High priority.	House affordability, indoor living environment deprivation.	Lower quartile House price to Earnings ratio.
Work	<b>B</b>	Room for improvement. Low priority.	Young people not in education, employment or training.	% of residents' unemployment claimants as a proportion of 16-64 year-old residents.
Economy	<b>E</b>	Much improvement needed. Urgent action required. Very high priority.	Economic output, low wages.	Herefordshire's share of National Gross Value Added.
Education & Learning	<b>B</b>	Room for improvement. Low priority.	Exclusion rates for special schools.	Percentage of pupils who achieved a standard 9-4 pass in English and Maths GCSEs.
Healthy Living	<b>C</b>	Should be improved. Action required. Medium priority.	Health in deprived areas, childhood obesity, alcohol treatment, drug treatment, hypertension and stroke prevalence, diabetes and dementia diagnosis rates, children and young people's mental health.	Under-75s mortality rate from all cardiovascular diseases: 63 per 100,000 population.
Arts, Culture & Heritage	<b>E</b>	Much improvement needed. Urgent action required. Very high priority.	Employment in creative industries, access to arts, cultural, heritage and sports activities.	Rate of Employment in the Creative Industries.
Natural Environment	<b>D</b>	Some improvement needed. Action required. High priority.	Affordability of housing, traffic congestion, SSSIs in unfavourable condition, ecological status of the rivers.	Living Environment Rank of Average Scores.
Safety	<b>A</b>	Working really well. Maintain this level.	First time entrants to the youth justice system, juvenile re-offenders, child sexual exploitation, racial and sexual orientation hate crime, those killed and seriously injured on Herefordshire's roads, adult re-offending, domestic abuse and harm from alcohol.	Police record crime per 1,000 population.
Stronger Communities	<b>A</b>	Working really well. Maintain this level.	Access to services, take-up of faster broadband, proportion who provide care for 50+ hours a week.	% of people volunteering at least once a month.



# FAIRNESS

## SOME IMPROVEMENT NEEDED. ACTION REQUIRED. HIGH PRIORITY.



The UK has a very high level of income inequality compared to other developed countries.

Herefordshire is perceived to be a relatively well-off county, however it has pockets of deprivation in Hereford City and most of its market towns and below average wage levels.

In 2017 the median weekly earnings for people who work in Herefordshire were £448, significantly lower than those in the West Midlands region (£515) and England (£556).

Among the 113 council areas in England (excluding districts) Herefordshire's median weekly earnings ranked 4th lowest in 2017. Over the past five years Herefordshire has been among the lowest 7 authorities for median weekly earnings.



The Hereford Food Bank.  
Funded by HCF's Becket Bulmer fund

**13.5%:** of households live in fuel poverty in Herefordshire, similar to 13.7% in the West Midlands region.

**1,009:** In 2017 the Food Bank prepared 1,009 emergency food parcels providing a weeks' worth of food to nearly 1,900 people, more than the previous year.

**21%** report that their food costs are tight or unaffordable, whilst 27% report that their transport costs are tight or unaffordable.

**8.3%:** In 2017 8.3% of pupils (1,935) were eligible for and claiming free school meals, 319 fewer than in 2014.

Levels of qualifications in Herefordshire are similar to national levels. In 2011 29% of adults (aged 16-64) had at least a degree (level 4 or above), although almost 15% had no formal qualifications at all. In total, 30% did not have the equivalent of five GCSEs grades A\*-C (up to level 2 qualification).

44% of respondents to the Herefordshire quality of life survey found it difficult to access banking services.

### Health check

Index of Multiple Deprivation 2015 rank of average score: Herefordshire's rank is 126; where 1 is the most deprived local authority and 326 is the least deprived.

Second most deprived compared to Herefordshire's nearest neighbours.

## Community comment

*Rural areas are becoming dominated by the wealthy and for the first time in my life I feel less well off than those around me, and excluded from some aspects of life as a result. There is an assumption that everyone in the countryside is rich so services are provided accordingly.*

*20% report that they have to choose between paying house, energy, food, transport and clothing costs at least monthly.*

*27% report that their energy costs are tight or unaffordable.*

*General level of wages means it is impossible to manage as a single parent family.*

# HOUSING & HOMELESSNESS

SOME IMPROVEMENT NEEDED.

ACTION REQUIRED. HIGH PRIORITY.



There has been a shift in housing tenure away from owner occupation towards the private rented sector over the last decade (2001-2011).

Within the West Midlands region Herefordshire is ranked as the 3rd most expensive unitary or shire authority in which to rent. When median rents for all dwelling sizes are compared, only Worcestershire has a worse affordability ratio.

In Herefordshire the number of homelessness applications has declined in recent years. In 2015-16 there were 114 applications, representing a rate of 1.4 per 1,000 households, well below the rate for England of 5 per 1,000. The rate of statutory homelessness was 0.5 per 1,000 households in 2015-16, lower than in both England (2.5) and the West Midlands region (3.5).

The number of rough sleepers in Herefordshire was estimated at 11 in 2017, down from 21 the previous year.

When looking at the Barriers to Housing subdomain of the Indices of Deprivation 2015, which looks at overcrowding, homelessness and house affordability, 12 more LSOAs\* are in the 25% most deprived in England than there were in 2010. Seven of the most deprived LSOAs\* are in the north of Hereford City, five in the south of Hereford City, three in Leominster and one each in Bromyard, Kington, Ledbury and Ross-on-Wye.

## Health check

Affordability Score: 8.80 Lower quartile House price to Earnings ratio.

\*Lower Layer Super Output Area, a geographic area designed to improve the reporting of small area statistics in England and Wales.

**£217,750:** The average house price in Herefordshire compared to £177,000 in the West Midlands region.

**8.8:** In Herefordshire a house priced in the lowest 25% is 8.8 times the earnings of the 25% lowest earners in the county. Typically banks loan 4x annual income for a mortgage.

**88%** are satisfied with their home as a place to live compared to 94% who felt this in 2012.

**75%** In terms of 'indoor living environment', three-quarters of Herefordshire's LSOAs\* are in the most deprived 50% nationally.

**39%** Herefordshire has a higher proportion of households who own their home outright compared with England and Wales (31%).



## Community comment

30% report that their mortgage or rental costs are tight or unaffordable.

27% report that their energy costs are tight or unaffordable.

As part of an 'older' couple we cannot afford housing costs of a typical mortgage & are stuck in unpredictable private rental sector. This creates insecurity.



## ROOM FOR IMPROVEMENT, LOW PRIORITY.



Hereford MAKE  
Funded by Comic Relief

Herefordshire has a high economic activity rate 82% of 16-64 year olds compared to regionally and nationally (77% and 78% respectively). This is despite also having a higher rate of retirement: 18% compared to 13% in the West Midlands and Great Britain.

There was a disproportionate increase in the number of people in the county working part-time (up to 30 hours) between 2001 and 2011. Part-time working increased by 23% compared to just 6% for full-time working.

The most common industry of employment was the wholesale and retail trade, which accounted for 17% of adults in employment. Herefordshire also has a higher proportion of people who worked in agriculture, forestry and fishing (5% compared to 1% nationally) and manufacturing (13% compared with 9% nationally).

The Marches Local Enterprise Partnership (Herefordshire, Shropshire and Telford & Wrekin) had a higher proportion of those economically active in trade apprenticeships than the West Midlands region (3.4% vs. 3.0% in Jan-Dec 2017).

When looking at migration within the UK, within Herefordshire the largest flows by far – in both directions – are of young adults in their late teens and twenties: 2,400 aged 18-29 left the county each year on average over the last five years; 1,800 moved to it. These are the ages when people are most mobile generally so this pattern is not necessarily unique to Herefordshire.

In fact, the people most likely to leave the county for somewhere else in the UK are 19 year olds, whilst 22 year olds are the most likely of all ages to move here – coinciding with starting and finishing university.

On average, around 700 more 18-20 year olds leave the county each year than move into it (to/from other parts of the UK). This may be explained by Herefordshire not having 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.

### Health check

Unemployment Rate (Claimant Count)

1.1% of residents unemployment claimants as a proportion of 16-64 year-old residents

**80%** of Herefordshire's 16-64 year olds were in employment compared to 73% regionally and 75% nationally.

**16%** of residents were working in skilled trade occupations, a much higher proportion compared to nationally (16% vs. 11% – in the top 10% of LAs), men more so than women.

**16%** of residents were self-employed, higher than in the West Midlands and Great Britain (10 and 11% respectively). This was particularly true for males in the county but also for females.

**3.3%** of Herefordshire's 16 and 17 year olds were not in Education, Employment or Training (NEET) in 2016, compared to 2.7% and 2.8% regionally and nationally.

## Community comment

4% would like to work more, whilst 44% would like to work less.

Distinct lack of jobs for young people that offer a reasonable wage which leaves home ownership or renting impossible.

52% of people say they like how much they are working.



# ECONOMY

## MUCH IMPROVEMENT NEEDED. URGENT ACTION REQUIRED. VERY HIGH PRIORITY.



Herefordshire's economic output is low compared to regionally and nationally; this is partly a result of persistently lower wages in the county.

In 2017 the median weekly earnings for people who work in Herefordshire were £448.40, significantly lower than those in the West Midlands region (£515) and England (£556).

The industries that contributed most to the local economy were 'manufacturing' (19%), 'real estate activities' (17%), 'distribution, transport and communication' (17%), and 'public administration, education, health and other services' (15%); together they made up over two thirds (67%) of all economic output.

In 2015 'agriculture, forestry and fishing' accounted for a greater proportion of GVA in Herefordshire (8%) than England and the West Midlands (1%). 'Business services', 'finance and insurance' and 'information and communication' however accounted for considerably less in Herefordshire (12% together) than across England (34%) and the West Midlands (20%).

The new business registration rate in Herefordshire is lower than that of West Midlands but higher than England as a whole. Survival rates amongst the Herefordshire business population are generally greater than nationally for businesses that have been active for 3 years or more.

### Health check

Share of National Gross Value Added. Herefordshire's GVA £3,944 million has a 0.003 share of England GVA.



**£20,640** was Herefordshire's GVA per head of population in 2015. A low economic output compared to regionally (£20,830) and nationally (£26,160).

**6th** Herefordshire's contribution to regional GVA was 6th out of all 14 West Midlands authorities in 2015.

**8,290** was the number of active businesses in Herefordshire in 2015, after new business start-ups overtook the number of business closures.

**90%** of Herefordshire's 10,000 businesses were micro (with 0-9 employees), similar to that of the West Midlands region (89%).

**0.85:** Job density in Herefordshire. There are 0.85 jobs per every person aged 16-64 years old, high compared to 0.79 in the West Midlands region.

## Community comment

Wage levels are generally low here.

# EDUCATION & LEARNING



## ROOM FOR IMPROVEMENT, LOW PRIORITY.

Herefordshire has 110 schools in the county: 10 independents, one pupil referral unit, 4 special schools, 18 secondary and 77 primary. 20 received an 'Outstanding' rating, 68 received 'Good', 9 required improvement and one was deemed 'inadequate' as of Dec 2017.

Herefordshire's absenteeism rates compare favourably at primary school level and those at secondary level are similar to comparators. 3.9% of sessions were missed at state funded primary schools in Herefordshire compared to 4.1% in the West Midlands and 4.0% for England as a whole. For those at state funded secondary schools in the county 5.3% of sessions were missed, similar to the West Midlands and England. Persistent absences were also lower than comparators for primary and similar for secondary school pupils. Herefordshire's special schools have a relatively lower portion of absenteeism compared to comparators, especially unauthorised absences.

During 2016/17 Herefordshire had no permanent exclusions at state funded primary school level and 170 fixed period exclusions. This gave an exclusion rate for one or more fixed period exclusions of 0.60 compared to the region at 0.72 and England at 0.62. At state funded secondary school level this exclusion rate rose to 3.53 in Herefordshire (4.70 for the West Midlands and 4.62 for England). Herefordshire's exclusion rate (10) was much higher for special schools compared to elsewhere (5 for both regionally and nationally).



Hereford Cathedral School's STEM project  
Funded by HCF's Joanie's fund

Herefordshire has a number of children that are home-schooled, however no statistics are currently available. Anecdotally, this is of particular concern for parents of children with special educational needs as it was felt that no alternative provision was available.

In 2017 a new grading system came into force for GCSE's with results being on a new scale from 9 to 1, with 9 being the highest grade. Grade 4 is currently equivalent to grades C and above. 65.1% of Herefordshire pupils achieved a standard 9-4 pass for English and Maths. This compares to 59.1% in England as a whole and 61.2% in the West Midlands region.

### Health check

Percentage of pupils who achieved a standard 9-4 pass in English and Maths GCSEs: 65.1%.

**89% of Herefordshire maintained and academy schools were found to be 'outstanding' and 'good' by Ofsted in 2016/17.**

**36% of working age residents were qualified to level 4 or above compared to 32% in the West Midlands and 39% for Great Britain as a whole.**

**15% of working age residents had no qualifications.**

**6.8% of pupils had persistent absences across primary state funded schools, which rose to 13% for those in secondary state funded schools.**

## Community comment

*For those that work or used to work, the majority felt that education at school or college was useful to them in getting a job or running a business.*



# HEALTHY LIVING

SHOULD BE IMPROVED.

ACTION REQUIRED. MEDIUM PRIORITY.



The county has an older age structure than England & Wales as a whole, with 24% of the population aged 65 years or above (45,800 people) compared to 18% nationally.

34% of Herefordshire adults look after or give help or support to family members, friends, neighbours or others

because of either long-term physical or mental ill-health or disability, or problems related to old age.

People born in the most deprived 10% of areas in Herefordshire have a shorter life expectancy at birth than those living in the least deprived 10% by an average of 3.9 years for men and 2.6 years for women. However, this gap is one of the smallest amongst counties with a similar level of overall deprivation to Herefordshire.

When compared to similar comparator areas in England, Herefordshire falls within the worst 25% for childhood obesity, alcohol treatment and drug treatment but in the best 25% for the best start in life summary rank, and air quality. Despite the best start in life summary being very good, the rate of hospital admissions of babies under 14 days old was much higher than nationally and regionally, as was the rate of hospital admissions for gastroenteritis in infants aged 2 to 4 years.

Also smoking status of pregnant women at time of delivery is an area where Herefordshire performs worse than nationally with a rate of 13.8 smokers per 100,000 population compared to 10.7 for England as a whole.

60% of Herefordshire respondents to the Quality of Life survey spent time outdoors daily (excluding shopping trips/chores or time spent in their garden). This compares with 13% who spent no time outdoors in the last seven days. Middle aged people spent more time outdoors than younger people.

In 2014 Herefordshire's premature mortality (deaths for those aged under 75 years old) rate was much lower than the national rate and lower than the comparator group rate.

Hypertension (high blood pressure) is the single biggest risk factor for stroke and also plays a significant role in heart attacks. Risk factors for hypertension include being overweight or obese, lack of physical activity, and being diabetic. In 2016/17 hypertension prevalence in Herefordshire was 16.1% compared to 13.8% in England.

Since 2009/10 the stroke prevalence in Herefordshire has not changed appreciably, ranging between 2.2 and 2.3%, although the local figure has been consistently higher than that reported for England as a whole.

Those living in the most deprived areas of Herefordshire are over 71% more likely to die prematurely (under 75 years of age) of cerebrovascular disease.

Diabetes diagnosis rates and dementia diagnosis rates in Herefordshire are much lower than national rates - a matter of concern in that many people may not be receiving the appropriate support and treatment.

In 2016/17 the hospital admission rate for mental health disorders in children and young people (aged 0 to 17) was 166.8 per 100,000 population in Herefordshire, significantly higher than in England (81.5) and the West Midlands region (84.3 per 100,000). The rate has been increasing since 2012/13 and the gap between Herefordshire and England is widening.

## Health check

Under 75 mortality rate from all cardiovascular diseases: 63 per 100,000 population

**62.8% of adults (aged 18+) classified as overweight or obese, similar to national rates in 2016/17.**

**22.9% of reception age children were overweight or obese, similar to national levels. This rose to 34.8% of those in Year 6, again similar to national rates.**

**69.5% of five-year-old children in Herefordshire were free from dental decay in 2016/17, worse than nationally and all of Herefordshire's nearest neighbours.**

**67.4 years was the healthy life expectancy for men in Herefordshire in 2014-16. The equivalent figure for women was 66.5 years, both higher than the national figures.**

**0.81% of people of all ages on GP practice registers in Herefordshire had a severe mental illness in 2015/16, a lower proportion than nationally (0.90%).**

## Community comment

*56% report that their health is good or very good, compared to 80% who felt this in 2012.*

# ARTS, CULTURE & HERITAGE

MUCH IMPROVEMENT NEEDED. URGENT ACTION REQUIRED. VERY HIGH PRIORITY.



There is very limited data for arts, culture and heritage for Herefordshire, so information for the West Midlands region is presented. The Rate of Employment in the Creative Industries is the indicator which has been used. This does not include the self-employed unless they are registered for VAT and PAYE so we don't think it reflects the true story in Herefordshire. Further research will follow when we have secured more funding.

In the West Midlands region creative industries returned a GVA value of £3.199 million, 3% of the UK total. For the cultural sector the share for the region was £705 million – again 3% of the UK total. The UK share of GVA for sport in the region accounted for 7%, £618 million. For the West Midlands region creative industries, the cultural sector and sport generated 13% of the UK's total GVA.

7.4% of the UK's creative industries are located in the West Midlands region (2014).

Within Herefordshire, despite a slight decline in numbers in 2016, overall the numbers of candidates in arts subjects are still much higher than they were in 2013. For all arts subjects including design and technology, dance, drama, music, media and performing arts there were 1,856 candidates in 2016 compared to 1,443 in 2013.

In 2017 approximately 1,750 Herefordshire residents worked in creative industries.

Of the 580 creative industries in Herefordshire in 2018 24% had a turnover of less than £50,000, 32% had a turnover of between £50,000 to £99,000 and a further 29% turned over between £100,000 to £199,000. A further 15% had a turnover of £200,000 or over.

In Herefordshire high proportions of respondents to the Quality of Life Survey had visited a natural heritage place i.e. park or garden (78%), film or play (77%) and historic place e.g. historic house or museum (68%) at least once over the past year.

35% of respondents to the Herefordshire Quality of Life Survey found it difficult to access museums, art galleries, cultural/heritage centres, and 31% found it difficult to access cinema, film or theatre.

## Health check

Rate of Employment in the Creative Industries: 2%

**78%** of residents had visited a natural heritage place i.e. park or garden at least once over the past year.

**77%** attended a film or play at least once over the past year, 62% at least every few months.

**68%** of residents had visited an historic place or museum in the last year.

**1,750** residents worked in creative industries in 2017.

**580** creative industries in Herefordshire, three quarters with a turnover of over £50,000 per annum.



## Community comment

*Museums etc. seem to be closing down and difficult to access for visitors and tourists and Hereford Wish has now gone!*

*Cinema, museums etc. difficult for a non-driver but good to have flicks in the sticks.*

*Introduction of the cinema and restaurants [in the Old Market] are excellent.*



# NATURAL ENVIRONMENT

SOME IMPROVEMENT NEEDED.

ACTION REQUIRED. HIGH PRIORITY.



Ledbury Food Group. Photograph by Pat Strauss at castle Fruit Farm. Funded by HCF's Stuart Heaton fund

In the 2018 Quality of Life Survey of Herefordshire residents 85% found it easy to access green, open space and 60% spent time outdoors daily.

Traffic congestion is a major concern to residents. Generally Herefordshire has low levels of air pollution – although there are still two air quality management areas where levels of nitrogen oxide are higher than government standards, largely as a result of traffic congestion.

Deaths due to particulate air pollution in Herefordshire have remained relatively stable since 2010 (between four and five% of all deaths of those aged 30+) and are consistently below both national and regional figures – although the gap appears to be narrowing.

Sites of Special Scientific Interest (SSSIs) represent areas of land and water with high nature conservation potential. The proportion of SSSIs in Herefordshire in 'unfavourable' condition has been increasing at a rapid rate since 2011.

The ecological status of the rivers Wye and Lugg in Herefordshire is a measure of environmental health but also essential for economic growth. Both rivers are internationally recognised Special Areas of Conservation because of their biodiversity and presence of rare species. The Environment Agency monitors the rivers and grades their ecological status as high, good, moderate, poor or bad. Data from the 44 monitored sites in Herefordshire show that on the whole the environmental quality is getting worse. One of the most serious pollutants affecting this is phosphates, from human sewage (waste water treatment plants) and agricultural run-off.

Just over half of all fuel used in Herefordshire was from oil (mostly used for transport) followed by a quarter from gas and a fifth from electricity. The use of fuels was spread between industrial and commercial (38%), domestic (28%) and transport (32%).

Domestic energy consumption in Herefordshire has been decreasing steadily due to energy efficiency measures. Half of domestic energy in Herefordshire is from gas compared to 70% in England as whole, a quarter from electricity in both Herefordshire and England as a whole, and the rest from petroleum, coal and manufactured fuels.

There are electric vehicle charging points in 11 car parks across the county, in Hereford City and each of the market towns.

## Health check

Index of Multiple Deprivation 2015 Living Environment Rank of Average Score: Herefordshire's rank is 126, where 1 is the most deprived local authority and 326 is the least. This is mainly due to poor housing conditions and unavailability of central heating.

Second most deprived when compared to Herefordshire's nearest neighbours.

**6.3 tonnes per capita CO<sub>2</sub> emissions in Herefordshire in 2016 compared to 5.5 in the West Midlands and 5.3 across England and Wales.**

**41.2% of household waste was sent for reuse, recycling or composting.**

**549.2 kg The average waste collected per household in 2016/17, an increase to 2012 level.**

**60% spend time outdoors in open spaces at least daily. 85% found it easy to access green open space.**

## Community comment

*The countryside is truly beautiful but could be improved with more nature reserves and woodland to improve wildlife.*

*Gridlock in inner city and peripheries is frequent, what was a 15 minute journey is now 30 mins to 1 hour.*

*Herefordshire is a beautiful county.*

# SAFETY

WORKING REALLY WELL.  
MAINTAIN THIS LEVEL.



Herefordshire continues to have a lower crime rate or the same compared to other areas, for the West Mercia area, with a total of 1,286 recorded crimes last year. The most common crime category continues to be 'violence without injury' forming nearly 24% of all crime. The rate of violent crime and resulting hospital admissions in Herefordshire is much lower than regionally and nationally. Effective partnership collaboration has ensured that Herefordshire continues to be a safe place to live, work and visit.

The rate of first-time entrants (aged 10-17 years) to the Youth Justice System in Herefordshire in 2016/17 was much higher than its nearest neighbours, 553 per 100,000 compared to the next highest, 317 in North Somerset. While the overall rate of re-offending has reduced over time the number of juvenile re-offenders is increasing faster than regionally or nationally.

119 instances of child sexual exploitation were recorded in Herefordshire during 2017/18, an increase of 40% from the previous year thought to be mainly due to improved reporting procedures.

Year on year since 2015 recorded hate crime has increased within Herefordshire with a 65% increase from 2015. This increase is roughly in line with the increase observed across West Mercia during the same time period. The majority of these crimes continue to be racial in nature since 2014, although there is also a big increase in the number related to sexual orientation (33 crimes compared to 19 in 2016/17).

In 2014/16 the rate of those killed and seriously injured on roads (49.8 per 100,000 population) was significantly worse than England as a whole.



Street Pastors  
Funded by #iwill

In 2016/17, there were 1,064 alcohol-related harm hospital stays in Herefordshire, a rate of 529.4 per 100,000 population which is lower than the rate for England (636.4).

In 2014/15, the rate of alcohol-related hospital admissions per 100,000 population was 896, lower than regional and national rates.

## Health check

Total record crime per thousand population: 66.9, the lowest score within the police force area, with the total score of 76.3.

**87% feel safe outside in their local area during the day compared to 96% who felt this in 2012. The proportion who felt safe after dark fell to 70%.**

**67% feel that the local area is safe for children to play outside.**

**11% of all adult offenders re-offended in 2013, higher than regionally (7.5%) and England (9.4).**

**553 per 100,000 first time entrants to the youth justice system, much higher than comparable areas, e.g. 317 in North Somerset.**

**23.5 per 1,000 of domestic abuse incidents and crimes in Herefordshire, lower than the West Midlands region but higher than England as a whole.**

## Community comment

*Nice place to live,  
very little crime.*

*Herefordshire  
could be improved  
if safety and  
conditions of the  
roads improved.*



# STRONG COMMUNITIES

WORKING REALLY WELL.  
MAINTAIN THIS LEVEL.



Herefordshire has a low unemployment rate and high economic activity rate. It also has a higher rate of retirement age residents who often find themselves able to offer support, advice or share their skills through volunteering or start their own business.

Volunteering rates in Herefordshire remain similar to 2012 levels but are still higher than national rates. 32% volunteered regularly at least once a month i.e. gave unpaid help to a group, club or organisation, 20% volunteered at least once a week. Overall 45% volunteered at least once over the last year. A further 16% gave help as an individual.

The most common types of volunteering are for charity, community events and fund-raising and/or campaigning.

A third of respondents to the Quality of Life Survey provided unpaid care, similar to 2012 levels. 22% of respondents provide unpaid care for between 1-19 hours a week and nine% provide unpaid care for 50 hours a week or more.

In terms of influencing local decision-making in their local area, just over a quarter of respondents felt they could do so and a fifth had been part of a local decision-making group (similar to 2012). A fifth would like to be more involved in the decisions that affect their local area and a further two thirds would like to be more involved depending on the issue.

Access to a good broadband service has long been an issue for those living and working in rural Herefordshire, and the Fastershire project aims to enable 78% of homes and businesses to obtain superfast broadband (download speeds of more than 30Mbps). However, only 41% of those covered by the programme had chosen to take up superfast broadband at the end of October 2017.

Results from the resident's Quality of Life Survey showed that levels of contact with family, friends or neighbours and loneliness remain similar to 2012 and national rates. 60% of respondents were in contact with family, friends or neighbours most days; 34% at least weekly but 6% were only in contact once a month or less. This did not vary with age. 26% of respondents felt lonely some of the time during the past week. 8% felt lonely most or all of the time.

With regards to access to services, when residents were asked which services they found difficult to access similar proportions found it difficult to access as found it easy, reflecting differences in experiences depending on the individual. These services/facilities are: help and advice, museums, art galleries, cultural/heritage centres, banking services and community transport. The three most common barriers were transport, parking and opening hours.

## Health check

Volunteering rates: 32% volunteer at least once a month.



**67%** agreed that their local area is a place where people from different backgrounds get on well together.

**32%** give unpaid help at least monthly to a club, group or organisation, higher than nationally.

**79%** are satisfied with their local area as a place to live, down from 91% in 2012.

**26%** feel that they can influence decisions affecting their local area.

**87%** feel that people not treating each other with respect, dignity and consideration is not a problem in their local area.

## Community comment

*I am just happy to live here.*

*Lovely to live in a lovely county with enjoyable, useful life, good friends and pleasant community.*



T: 01432 272550 | W: [www.herefordshirecf.org](http://www.herefordshirecf.org)

The Fred Bulmer Centre, Wall Street, Hereford HR4 9HP

Charity Number: 1094935 | Company Number: 04468139

Supported by the Trusthouse Charitable Foundation

#### Credits

The majority of the data within this report is sourced from open data available on public websites. The main sources are:

- Herefordshire Council's Facts and Figures website and *Understanding Herefordshire, JSNA 2017* Report
- Herefordshire's Sustainable Route Map and The Brightspace Foundation's State of Herefordshire Report 2017.

National websites include Public Health Profiles, LG Inform, Gov.UK, the Environment Agency, Police.UK, Research by the Press Association.

A major source of local data on what Herefordshire residents think and feel about the county is the 2018 Herefordshire Quality of Life Survey, which was part of a unique project called *Better data, better lives* which has been entirely driven and managed by the community and voluntary sector in Herefordshire.

#### Glossary

Nearest Neighbours – Comparator local authority areas for national statistics are Shropshire, Mid Devon, Mendip, Kings Lynn and West Norfolk and South Somerset. CIPFA nearest neighbours of Herefordshire: Shropshire, Cheshire East, North Somerset, Cheshire West and Chester, Wiltshire, Cornwall, Bath and North East Somerset, East Riding of Yorkshire, Isle of Wight, Solihull, Central Bedfordshire, Northumberland, Rutland, Stockport, South Gloucestershire.

The Scale of Economic Inequality in the UK, The Equality Trust. Sept. 2018

Lower Super Output Areas (LSOAs) are fixed statistical geographies of about 1,500 people designed by the Office for National Statistics (ONS).

2017 Provisional figures from ASHE