

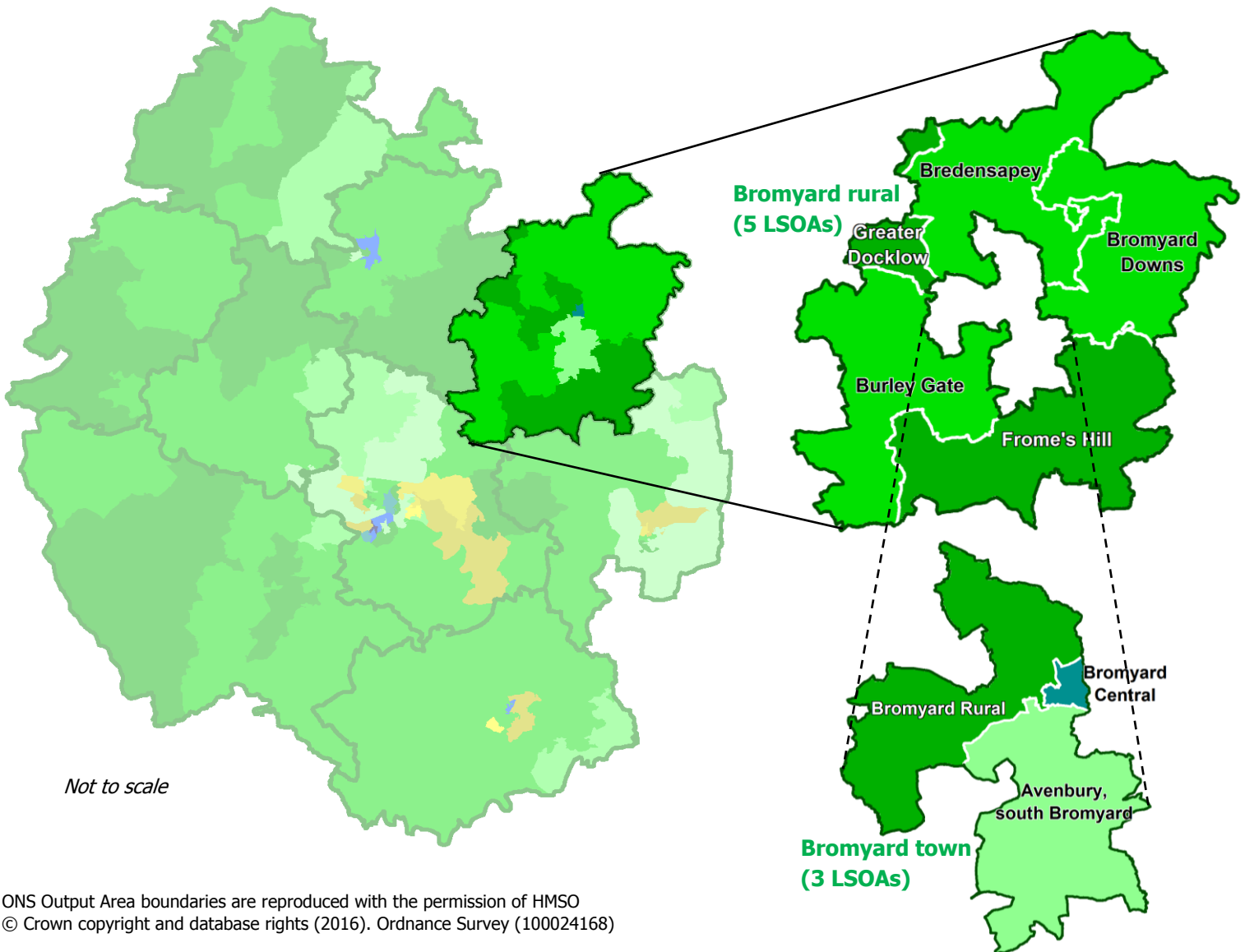
2015 Indices of Deprivation for Herefordshire

Bromyard locality profile

The Bromyard locality is not particularly deprived in terms of overall multiple deprivation. However, 'Central' is one of the 12 LSOAs in the county that are amongst the 25 per cent most deprived in England.

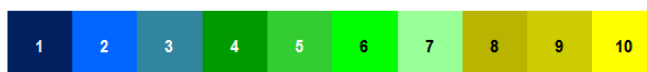
The Bromyard locality is most deprived in terms of housing condition, availability of central heating and access to services, largely affecting the rural surroundings. The 'Central' and 'Rural' LSOAs within the town are amongst the most deprived in England in terms of adult skills.

Out of all the areas within the Bromyard locality, 'Central' is deprived in the most aspects, including those relating to income & employment; health & disability; education, skills & training; condition of housing & availability of central heating; and access to affordable housing.



Find more geographical context in [About localities](#) on the [Facts & Figures about Herefordshire website](#)

Deciles



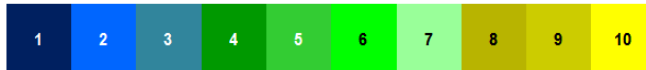
Ranging from the *most* deprived 10 per cent to the *least* deprived 10 per cent of LSOAs in England

Most deprived

Least deprived

Distribution of Bromyard's eight LSOAs by English decile for the overall index and domains of deprivation.

Deciles

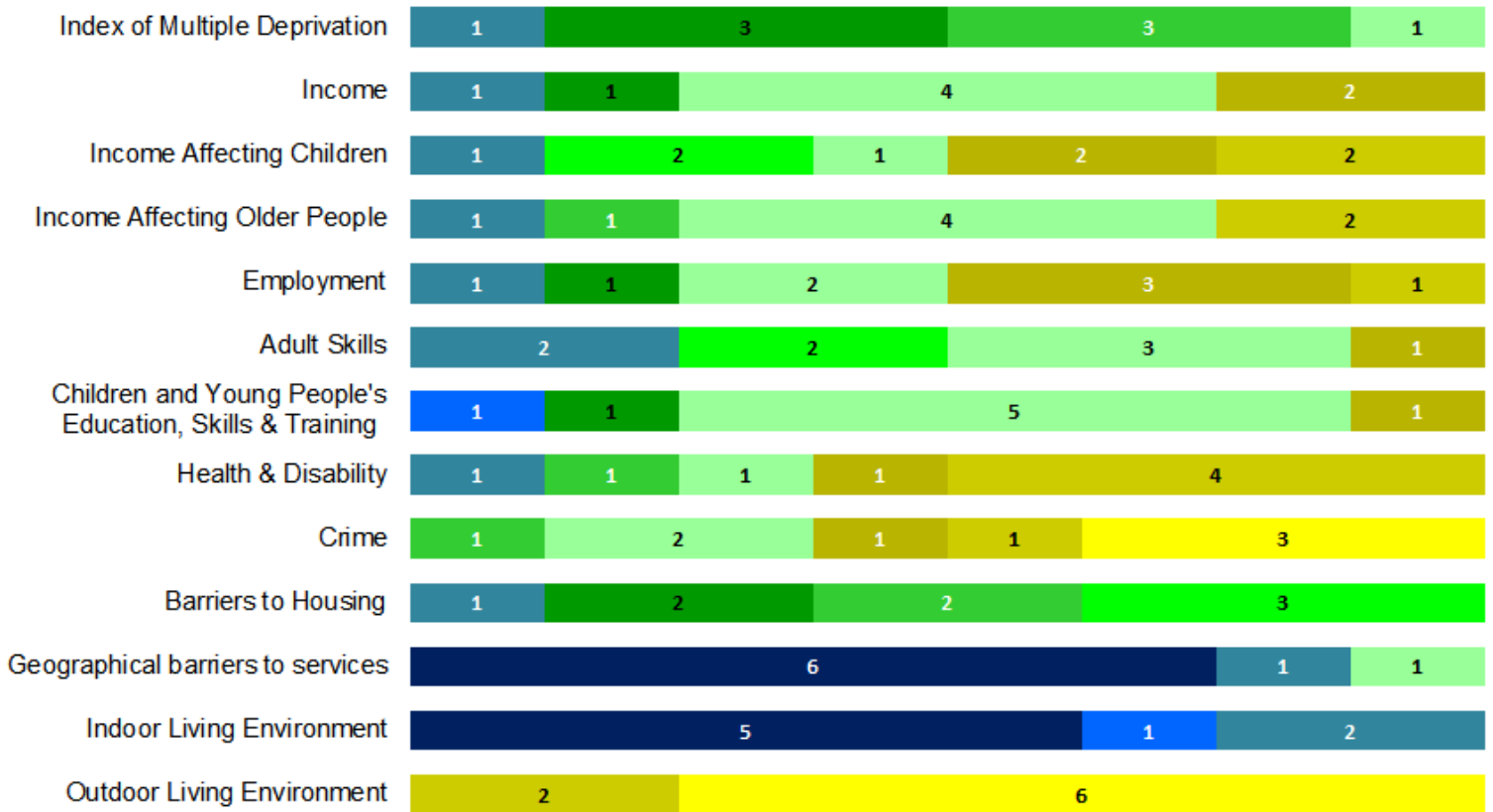


Ranging from the *most* deprived 10 per cent to the *least* deprived 10 per cent of LSOAs in England

Most deprived ←

→ **Least deprived**

Numbers in the chart refer to the number of LSOAs within that decile



The relative positions of lower super output areas (LSOAs) in the county compared to all others in England; useful if wanting to highlight issues to organisations from outside the county – e.g. to Government or when applying for national funding.

Overall Index of Multiple Deprivation (IMD)



As with Herefordshire as a whole, Bromyard town experiences average levels of deprivation. Of the three LSOAs in Bromyard town, 'Central' is one of the 25 per cent *most* deprived in England.

Bromyard rural experiences average levels of deprivation.

Income - overall



10 per cent of the locality's population are living in income deprived households, compared to 11 per cent countywide.

15 per cent of people in Bromyard town are living in income deprived households. Of the three LSOAs in Bromyard town, 'Central' is one of the 25 per cent *most* deprived in England (22 per cent).


Seven per cent of people living in Bromyard rural are living in income deprived households. No areas within the sub-locality are amongst the most deprived in England.


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Income - children (<16) & older people (60+)



11 per cent of children and 13 per cent of older people in the locality live in income deprived households, compared to 14 per cent and 13 per cent countywide.


 16 per cent of children and 18 per cent of older people in Bromyard town live in income deprived households. The town experiences average levels of deprivation for both children and older people, although levels vary across the town - 'Central' is one of the 25 per cent *most* deprived LSOAs in England for income deprived older people (27 per cent); whereas 'Avenbury, south Bromyard' is one of England's *least* deprived 20 per cent LSOAs for children living in income deprived households (five per cent).


 Eight per cent of children and 10 per cent of older people in Bromyard rural live in income deprived households. Bromyard rural has relatively low levels of deprivation for both age groups and no areas are amongst the most deprived in England.

Employment




Nine per cent of the locality's working age population are living in employment deprivation, as with Herefordshire as a whole.


 13 per cent of Bromyard town's working age population are living in employment deprivation. Of the three LSOAs in Bromyard town, 'Central' is one of the 25 per cent *most* deprived in England (17 per cent of people).

 Six per cent of Bromyard rural's working age population are living in employment deprivation and of the sub-locality's three LSOAs, 'Burley Gate' and 'Bromyard Downs' are amongst the 25 per cent *least* deprived in England.

Adult skills (qualifications & the ability to speak English)





 Bromyard town experiences slightly higher than average levels of deprivation. Two of the town's three LSOAs are amongst the 25 per cent most deprived in England, covering the area north of the A44.

 Levels of deprivation in Bromyard rural are low and no areas within the sub-locality are amongst the most deprived in England.

Children & young people's education & skills (attainment & school attendance)





 Levels vary across Bromyard town and 'Central' is one of the top 20 per cent most deprived LSOAs in England.

 Bromyard rural has relatively low levels of deprivation and no areas within the sub-locality are amongst the most deprived in England.

Health and Disability





 Bromyard town has relatively low levels of deprivation. However, 'Central' is one of the 25 per cent *most* deprived LSOAs in England.

 Bromyard rural has relatively low levels of deprivation and all but the LSOA of 'Bredensapey' are amongst the 20 per cent *least* deprived in England.

Crime (violent crimes, burglaries, thefts and criminal damage)




 Bromyard town has relatively low levels of deprivation and no areas are amongst the *most* deprived in England.


 Bromyard rural has low levels of deprivation. All but the LSOA of 'Frome's Hill' are amongst the 25 per cent *least* deprived in England, including three which are amongst the 10 per cent *least* deprived.

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Barriers to housing (affordability, homelessness & overcrowding)





 As with much of urban Herefordshire, Bromyard town has slightly above average levels of deprivation and 'Central' is one of the 25 per cent *most* deprived LSOAs in England.

 As with the rest of rural Herefordshire, Bromyard rural experiences average levels of deprivation.

Geographical barriers to services (distance to schools, GPs, shops, etc)





 Bromyard town has slightly above average levels of deprivation although the picture is mixed across the town. While central areas have relatively good access to services, 'Avenbury, south Bromyard' is one of the 10 per cent *most* deprived LSOAs in England.

 As is the case for the whole of rural Herefordshire, Leominster rural is very deprived; all five of its LSOAs are amongst the 10 per cent *most* deprived in England.

Indoor living environment (house condition & availability of heating)





 Bromyard town is fairly deprived and 'Central' is one of the 25 per cent *most* deprived LSOAs in England.

 As with much of Herefordshire, particularly the rural areas, Bromyard rural is very deprived; all five of its LSOAs are amongst the 10 per cent *most* deprived in England.

Outdoor living environment (air quality & road traffic accidents)



 As with Herefordshire as a whole, Bromyard town has very low levels of deprivation. All three of its LSOAs are amongst the 20 per cent *least* deprived in England, of which two are in the *lowest* 10 per cent.

 As with Bromyard town and the county as a whole, Bromyard rural has very low levels of deprivation. All five of its LSOAs are amongst the 20 per cent *least* deprived in England, of which four are in the *lowest* 10 per cent.

A summary report, data and guidance notes are available from [The Indices of Deprivation pages](#) of the [Facts & Figures about Herefordshire](#) website

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Source: *The 2015 English Indices of Deprivation, Department of Communities and Local Government*