

The Indices of Deprivation 2015: Findings for Herefordshire

Version 1.0

Herefordshire Council Strategic Intelligence Team

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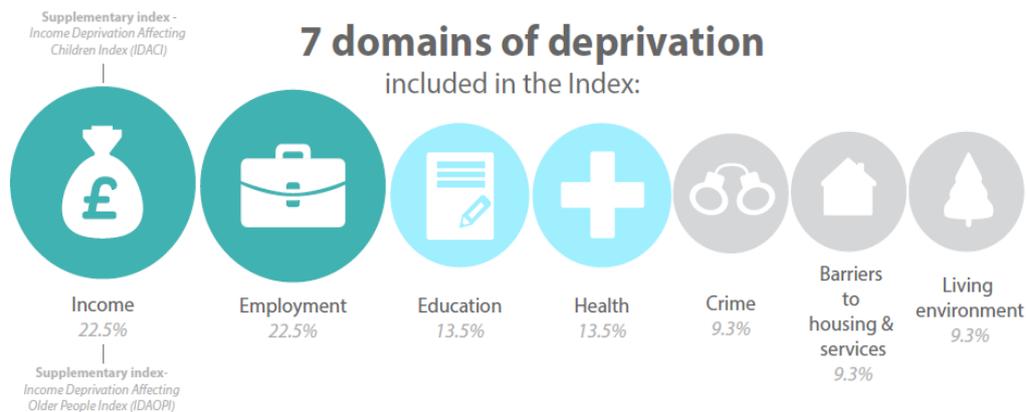
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1. Executive summary

The English Indices of Deprivation (ID) are a useful tool for targeting services to help tackle deprivation. They provide a means of identifying the most and least deprived areas (LSOAs¹) in England and to compare whether one area is more deprived than another. The ID2015 was published in September 2015, to replace the previous ID2010. Measures are provided for different categories of relative deprivation called domains, which are then combined, using appropriate weights, to produce an overall measure of relative deprivation called the Index of Multiple Deprivation – see picture below for the domains and weights.



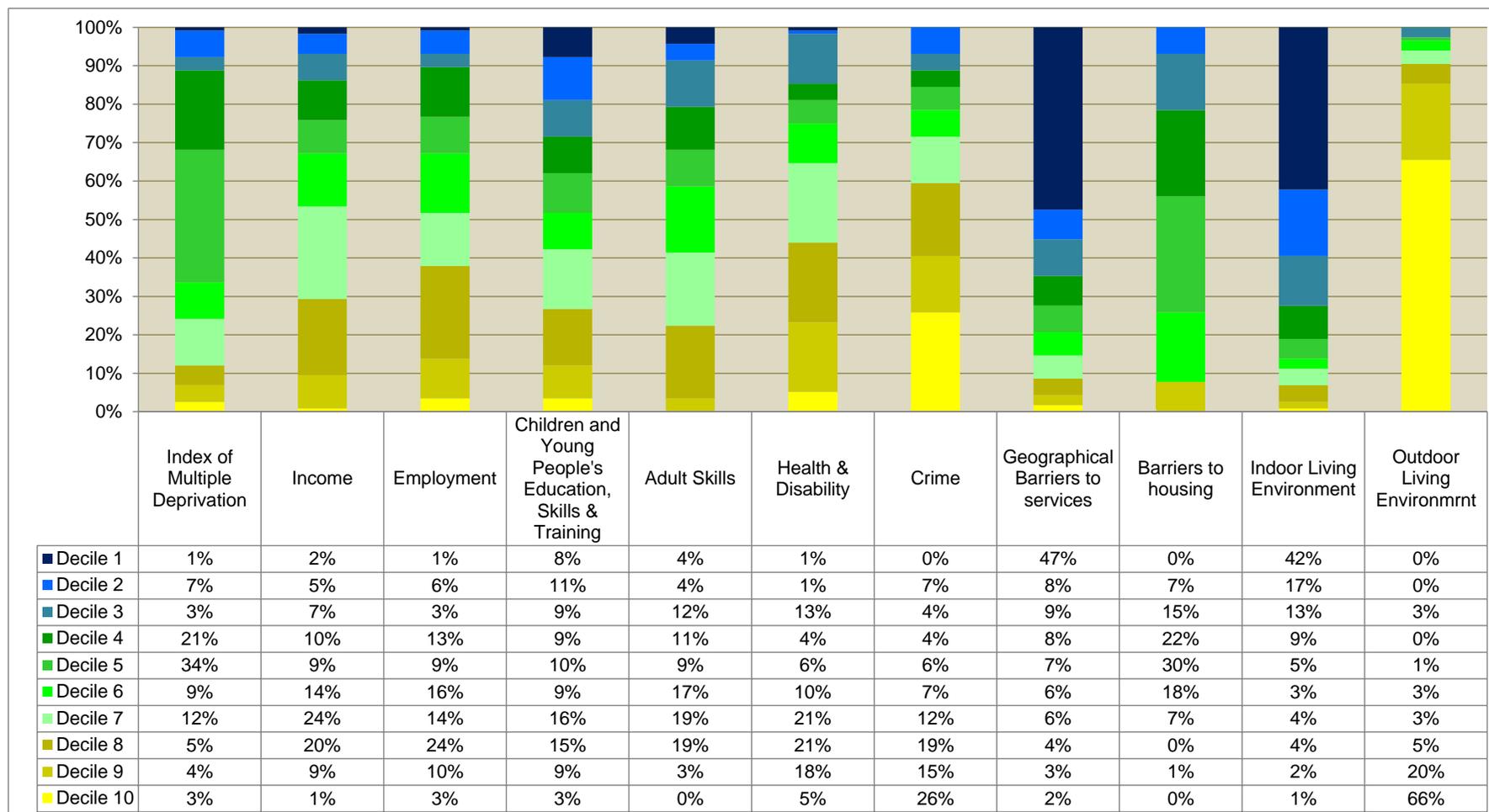
As can be seen on the next page, the most deprived domains in Herefordshire, in terms of the number of areas within the most deprived quarter in England, are the indoor living environment and geographical barriers to services sub-domains (64 per cent and 59 per cent of LSOAs in Herefordshire respectively are amongst the 25 per cent most deprived in England). However, despite the wide geographical coverage of deprivation in these domains, the impact on the overall quality of life can generally be considered to be less severe than for some of the other domains. The next most deprived domains are the children and young people’s education and skills and adult skills sub-domains.

¹ Lower Super Output Areas (LSOAs) are fixed statistical geographies of about 1,500 people designed by the Office for National Statistics (ONS). For more information please see the [Facts & Figures about Herefordshire website](#).

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

Note. Percentages show the proportion of Herefordshire's LSOAs within each national decile of deprivation.

Deciles range from decile 1 representing the most deprived 10 per cent of LSOAs up to decile 10 the least deprived 10 per cent of LSOAs in England.



Excluding the indoor living environment and geographical barriers sub-domains, which largely affect the rural areas, the most deprived areas are urban (within Hereford city and the market towns); south Hereford city contains more areas that feature within the top 25 per cent most deprived areas in England for most of the domains/sub-domains than any other area, followed by north Hereford city and Leominster. LSOAs that feature most frequently include 'Golden Post-Newton Farm', 'Hunderton' and 'Redhill-Belmont Road' in south Hereford and 'Leominster - Ridgemoor' in Leominster. 'Golden Post - Newton Farm' features amongst the top 10 per cent most deprived for the largest number of domains/sub-domains, including employment, health & disability, adult skills and children and young people's education and skills.

Overall index of multiple deprivation

12 LSOAs are in the 25 per cent most deprived nationally; four more than there were in 2010. The most deprived areas of the county are in the south of Hereford city & Leominster. 'Golden Post - Newton Farm' remains the most deprived area – the only part of the county to be in the 10 per cent most deprived in England. The least deprived areas are in other parts of Hereford city and the surrounding rural area, Ross-on-Wye, and Ledbury.

Income deprivation

11 per cent of the county's population is living in income deprived households (20,500 people).

The most income deprived areas of Herefordshire are in south Hereford, Leominster, Bromyard and Ross – all in the 25 per cent most deprived in England with at least one in five residents affected. 'Golden Post-Newton Farm' in south Hereford & 'Leominster Ridgemoor' are in the 10 per cent most income deprived in England, affecting one in three residents.

Income deprivation affecting children

14 per cent of children (4,300 under 16s) in Herefordshire live in income deprived households. There are ten areas of the county where more than one out of every four children live in income deprivation. Six of these areas fall within the 20 per cent most deprived in England – all in Leominster and south Hereford; the other four are in the 25 per cent most deprived. 'Leominster Ridgemoor' remains the most deprived area, with almost two in every five children (38 per cent) experiencing income deprivation.

Income deprivation affecting older people

13 per cent of all people aged 60 or over in Herefordshire live in income deprived households - 7,100 people. Eight areas fall within the 20 per cent most deprived in England - most are in either north or south Hereford and one is in Leominster; a further seven are in the 25 per cent

most deprived. Leominster Ridgemoor' and Hereford city's 'Hunderton' and 'College Estate' had the greatest proportions at 34 per cent each.

Employment deprivation

Nine per cent of the county's working age population is living in employment deprivation – 9,500 people. 'Golden Post-Newton Farm' in south Hereford is one of the 10 per cent most employment deprived areas in England – affecting one in four working age residents. The 10 most employment deprived areas are also the most income deprived. The 'top three' most employment deprived areas are in the south of Hereford city.

Health deprivation and disability

There are almost twice as many LSOAs in the top 25% as there were in the ID2010. The largest concentration of health deprived areas is in south Hereford, plus pockets in the north of the city and all market towns except Ledbury. 'Golden Post-Newton Farm' in south Hereford is one of the 10 per cent most health deprived in England. Kington has seen a big increase in relative levels of health deprivation since ID2010.

Children and young people's education and skills

Nine more LSOAs are amongst the 25 per cent most deprived in England than there were in the ID2010. Nine LSOAs, four in the north and four in the south of Hereford city and one in the John Kyrle area of Ross-on-Wye are now in the 10 per cent most deprived in England. Children and young people's education and skills is the biggest issue for the county across the people-related domains (i.e. excluding barriers to housing & services and living environment) – with the largest number of areas in the most deprived nationally and the smallest in the least deprived.

Adult skills deprivation

Four LSOAs in south Hereford and one in Leominster are in the 10 per cent most deprived in England for adult skills deprivation. Adult skills – which includes qualification levels and ability to speak English - is the second biggest issue for the county across the people-related domains (i.e. excluding barriers to housing and services and living environment) next to children and young people's education and skills.

Barriers to housing

12 more LSOAs are in the 25 per cent most deprived in England than there were in the ID 2010. Around three-quarters of Herefordshire LSOAs are in the most deprived 50 per cent nationally in terms of barriers to housing, which includes affordability, homelessness and overcrowding. 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.

Geographical barriers to services

Physical distance from services and facilities such as a GP, school, post office or shop presents a problem in rural areas such as Herefordshire. 55 LSOAs in the county (almost half) are amongst the 10 per cent most deprived in England.

Crime deprivation

Ten areas are in the 25 per cent most deprived in England in relation to levels of crime. Half are in the south of Hereford city, the rest are located in the north of the city, Leominster and Ross-on-Wye. Since the ID 2010, Leominster has changed the most, with more of its LSOAs becoming relatively more deprived and fewer becoming less deprived than in the other towns. However, it is not possible to say whether this is a worsening of the situation in Leominster or an improvement in other areas of England.

Outdoor living environment

Three areas, clustered around the Edgar Street roundabout in north Hereford, are in the 25 per cent most deprived nationally according to the outdoor living domain, which is based on road traffic accidents and air quality. The largest relative improvements were seen in other areas of Hereford city and the market towns of Ross-on-Wye, Leominster and Ledbury. Almost 90 per cent of Herefordshire's LSOAs are amongst the 25 per cent *least* deprived nationally.

Indoor living environment

The indoor living environment, as defined by condition of housing and the availability of central heating, is Herefordshire's biggest type of deprivation - almost two-thirds of areas are in the 25% most deprived in England - more than any other domain. The indoor living environment domain had the largest increase in relative deprivation, with a third more areas falling into the 25 per cent most deprived in England than in 2010.

2. Introduction

Deprivation, in the context of this report, relates to unfulfilled need in any aspects of economic or social well-being caused by a lack of resources. Published by the Department for Communities and Local Government (DCLG) in September 2015, the English Indices of Deprivation 2015 (ID 2015) are a useful tool for identifying the most deprived areas within the country. At the local level the indices are most commonly used for the effective targeting of resources².

England is divided into 32,844 small areas called Lower Super Output Areas (LSOAs³). Each LSOA is given a score that is used to rank the LSOAs in order from one (the most deprived) to 32,844 (the least deprived) for seven different types (domains) of deprivation: (i) income; (ii) employment; (iii) education, skills & training; (iv) health & disability; (v) crime; (vi) barriers to housing and services and (vii) living environment. This allows users to compare whether one area is more deprived relative to other areas. The seven domains are also combined, using appropriate weights, to produce an overall measure of relative deprivation - the index of multiple deprivation (IMD).

The method⁴ of producing the latest ID 2015 remains largely unchanged from the previous three releases (i.e. ID 2004, ID 2007 & ID 2010).

2.1 Limitations to the indices

Due to the way the scores are derived for each index the dataset comes with various caveats and limitations:

- It is not a direct measure of deprivation. It is a measure of relative deprivation allowing users to identify if an area is more deprived than another but not by how much, (except for the income and employment domain). In other words, an area with a score of 60 is not twice as deprived as an area with a score of 30.
- It cannot be used to measure real change in deprivation over time. Changes between different versions of the ID can only be described in relative terms – for example, the extent to which an area has changed rank or decile of deprivation. However, it is not possible to say whether a change in ranking is a real change in the situation in a particular area or whether it is due to a change in other areas of England. For example, it could be that

² According to a survey of users - Department for Communities and Local Government. [The English Indices of Deprivation 2015, Research Report](#). September 2015.

³ Lower Super Output Areas (LSOAs) are fixed statistical geographies of about 1,500 people designed by the Office for National Statistics (ONS). For more information please see the [useful definitions](#) page on Herefordshire Council's [Facts & Figures website](#).

⁴ Full details of the methodology are published on the [DCLG website](#), along with other supporting documents such as guidance on how to use the indices and the main findings for England.

everywhere had improved, but one area not as much as others – so it had been ‘overtaken’ in the rankings. Other measures are needed alongside the ID to understand how local areas are changing.

- It is based on relatively old data. The current dataset is based on data from between 2011 and 2012. This may be an issue where there are recent changes in policy e.g. the 2012/13 benefits data will not reflect the impact of Universal Credit, which began to replace certain income based benefits from April 2013.
- It is an area-based measure that measures ‘concentration’ so that it is less able to identify disadvantage in rural areas where deprivation is more dispersed. This also means it is not suitable for identifying deprived people.
- It does not provide a measure of affluence, since an area with relatively few people on the lowest incomes may also have relatively few people on the highest incomes.

2.2 Analysis

The list of LSOAs in England (or Herefordshire) is placed in order according to deprivation score and divided into equal parts called percentiles. For the purpose of analysis, an LSOA is deprived if it is in the 25 per cent most deprived nationally i.e. if it falls within the most deprived quarter of all areas in England. The *most* deprived areas are described as being in the 10 per cent most deprived; note that if an area is in the 10 per cent most deprived, it will also be in the 20 per cent and 25 per cent most deprived.

2.3 National vs. local context

The main contents of this report consider deprivation in the national context to show how areas of the county fit into the national picture. The exception is a [section on the local context for the overall index of multiple deprivation](#).

A consideration of deprivation in the national context is when we compare relative positions of LSOAs in the county to all others in England; the local context is when we consider relative deprivation compared only to other LSOAs in Herefordshire.

Looking at the national context is best for understanding the full picture, and if wanting to highlight issues to organisations from outside the county – e.g. to Government or when applying for national funding. The local context is useful when deciding on which areas to target local resources.

Further detail can be found on the [Facts and Figures about Herefordshire](#) website:

- The rank and decile (national and local) of all LSOAs in Herefordshire for each of the domains of deprivation can be obtained from the [deprivation pages](#).

- Both the local and national context for individual LSOAs across all domains can be found on the [Find Your Area](#) search.

The following sections provide the main findings for Herefordshire from the overall index of multiple deprivation (IMD) and each of the seven underlying domains.

Each section lists the relevant indicators for that domain, but a summary of all indicators that make up the indices is provided in the [Appendix 1](#).

3. The domains of deprivation

3.1 Overall index of multiple deprivation

The overall index of multiple deprivation (IMD) is a combined measure of deprivation based on a total of 37 separate indicators that have been grouped into the seven domains listed [below](#), each of which reflect a different aspect of deprivation experienced by individuals living in an area.

Some domains carry more weight in the overall index than others depending on how important they are perceived as being and on how robust the indicators from which they are derived are. The percentage shown in brackets gives the weight applied to that domain when calculating the IMD (see also image in executive summary).

- **Income deprivation** (22.5 per cent)
 - Income deprivation affecting children sub-domain
 - Income deprivation affecting older people sub-domain
- **Employment deprivation** (22.5 per cent)
- **Education, skills and training deprivation** (13.5 per cent)
 - Children and young people's sub-domain
 - Adult skills sub-domain
- **Health deprivation and disability** (13.5 per cent)
- **Crime** (9.3 per cent)
- **Barriers to housing and services** (9.3 per cent)
 - Barriers to housing sub-domain
 - Geographical barriers to services sub-domain
- **Living environment deprivation** (9.3 per cent)
 - Outdoor living environment sub-domain
 - Indoor living environment sub-domain

12 LSOAs are in the 25% most deprived nationally – four more than in 2010

For full details of the methodology used for combining the domains see the Department for Communities and Local Government (DCLG) technical report⁵. To be highly deprived on the index of multiple deprivation, an area is likely to be highly deprived on many of the domains.

3.1.1 Multiple deprivation in the national context

The most deprived areas of the county are in the south of Hereford city & Leominster

There are twelve LSOAs that were amongst the 25 per cent most deprived nationally in terms of multiple deprivation out of a total of 116 in the county.

These are shown in figure 1 below, ranked in order of most deprived.

'Golden Post - Newton Farm' remains the most deprived area – the only part of the county to be in the 10% most deprived in England

They include the same areas that were amongst the most deprived in 2010, with the addition of the four LSOAs of 'Leominster - Gateway', 'Hereford City centre', 'Courtyard' and 'Bromyard Central'. Five of these areas are in south Hereford, two in north Hereford, three in Leominster, one in Ross-on-Wye and one in Bromyard (see Figure 2 below). 'Golden Post - Newton Farm' remains the most deprived area in the county – the only LSOA to be in the 10 per cent most deprived nationally.

⁵ Available at www.gov.uk/government/publications/english-indices-of-deprivation-2015-technical-report.

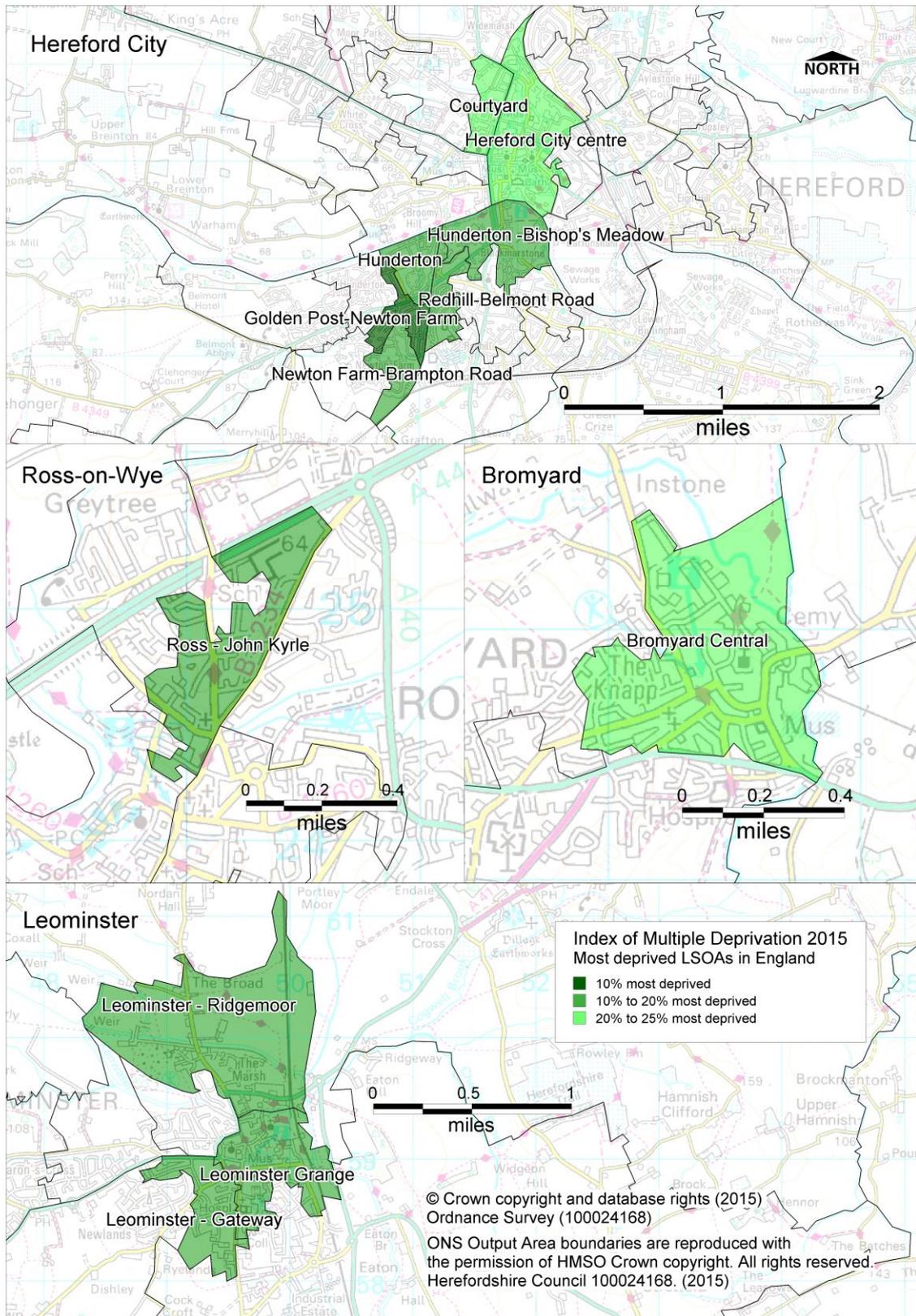
Figure 1. Lower super output areas in Herefordshire that are amongst the most deprived nationally according to the 2015 index of multiple deprivation (IMD)

LSOA name	2015 Ward(s)	Sub-locality	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	Top 10% (Top 10%)
Leominster - Ridgemoor	Leominster North & Rural	Leominster town	Top 20% (Top 20%)
Redhill - Belmont Road	Hinton & Hunderton; Red Hill	South Hereford	Top 20% (Top 20%)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	Top 20% (Top 20%)
Leominster Grange	Leominster East; Leominster South	Leominster town	Top 20% (Top 20%)
Bishop's Meadow - Hunderton	Hinton & Hunderton; Red Hill; Saxon Gate	South Hereford	Top 20% (Top 20%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	Top 20% (Top 20%)
Leominster - Gateway	Leominster East; Leominster South	Leominster town	Top 20% (less deprived)
Ross - John Kyrle	Ross North; Ross West	Ross town	Top 20% (Top 25%)
Hereford City centre	Central; Widemarsh	North Hereford	Top 25% (less deprived)
Courtyard	Widemarsh	North Hereford	Top 25% (less deprived)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	Top 25% (less deprived)

The least deprived areas are in Hereford city and the surrounding rural area, Ross-on-Wye, & Ledbury

Nine LSOAs are included in the 25 per cent *least* deprived nationally. These areas include parts of Tupsley, Aylestone and Kings Acre in the north of Hereford city, the rural area around Bartestree and Lugwardine to the east of the city, and parts of Ross-on-Wye and Ledbury.

Figure 2. Maps showing the areas of Herefordshire that are amongst the most deprived nationally according to the IMD 2015.



Herefordshire as a whole experiences fairly 'average' levels of deprivation

Figure 3 shows the distribution of LSOAs within Herefordshire by national decile. Deciles are calculated by ranking all LSOAs in England from the most deprived to the least deprived and dividing them into 10 equal groups. These range from the most deprived 10 per cent of LSOAs (first decile) nationally to the least deprived 10 per cent of LSOAs (tenth decile). As can be seen, the greatest number (40 LSOAs) are in the fifth decile; this means that at least 40 per cent of LSOAs in England are more deprived and at least 50 per cent are less deprived than these 40 LSOAs in Herefordshire. The dashed horizontal line marks the national distribution of LSOAs; there are more LSOAs in the fourth, fifth and seventh deciles in Herefordshire than nationally but fewer in the higher and lower deciles. As such, Herefordshire as a whole experiences fairly 'average' levels of deprivation.

Figure 3. Distribution of Herefordshire LSOAs by English IMD deprivation decile (dashed horizontal line represents the distribution of LSOAs in England overall).

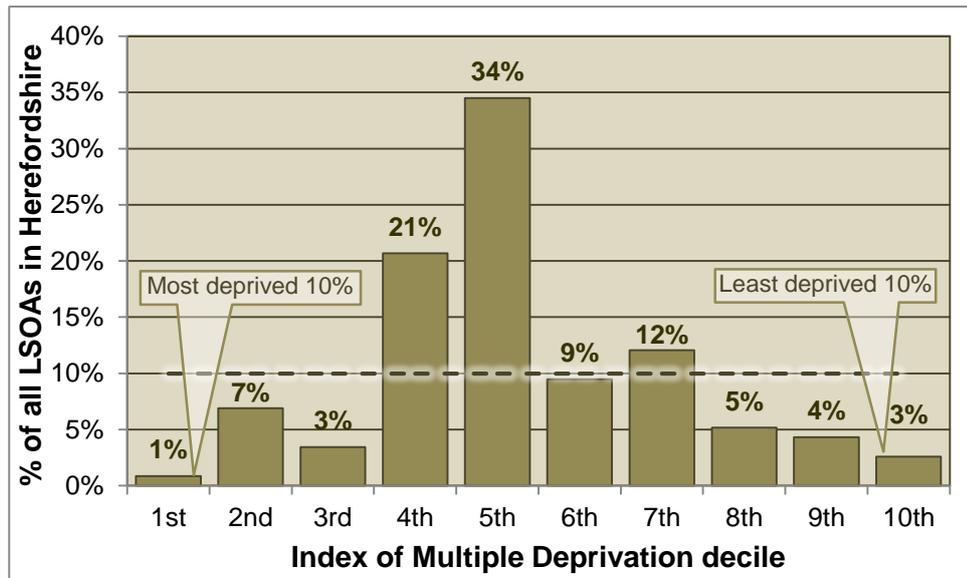
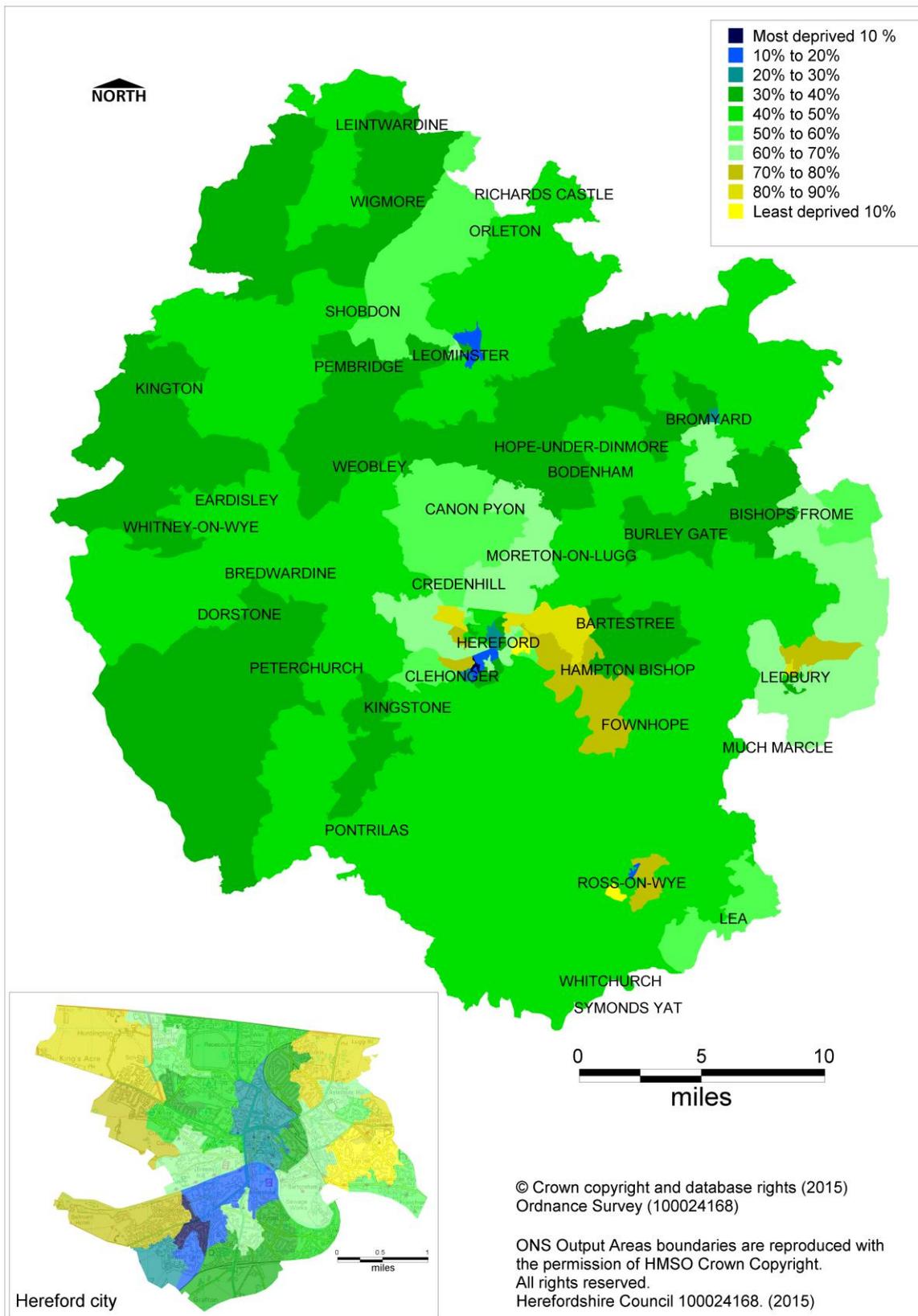


Figure 4 is a map of the spread of deprivation across Herefordshire by national decile. Areas shaded dark blue are in the most deprived deciles in England while areas shaded bright yellow are in the least deprived.

As noted above, most areas of the county are in the middle deciles so most of the map is green. However, in general there appear to be lower levels of deprivation in and around Hereford city and in the east of the county than there are in the west.

Figure 4. Distribution of the IMD 2015 by national decile for Herefordshire LSOAs.



3.1.2 Multiple deprivation in the local context

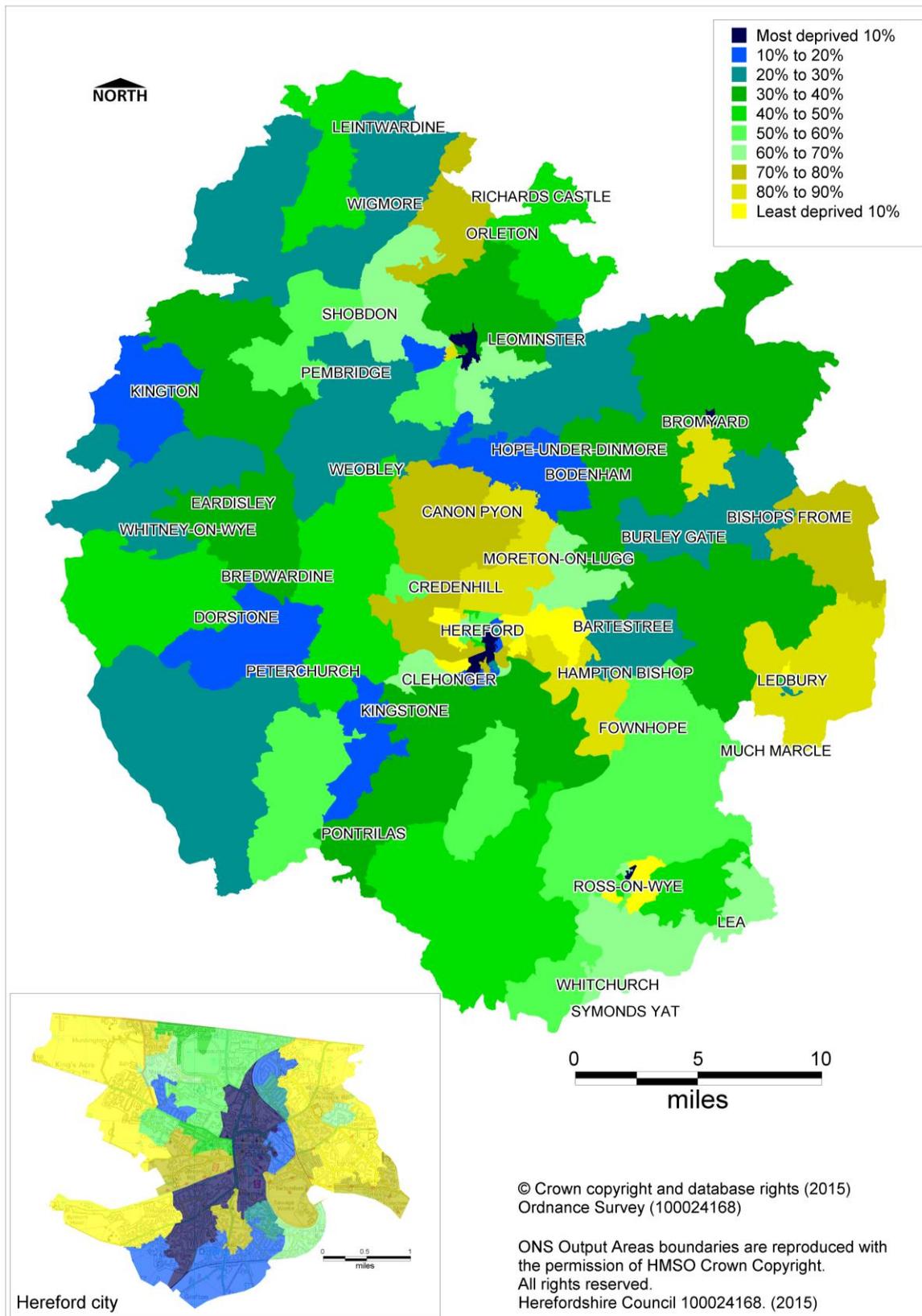
The main contents of this report consider the deprivation of LSOAs in Herefordshire relative to all LSOAs in England. However, this section briefly considers deprivation in the local context by dividing all 116 of the county's LSOAs into ten equal groups (deciles). The local context can be useful in identifying patterns of deprivation across the county that might otherwise be masked by the fact that it experiences fairly average levels of deprivation in the national context.

The map in figure 5 shows the IMD 2015 at LSOA level, by Herefordshire decile. Areas shaded blue are the most deprived in the county, while areas shaded yellow are the least deprived.

The local distribution shows even more clearly the apparent divide between the east and the west of the county, with the latter comprising a relatively larger number of areas in the 50 per cent most deprived in the county. Of the 29 LSOAs that are in the most deprived 25 per cent, almost half (fourteen) are in Hereford city, nine are in the market towns and six are located in more rural areas (including the areas of 'Fromes Hill', 'Fairfields', 'Kingsbridge', 'Hopebodenham', 'Aymestrey Horseshoe' and 'Eardishill'.

Hereford city and the surrounding rural area also have some of the least deprived areas in Herefordshire. Other less deprived areas include LSOAs located within the towns of Bromyard, Ledbury, Leominster and Ross-on-Wye, as well as rural areas between Hereford and Leominster and around Ledbury.

Figure 5. Distribution of the IMD 2015 by local decile for Herefordshire LSOAs.



3.1.3 Deprivation over time

As explained in the [limitations](#) section the indices can't be used to measure real change in deprivation over time – only how an area's situation has changed compared to others'. Nonetheless, it is still useful to understand how relative position has changed between different versions of the indices.

As can be seen in figure 6, out of all 116 LSOAs in Herefordshire, around half (45 per cent) were in the same national decile in the 2015 IMD as in the 2010 IMD; just over two-fifths (41 per cent) moved up the rankings by one decile (i.e. towards the most deprived LSOAs) and just under one-tenth (nine per cent) moved down the rankings by one decile. There was little movement in the most and least deprived LSOAs in Herefordshire.

The LSOAs which saw the most movement in the county, increasing in rank by two national deciles, were 'Kington doughnut' in Kington town, 'Ledbury Ring Road' in Ledbury town, 'Birches' (a rural area between Hereford and Ross) and 'Greater Walford' in the rural area around Ross-on-Wye. Conversely, just the LSOA of 'Bartonsham-St. James' in the north of Hereford city decreased in rank by two national deciles (from the fifth to the seventh). None of these LSOAs fall within the most or least deprived 25 per cent LSOAs in England.

Figure 6. Change in the rankings of Herefordshire's LSOAs between ID 2010 and ID 2015 for the overall index of multiple deprivation

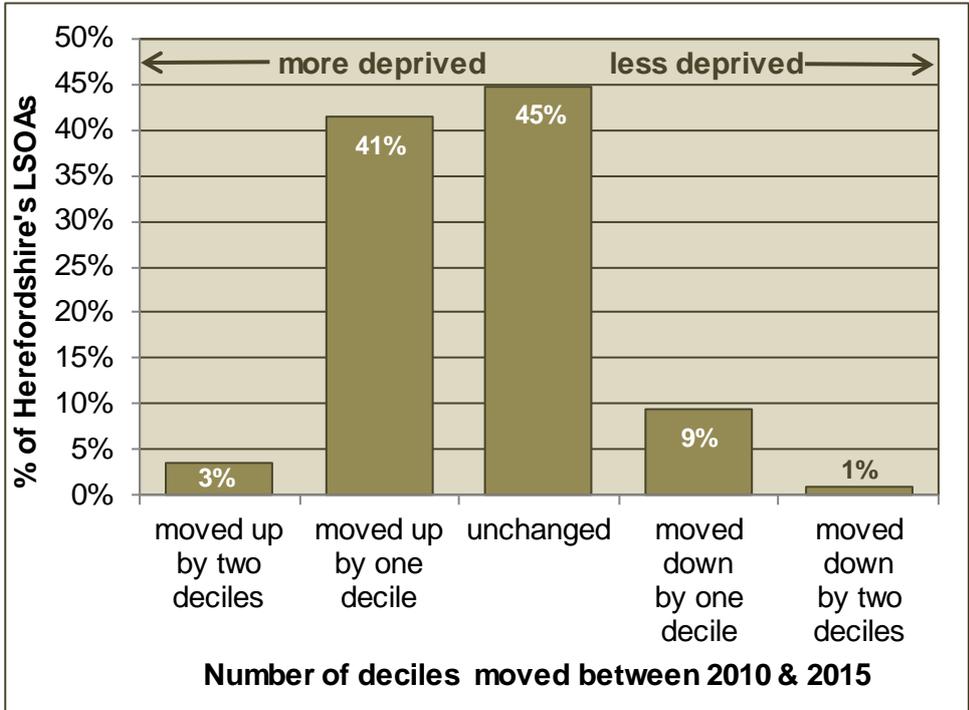
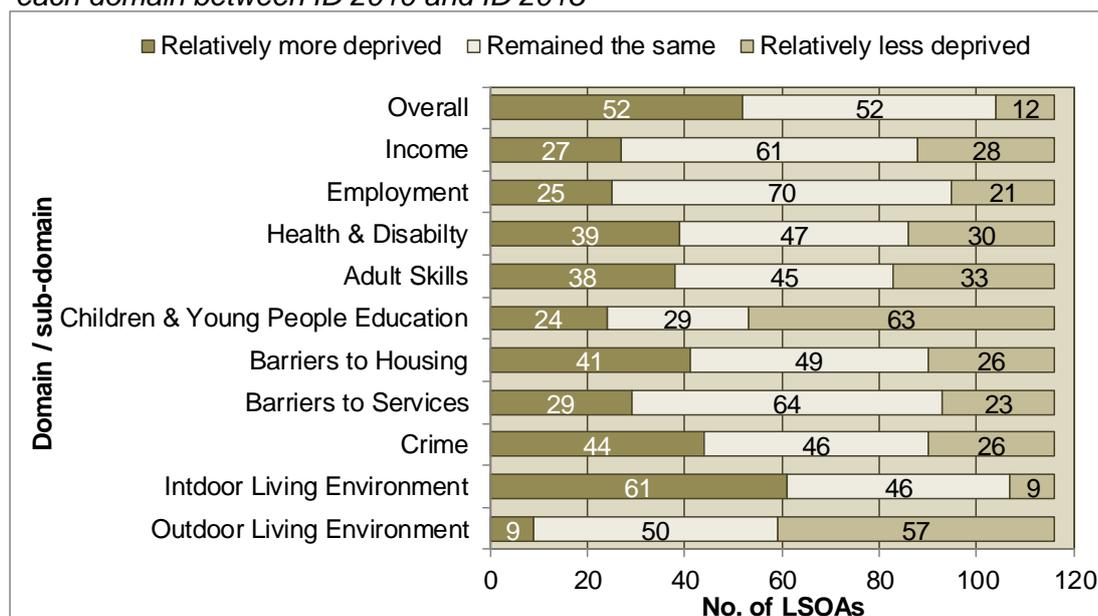


Figure 7 shows that the largest changes relating to numbers of LSOAs becoming relatively more deprived, between ID 2010 and ID 2015, were seen in the health & disability, barriers to housing, crime and indoor living environment domains. Conversely, the domains which saw the largest numbers of LSOAs becoming relatively less deprived were children & young people's education and outdoor living environment.

Figure 7. Distribution of Herefordshire's LSOAs by change in relative deprivation for each domain between ID 2010 and ID 2015



3.1.4 Overall deprivation at local authority level

Herefordshire is around the **60 per cent most deprived** of all upper tier (county or shire council) authorities in England

The Indices of Deprivation are designed primarily to be small-area measures of relative deprivation. However, a range of summary measures can be derived which describes relative deprivation for higher-level geographies, such as local authorities.

Out of 326 districts and unitary authorities in England, Herefordshire ranks between 126 and 193 depending on whether the ranking is derived by averaging the domain score or rank or by local population concentration or extent of deprivation, with one being the most deprived. See the DCLG's Research Report⁶ for further details of the different measures used.

Based on rank of average score, which is the most commonly used measure, Herefordshire is around the 60 per cent most deprived, 92 out of all 152 upper

⁶ Section 3.3 of Department for Communities and Local Government. [The English Indices of Deprivation 2015, Research Report](#). September 2015.

tier (county or shire council) authorities; more deprived than all of its neighbours – Shropshire (ranked 115), Worcestershire (ranked 111) and Gloucestershire (ranked 123).

3.2 Income deprivation

11 per cent of the county's population is living in income deprivation (20,500 people)

The income deprivation domain measures the proportion of the population in an LSOA that live in households with low income. The definition of low income used includes people who are claiming out-of-work benefits and those who are in work but have low earnings (and who satisfy the respective means tests).

There were around 20,500 people living in income deprivation across Herefordshire (11 per cent of the population). More than half (57 per cent) of these live in urban areas of the county.

The income domain of the ID 2015 is made up of the following indicators –

- Adults and children in Income Support families
- Adults and children in income-based Jobseeker's Allowance families
- Adults and children in income-based Employment and Support Allowance families
- Adults and children in Pension Credit (Guarantee) families
- Adults and children in Working Tax Credit and Child Tax Credit families not already counted, that is those who are not in receipt of Income Support, income-based Jobseeker's Allowance, income-based Employment and Support Allowance or Pension Credit (Guarantee) and whose equivalised income (excluding housing benefit) is below 60 per cent of the median before housing costs
- Asylum seekers in England in receipt of subsistence support, accommodation support, or both

It is not possible to use this measure to identify a real change over time in the proportion of people living in income deprivation. Some of the indicators are not comparable with previous versions, largely due to changes in the eligibility criteria for some benefits. Nor do the indicators take into account changes to policy since the time point of the data used, including the new sanctions regulations that were introduced in 2012 and the impact of Universal Credit, which only began to replace certain income related benefits from April 2013.

The most income deprived areas of Herefordshire are in south Hereford, Leominster, Bromyard and Ross – all in the 25% most deprived in England with at least 1 in 5 residents affected

Around a quarter of the county’s LSOAs became relatively more deprived and a quarter became relatively less deprived since 2010. The largest changes were seen in the ‘Kington doughnut’, ‘Leominster - Buckfield’ and ‘Belmont - Abbotsmead’ areas that became relatively more deprived by two deciles; the ‘Berrington’ and ‘Garwaywood’ areas became relatively less deprived by two deciles. None of these LSOAs fall within the most or least deprived 25 per cent LSOAs in England.

There are 10 LSOAs in Herefordshire that are amongst the 25 per cent most deprived nationally in this domain, all having more than one in five people who live in income deprived households. These are shown in the figure 8 below, ranked in order of most deprived.

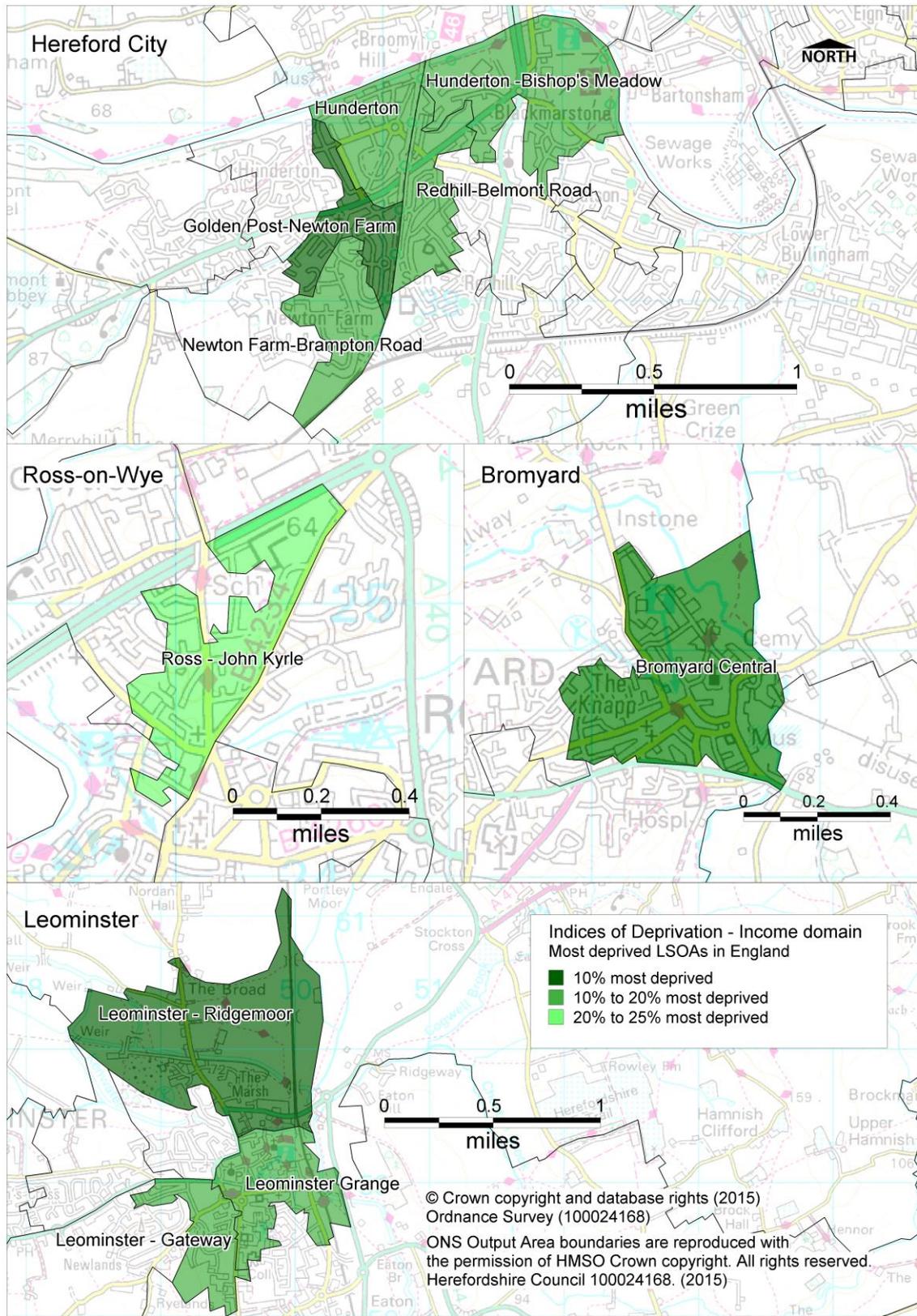
‘Golden Post-Newton Farm’ in south Hereford & ‘Leominster Ridgemoor’ are in the 10 per cent most income deprived in England, affecting 1 in 3 residents.

Half of these areas are in the south of Hereford city, a further three are in Leominster and one each in Bromyard and Ross-on-Wye - see figure 9 below. The LSOAs within Herefordshire that have the greatest proportion of people living in income deprived households are ‘Golden Post – Newton Farm’ in south Hereford and ‘Leominster Ridgemoor’ (both 31 per cent) - both are in the 10 per cent most deprived nationally.

Figure 8. Lower super output areas in Herefordshire that are amongst the most deprived nationally according to the income domain of the Indices of Deprivation 2015

Lower Super Output Area name	2015 Ward(s)	Sub-locality	% living in income deprived households	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	31%	Top 10% (Top 10%)
Leominster - Ridgemoor	Leominster North & Rural	Leominster town	31%	Top 10% (Top 10%)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	27%	Top 20% (Top 20%)
Leominster Grange	Leominster East; Leominster South	Leominster town	26%	Top 20% (Top 20%)
Redhill - Belmont Road	Hinton and Hunderton; Red Hill	South Hereford	26%	Top 20% (Top 20%)
Leominster - Gateway	Leominster East; Leominster South	Leominster town	26%	Top 20% (Top 25%)
Bishop's Meadow - Hunderton	Hinton & Hunderton; Red Hill; Saxon Gate	South Hereford	24%	Top 20% (Top 20%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	24%	Top 20% (Top 25%)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	22%	Top 25% (Top 25%)
Ross - John Kyrle	Ross North; Ross West	Ross town	22%	Top 25% (Top 20%)

Figure 9. Maps showing the areas of Herefordshire that are amongst the most deprived nationally according to the income domain of the Indices of Deprivation 2015.



There are 20 LSOAs that are amongst the 25 per cent *least* deprived nationally, with only six per cent or less of their population living in income deprived households. These are spread across the county with some in Hereford city and the market towns of Ledbury and Ross-on-Wye as well as a number in rural areas.

3.2.1 Income deprivation affecting children

14% of children (4,300 under 16s) in Herefordshire live in income deprived households

The income deprivation affecting children index is a supplementary index to the overall income domain. It gives the actual proportion of children aged 0-15 living in income deprived families. There were around 4,300 children living in income deprivation across Herefordshire (14 per cent of all children). There are 10 LSOAs (see figure 10) in Herefordshire that are among the 25 per cent most deprived in England, all having at least 28 per cent of their under 16s living in income deprivation.

10 areas of the county where more than 1 out of every 4 children live in income deprivation

'Leominster – Ridgemoor' remains the most deprived LSOA in the county; with 38 per cent of children in the area living in income deprivation – four percentage points more than the next most deprived ('Golden Post-Newton Farm'). However, despite five areas of the county having at least one in three children living in income deprivation, none have high enough rates to put them in the 10 per cent most deprived in England.

'Leominster Ridgemoor' remains the most deprived, with almost 2 in every 5 children (38%) experiencing income deprivation

As with the overall income domain, it is not possible to use this measure to identify a real change over time in the proportion of children living in income deprivation.

Of Herefordshire's most deprived LSOAs, five are in the south of Hereford city, one in the north of the city, three are in Leominster and one is in Ledbury. These areas are shown in figure 11 below.

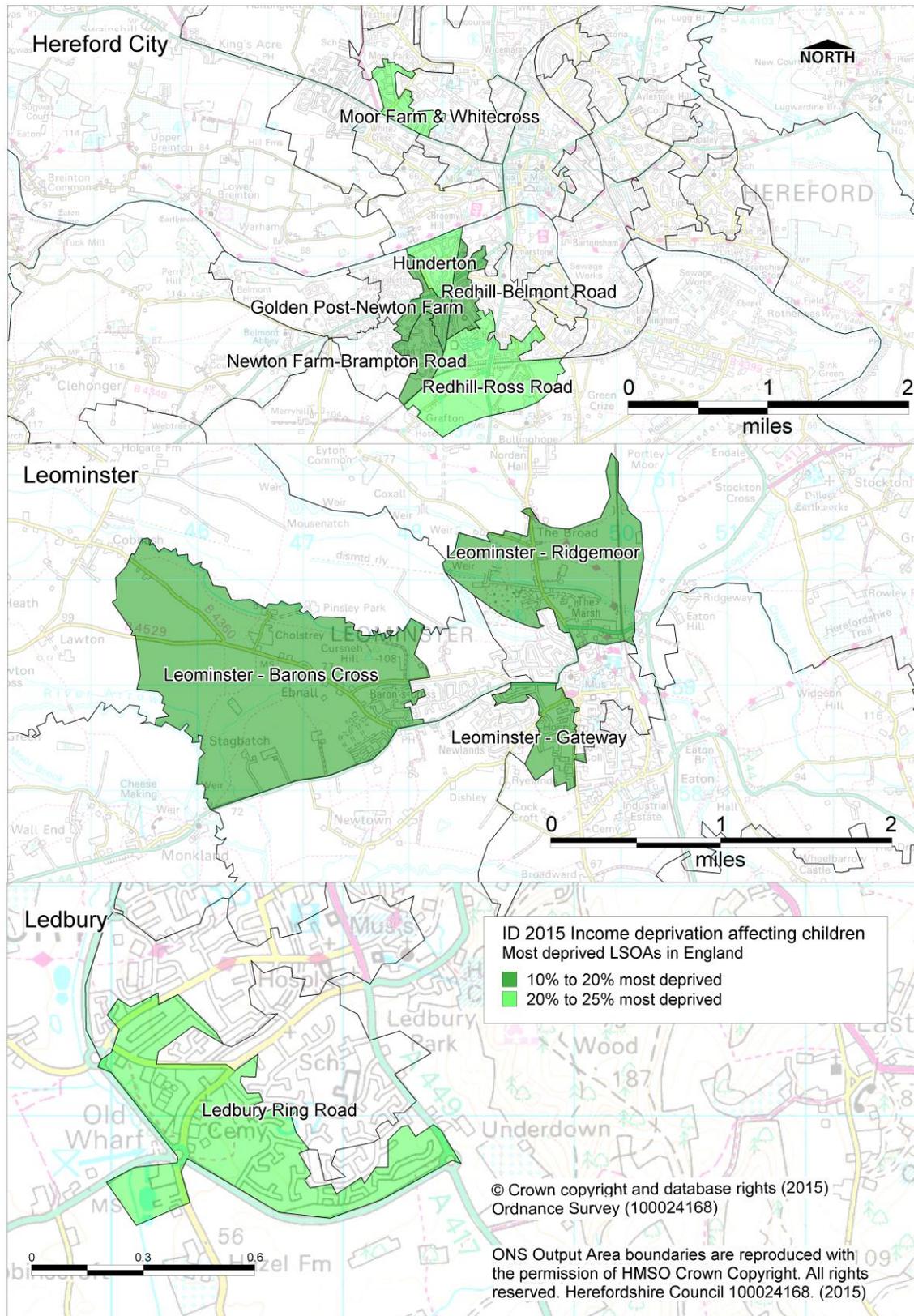
6 areas fall within the 20% most deprived in England – all in Leominster and south Hereford; a further 4 are in the 25% most deprived

Three times as many LSOAs in Herefordshire (32) fall within the 25 per cent least deprived in England than do in the most deprived; all have eight per cent or fewer children living in income deprivation. Two thirds of these LSOAs are in rural areas scattered around the county. Of the remaining third, the greatest number (five LSOAs) is in the north-east of Hereford city.

Figure 10. Lower super output areas in Herefordshire that are amongst the most deprived in England according to the income deprivation affecting children index

Lower Super Output Area name	2015 Ward(s)	Sub-locality	% living in income deprived households	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Leominster – Ridgemoor	Leominster North & Rural	Leominster town	38%	Top 20% (Top 10%)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	34%	Top 20% (Top 10%)
Leominster - Barons Cross	Leominster West	Leominster town	34%	Top 20% (less deprived)
Redhill - Belmont Road	Hinton & Hunderton; Red Hill	South Hereford	33%	Top 20% (Top 25%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	32%	Top 20% (Top 25%)
Leominster – Gateway	Leominster East; Leominster South	Leominster town	30%	Top 20% (Top 25%)
Moor Farm & Whitecross	Kings Acre; Whitecross	North Hereford	30%	Top 25% (less deprived)
Redhill - Ross Road	Red Hill; Saxon Gate	South Hereford	30%	Top 25% (less deprived)
Ledbury Ring Road	Ledbury South; Ledbury West	Ledbury town	28%	Top 25% (less deprived)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	28%	Top 25% (Top 25%)

Figure 11. Maps showing the areas of Herefordshire that are amongst the most deprived in England according to the income deprivation affecting children index



3.2.2 Income deprivation affecting older people

13 per cent of all people aged 60 or over in Herefordshire live in income deprivation – 7,100 people

The score for the income deprivation affecting older people supplementary index gives the proportion of adults aged 60 or over living in income deprived households. There were approximately 7,100 older people living in income deprivation, 13 per cent of all people aged 60 or over.

As with the overall income domain, it is not possible to use this measure to identify a real change over time in the proportion of older people living in income deprivation.

8 areas fall within the 20% most deprived in England – most are in either north or south Hereford and 1 in Leominster; a further 7 are in the 25% most deprived

Eight areas fall within the 20 per cent most deprived in England – most are in either north or south Hereford and one is in Leominster; a further 7 are in the 25 per cent most deprived.

'Leominster – Ridgemoor' and Hereford city's 'Hunderton' and 'College Estate' had the greatest proportions at 34 per cent each. However, these rates aren't high enough to put any of these areas into the 10 per cent most deprived in England.

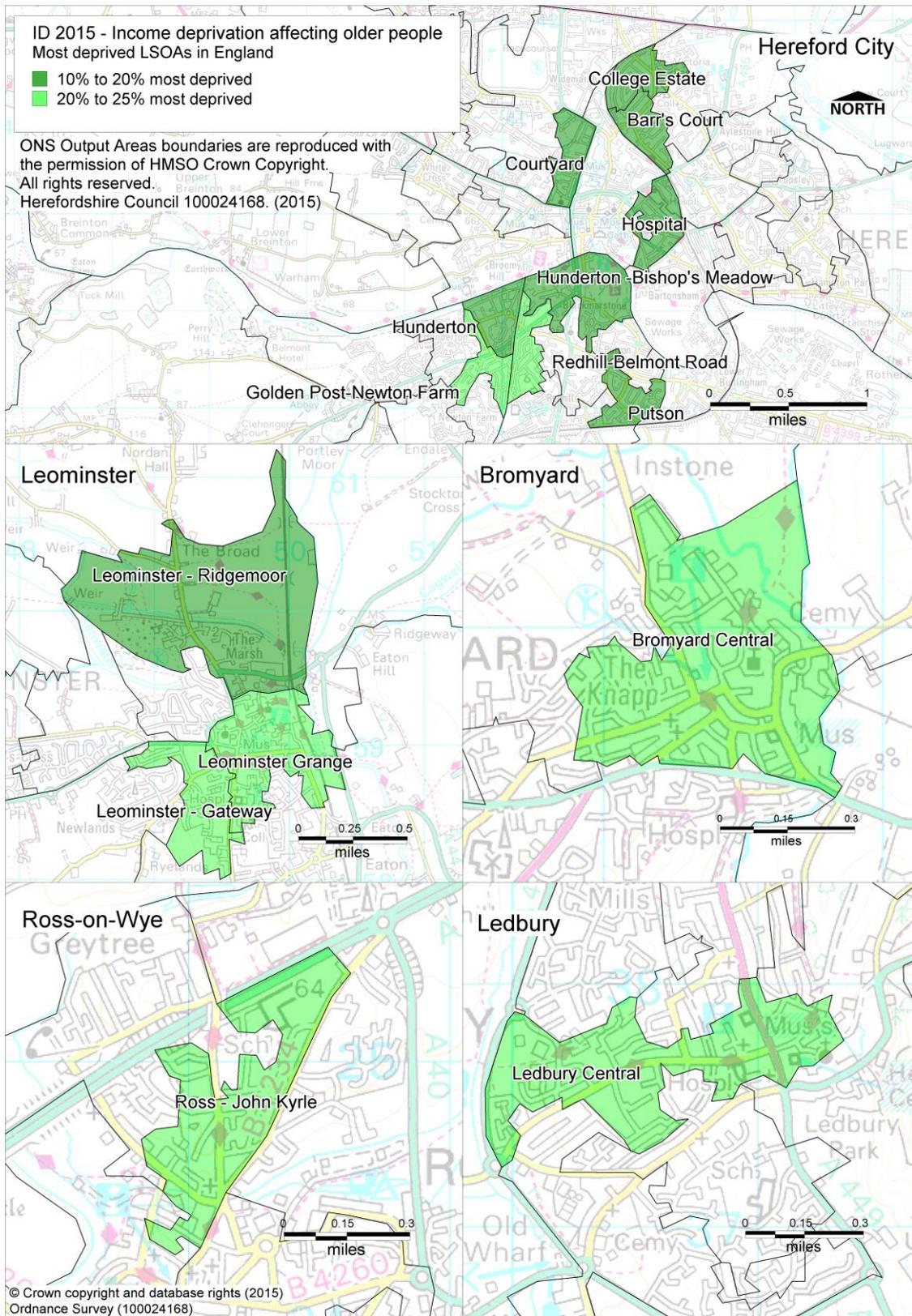
Leominster Ridgemoor' and Hereford city's 'Hunderton' and 'College Estate' had the greatest proportions at 34 % each

There are 23 LSOAs that are amongst the 25 per cent *least* deprived in England, with nine per cent or less of older people living in income deprived households. Just under two thirds of these LSOAs are scattered around the rural areas of the county. Of the remainder, the greatest number (six LSOAs) is in the north of Hereford city, including 'Ledbury Road East', 'Kings Acre', 'Huntington', 'Broomy Hill', 'Kings Acre-Green Lane', 'Old Eign Hill' and 'St Paul's'.

Figure 12. Lower super output areas in Herefordshire that are amongst the most deprived in England according to the income deprivation affecting older people index

Lower Super Output Area name	2015 Ward(s)	Sub-locality	% living in income deprived households	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Leominster - Ridgemoor	Leominster North & Rural	Leominster town	34%	Top 20% (Top 20%)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	34%	Top 20% (Top 20%)
College Estate	College; Holmer	North Hereford	34%	Top 20% (Top 20%)
Bishop's Meadow - Hunderton	Hinton & Hunderton; Red Hill; Saxon Gate	South Hereford	33%	Top 20% (Top 20%)
Courtyard	Widemarsh	North Hereford	31%	Top 20% (Top 20%)
Putson	Hinton & Hunderton; Saxon Gate	South Hereford	31%	Top 20% (Top 20%)
Hospital	Central	North Hereford	30%	Top 20% (less deprived)
Barr's Court	College	North Hereford	29%	Top 20% (Top 25%)
Leominster - Gateway	Leominster East; Leominster South	Leominster town	28%	Top 25% (less deprived)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	28%	Top 25% (Top 25%)
Leominster Grange	Leominster East; Leominster South	Leominster town	28%	Top 25% (Top 20%)
Redhill - Belmont Road	Hinton & Hunderton; Red Hill	South Hereford	28%	Top 25% (Top 20%)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	27%	Top 25% (Top 20%)
Ross - John Kyrle	Ross North; Ross West	Ross town	27%	Top 25% (Top 20%)
Ledbury Central	Ledbury North; Ledbury West	Ledbury town	26%	Top 25% (less deprived)

Figure 13. Maps showing the areas of Herefordshire that are amongst the most deprived in England according to the income deprivation affecting older people index



3.2.3 Income deprivation summary

Figure 14 summarises the most deprived areas within the county for the three income related domains. In terms of overall income deprivation 'Golden Post - Newton Farm' and 'Leominster - Ridgemoor' are the most deprived LSOAs in Herefordshire. However, despite being ranked just below 'Golden Post - Newton Farm' overall, 'Leominster - Ridgemoor' is the most deprived for both income deprivation affecting children and income deprivation affecting older people. This is due to 'Golden Post - Newton Farm' having a slightly higher proportion of working age people (16 to 64 year olds) in income deprivation.

Across Herefordshire as a whole, 11 per cent (around 20,500 people) of the population are living in income deprivation, 14 per cent of children aged 0-15 are living in income deprived families and 13 per cent of older people aged 60 or over are living in income deprivation. However, in absolute terms, around 4,300 children are living in income deprivation compared with around 7,100 older people.

Figure 14. Most income deprived LSOAs in Herefordshire for the overall income deprivation, income deprivation affecting children (IDAC) and income deprivation affecting older people (IDAO) (ranked in order of most deprived nationally in the overall income deprivation domain).

LSOA name	Herefordshire locality	% living in income deprivation			key
		Overall Income	IDAC	IDAO	
Golden Post - Newton Farm	South Hereford	31%	34%	28%	10% most deprived
Leominster - Ridgemoor	Leominster town	31%	38%	34%	11% to 20% most deprived
Hunderton	South Hereford	27%	28%	34%	21% to 25% most deprived
Leominster Grange	Leominster town	26%	26%	28%	not in the 25% most deprived
Redhill-Belmont Road	South Hereford	26%	33%	28%	
Leominster - Gateway	Leominster town	26%	30%	28%	
Hunderton - Bishop's Meadow	South Hereford	24%	27%	33%	
Newton Farm-Brampton Road	South Hereford	24%	32%	18%	
Bromyard Central	Bromyard town	22%	25%	27%	
Ross - John Kyrle	Ross town	22%	23%	27%	
Leominster - Barons Cross	Leominster town	19%	34%	16%	
Courtyard	North Hereford	19%	21%	31%	
Redhill-Ross Road	South Hereford	19%	30%	16%	
College Estate	North Hereford	18%	20%	34%	
Moor Farm & Whitecross	North Hereford	18%	30%	23%	
Ledbury Ring Road	Ledbury town	17%	28%	13%	
Ledbury Central	Ledbury town	17%	15%	26%	
Putson	South Hereford	16%	16%	31%	
Barr's Court	North Hereford	15%	13%	29%	
Hospital	North Hereford	14%	14%	30%	
Herefordshire		11%	14%	13%	

3.3 Employment deprivation

Nine per cent of the county's working age population is living in employment deprivation – 9,500 people

The employment deprivation domain measures the proportion of the working-age population in an area that are involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities.

The total number of people experiencing employment deprivation in Herefordshire is around 9,500 (nine per cent of the population aged 18 to 59(f)/64(m)). 60 per cent of these live in urban areas of the county.

The employment domain of the ID 2015 is made up of the following indicators –

- Claimants of Jobseeker's Allowance (both contribution-based and income based), women aged 18 to 59 and men aged 18 to 64
- Claimants of Employment and Support Allowance (both contribution-based and income-based) , women aged 18 to 59 and men aged 18 to 64
- Claimants of Incapacity Benefit, women aged 18 to 59 and men aged 18 to 64
- Claimants of Severe Disablement Allowance, women aged 18 to 59 and men aged 18 to 64
- Claimants of Carer's Allowance, women aged 18 to 59 and men aged 18 to 64.

The 10 most employment deprived areas are also the most income deprived

Note that not all those counted as being employment deprived would be described as unemployed. The definition of unemployed is actively seeking work whilst claiming Jobseeker's Allowance - please see the [unemployment page](#) of the Facts & Figures about Herefordshire website for more recent data on unemployment.

As with the [income domain](#), changes to the benefits system mean that it isn't possible to use the score based on these indicators to identify a real change over time in the proportion of people experiencing employment deprivation.

10 LSOAs in the county are amongst the 25 per cent most deprived in England for employment. These are shown in figure 15, ranked in order of most deprived.

The 'top three' most deprived areas are in the south of Hereford city

These 10 areas are the same as those that are most deprived according to income, albeit ranked in a different order. Half – including the 'top three' - are in the south of Hereford city, three are in Leominster, one is in Bromyard and one is in Ross-on-Wye – see figure 16 for maps.

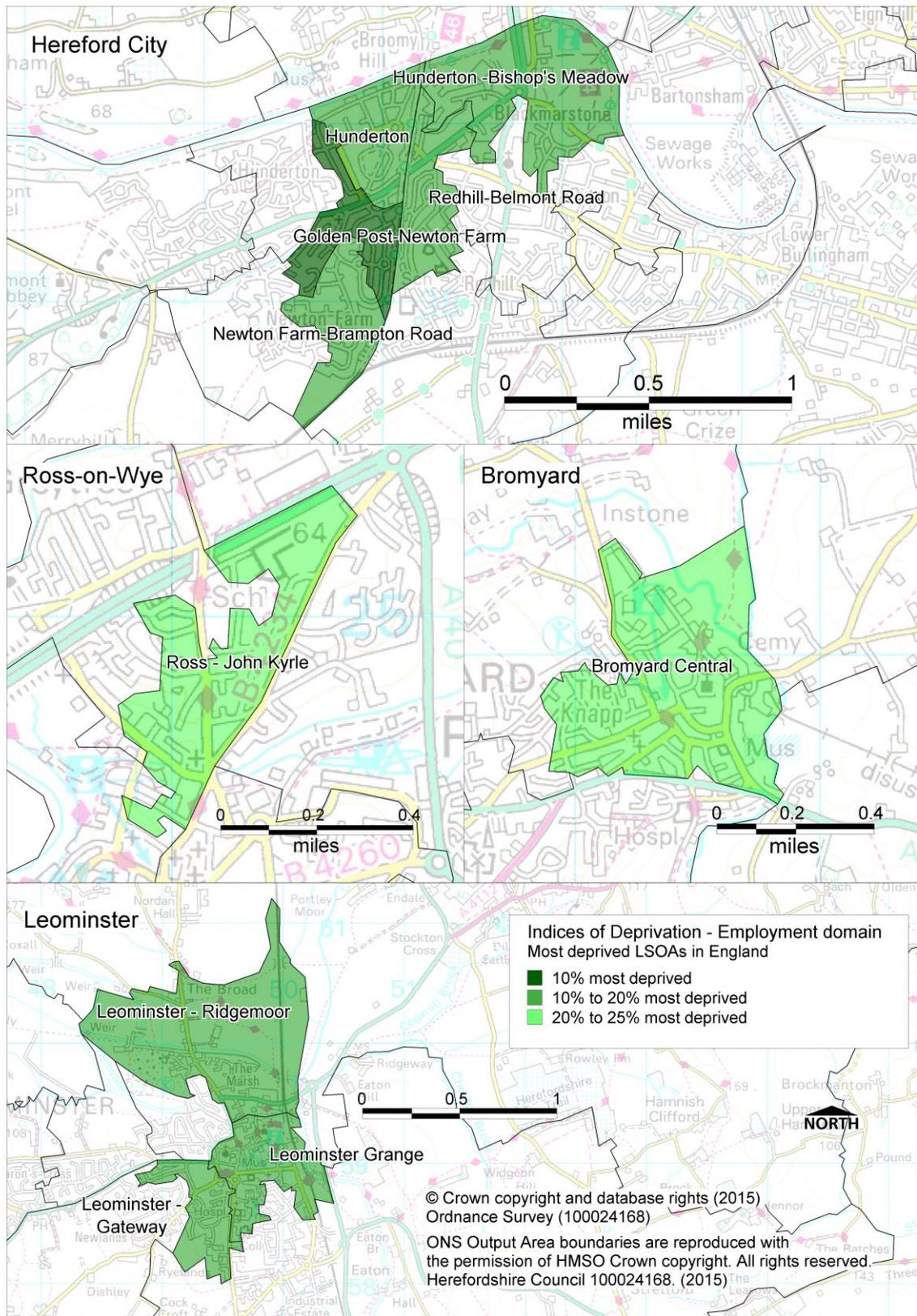
Figure 15. Lower super output areas in Herefordshire that are amongst the most deprived nationally according to the employment domain of the Indices of Deprivation 2015

Lower Super Output Area name	2015 Ward(s)	Sub-locality	% living in employment deprivation	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	25%	Top 10% (Top 10%)
Redhill - Belmont Road	Hinton & Hunderton; Red Hill	South Hereford	22%	Top 20% (Top 20%)
Bishop's Meadow - Hunderton	Hinton & Hunderton; Red Hill; Saxon Gate	South Hereford	22%	Top 20% (Top 20%)
Leominster – Ridgemoor	Leominster North & Rural	Leominster town	22%	Top 20% (Top 20%)
Leominster Grange	Leominster East; Leominster South	Leominster town	21%	Top 20% (Top 20%)
Leominster – Gateway	Leominster East; Leominster South	Leominster town	21%	Top 20% (Top 20%)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	20%	Top 20% (Top 20%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	18%	Top 20% (Top 20%)
Ross - John Kyrle	Ross North; Ross West	Ross town	18%	Top 25% (Top 20%)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	17%	Top 25% (less deprived)

'Golden Post-Newton Farm' in south Hereford is one of the 10 per cent most employment deprived in England – affecting 1 in 4 working age residents.

As with the overall income domain, 'Golden Post – Newton Farm' LSOA is also the most deprived in Herefordshire in terms of employment, with 25 per cent of the working age population experiencing employment deprivation. This area also falls into the most deprived 10 per cent in England for employment. There are 29 LSOAs that are among the 25 per cent *least* deprived nationally, they have three per cent or less of their working age population that are employment deprived. Three quarters of these LSOAs are scattered around the rural areas. Others are located in north Hereford, Ledbury, Leominster and Ross-on-Wye.

Figure 16. Maps showing the areas of Herefordshire that are amongst the most deprived nationally according to the employment domain of the Indices of Deprivation 2015



3.4 Health deprivation and disability

There are almost twice as many LSOAs in the top 25% as there were 5 years ago

The health deprivation and disability domain of the ID 2015 is made up of the following indicators -

- Years of potential life lost: an age and sex standardised measure of premature death
- Comparative illness and disability ratio: an age and sex standardised morbidity/disability ratio
- Acute morbidity: an age and sex standardised rate of emergency admission to hospital
- Mood and anxiety disorders: a composite based on the rate of adults suffering from mood and anxiety disorders, hospital episodes data, suicide mortality data and health benefits data

Largest concentration of health deprivation is in south Hereford, plus pockets in north of the city and all market towns except Ledbury

There are 13 LSOAs in the county that are amongst the 25 per cent most deprived in England in terms of health and disability - almost twice as many than were in the top 25 per cent in 2010. These are shown in the table below, ranked in order of most deprived. Some relatively minor shifting in rank has led to four areas moving just out of and seven areas moving into the top 25 per cent.

Six of the 13 most deprived LSOAs are in the south of Hereford city, two each are in north Hereford and Leominster and one each in Bromyard, Kington and Ross-on-Wye. These areas are shown in the maps in figure 18.

'Golden Post-Newton Farm' in south Hereford is one of the 10 per cent most health deprived in England

As with the income and employment domains, 'Golden Post - Newton Farm' is the most deprived LSOA in Herefordshire in terms of health and disability, and the only area locally in the 10 per cent most deprived nationally. 'Leominster – Ridgemoor', which is near the top in many domains, is relatively less deprived in terms of health (although still in the top 25 per cent nationally).

Figure 17. Lower super output areas in Herefordshire that are amongst the most deprived in England according to the health and disability domain of the Indices of Deprivation 2015

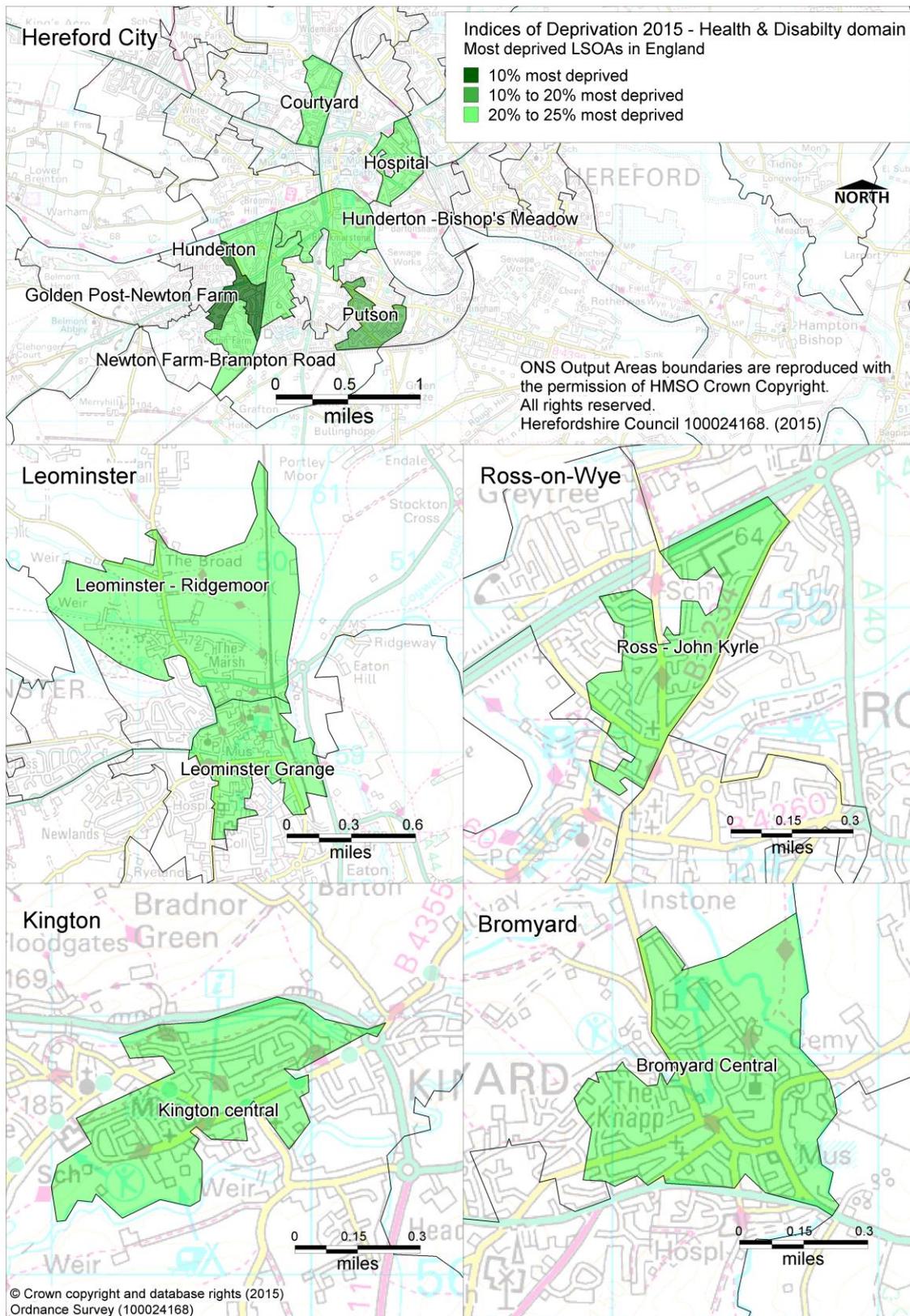
LSOA name	2015 Ward(s)	Sub-locality	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Golden Post - Newton Farm	Hinton and Hunderton; Newton Farm	South Hereford	Top 10% (Top 20%)
Putson	Hinton and Hunderton; Saxon Gate	South Hereford	Top 20% (Top 25%)
Leominster Grange	Leominster East; Leominster South	Leominster town	Top 25% (Top 20%)
Courtyard	Widemarsh	North Hereford	Top 25% (Top 25%)
Hunderton	Hinton and Hunderton; Newton Farm	South Hereford	Top 25% (less deprived)
Newton Farm - Brampton Road	Newton Farm	South Hereford	Top 25% (less deprived)
Hospital	Central	North Hereford	Top 25% (less deprived)
Ross - John Kyrle	Ross North; Ross West	Ross town	Top 25% (less deprived)
Redhill - Belmont Road	Hinton and Hunderton; Red Hill	South Hereford	Top 25% (Top 25%)
Bishop's Meadow - Hunderton	Hinton and Hunderton; Red Hill; Saxon Gate	South Hereford	Top 25% (Top 25%)
Leominster - Ridgemoor	Leominster North and Rural	Leominster town	Top 25% (Top 25%)
Kington central	Kington	Kington town	Top 25% (less deprived)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	Top 25% (less deprived)

Kington has seen a big increase in relative levels of health deprivation since ID2010

Kington town experienced the largest changes in health deprivation and disability since the ID 2010 with 'Kington central' and 'Kington doughnut' having become relatively more deprived by three deciles, 'Kington central' now falls within the 25 per cent most deprived in England after previously being in the 60 per cent band. 'Hospital' in north Hereford city is another area that has seen a relatively large change, jumping from a mid-ranking position to being in the top 25 per cent. As [explained previously](#), this may be due to changes in other areas, but is certainly a pointer for further investigation of health in these areas.

There are 39 LSOAs that are amongst the 25 per cent *least* deprived in England. Most of these are scattered around the rural parts of the county, of which the largest cluster can be found in the rural surroundings of Ross-on-Wye; the least deprived urban areas are located in north Hereford, Ross-on-Wye and Ledbury.

Figure 18. Maps showing the areas of Herefordshire that are amongst the most deprived in England according to the health and disability domain of the Indices of Deprivation 2015.



3.5 Education, skills and training deprivation

The education, skills and training domain is a composite of two separate sub-domains measuring levels of deprivation amongst children and young people, and adults. Because they are very different issues – although linked – it is more meaningful to consider them separately.

3.5.1 Children and young people's education and skills

9 more LSOAs were in the 25% most deprived than there were in the ID 2010

This sub-domain measures the lack of attainment and skills in the local population relating to children and young people and is made up of the following indicators –

- Key Stage 2 attainment: the average points score of pupils taking reading, writing and mathematics Key Stage 2 exams.
- Key Stage 4 attainment: the average capped points score of pupils taking Key Stage 4.
- Secondary school absence: the proportion of authorised and unauthorised absences from secondary school.
- Staying on in education post 16: the proportion of young people not staying on in school or non-advanced education above age 16.
- Entry to higher education: a measure of young people aged under 21 not entering higher education.

9 LSOAs, 4 in the north & 4 in the south of Hereford city and 1 in the John Kyrle area of Ross-on-Wye, are in the 10% most deprived in England.

28 LSOAs in the county are amongst the 25 per cent most deprived in England in terms of children and young people's education and skills; nine more than there were in 2010. These are shown in figure 19 below, ranked in order of most deprived.

Just under two-thirds of these (18 LSOAs) are located in Hereford city, split evenly between the north and the south; three are located in each of Leominster and Ross-on-Wye, one in Bromyard Central and the remaining three are Ledbury Ring Road, Lesser Credenhill and Kingsbridge. Nine of the 28 LSOAs are in the 10% most deprived in England, of which four are in the north of Hereford city, four are in the south of the city and one is in the John Kyrle area of Ross-on-Wye.

Figure 19. Lower super output areas in Herefordshire that are amongst the most deprived in England according to the children and young people's education and skills sub-domain

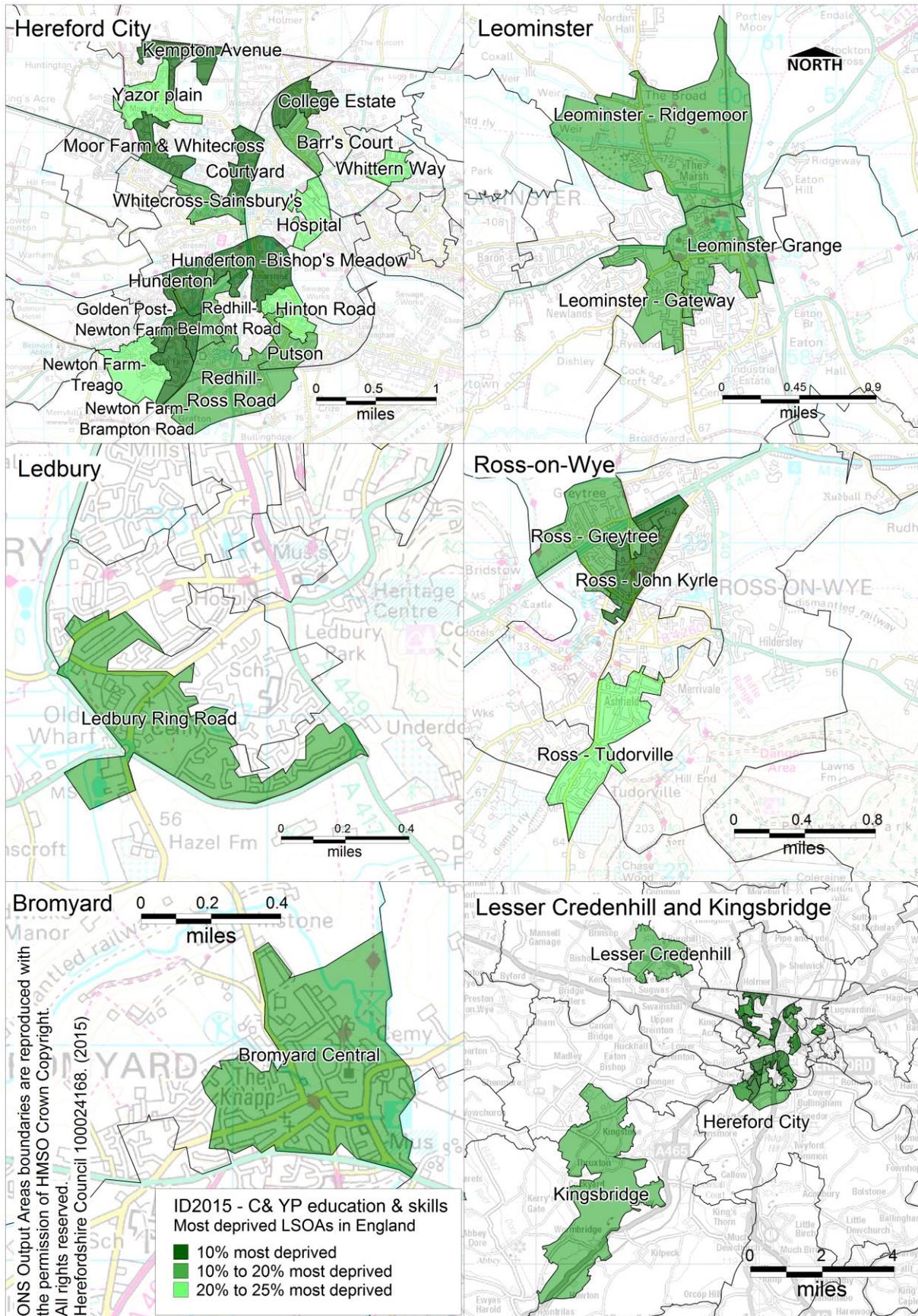
LSOA name	2015 Ward(s)	Sub-locality	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	Top 10% (Top 10%)
Ross - John Kyrle	Ross North; Ross West	Ross town	Top 10% (Top 20%)
Kempton Avenue	Bobblestock; Holmer	North Hereford	Top 10% (less deprived)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	Top 10% (Top 10%)
Courtyard	Widemarsh	North Hereford	Top 10% (Top 10%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	Top 10% (Top 10%)
College Estate	College; Holmer	North Hereford	Top 10% (Top 20%)
Bishop's Meadow - Hunderton	Hinton & Hunderton; Red Hill; Saxon Gate	South Hereford	Top 10% (Top 20%)
Moor Farm & Whitecross	Kings Acre; Whitecross	North Hereford	Top 10% (less deprived)
Redhill - Belmont Road	Hinton & Hunderton; Red Hill	South Hereford	Top 20% (Top 10%)
Barr's Court	College	North Hereford	Top 20% (Top 20%)
Leominster - Ridgemoor	Leominster North & Rural	Leominster town	Top 20% (Top 10%)
Putson	Hinton & Hunderton; Saxon Gate	South Hereford	Top 20% (Top 10%)
Leominster Grange	Leominster East; Leominster South	Leominster town	Top 20% (less deprived)
Ledbury Ring Road	Ledbury South; Ledbury West	Ledbury town	Top 20% (less deprived)
Lesser Credenhill	Credenhill	Weobley rural	Top 20% (Top 25%)
Leominster - Gateway	Leominster East; Leominster South	Leominster town	Top 20% (Top 20%)
Whitecross - Sainsbury's	Greyfriars	North Hereford	Top 20% (less deprived)
Ross - Greytrees	Ross North; Ross West	Ross town	Top 20% (less deprived)
Redhill - Ross Road	Red Hill; saxon Gate	South Hereford	Top 20% (Top 10%)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	Top 20% (Top 20%)
Kingsbridge	Wormside	Golden Valley	Top 20% (less deprived)
Ross - Tudorville	Ross East; Ross West	Ross town	Top 25% (less deprived)

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LSOA name (cont.)	2015 Ward(s) (cont.)	Sub-locality (cont.)	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile) (cont.)
Whittern Way	Aylestone Hill	North Hereford	Top 25% (Top 20%)
Newton Farm - Treago	Belmont Rural; Newton Farm	South Hereford	Top 25% (Top 10%)
Hospital	Central	North Hereford	Top 25% (less deprived)
Yazor plain	Bobblestock; Kings Acre; Widemarsh	North Hereford	Top 25% (less deprived)
Hinton Road	Hinton & Hunderton; Saxon Gate	South Hereford	Top 25% (Top 20%)

There are 20 LSOAs that are amongst the 25 per cent least deprived in England, just over two-thirds of which are scattered around the rural areas of the county; three are located in the north-eastern area of Hereford city (Aylestone Park, Old Eign Hill and Bodenham Road) and two are in Ledbury (Ledbury - New Mills and Ledbury spiral).

Figure 20. Maps showing the areas of Herefordshire that are amongst the most deprived in England according to the children and young people's education and skills sub-domain.



3.5.2 Adult skills deprivation

4 LSOAs in South Hereford & 1 in Leominster are in the 10 per cent most deprived in England for Adult skills deprivation

The adult skills sub-domain of the education and skills domain measures the lack of attainment and skills in the local population relating to adults and is made up of the following indicators -

- Adult skills: the proportion of working age adults with no or low qualifications, women aged 25 to 59 and men aged 25 to 64.
- English language proficiency: the proportion of working age adults who cannot speak English or cannot speak English well; women aged 25 to 59 and men aged 25 to 64. *Note that this indicator has been added since ID 2010.*

Sixteen LSOAs in the county are amongst the 25 per cent most deprived in England in terms of adult skills. These are shown in figure 21 below, ranked in order of most deprived.

Seven of these are in the south of Hereford city, both the north of Hereford city and Leominster have three, Bromyard has two and Ross-on-Wye has one (see maps in figure 22). Five of the 16 LSOAs are in the 10 per cent most deprived in England (four in the south of Hereford City and one in Leominster).

The addition of the new English language proficiency indicator has not had a pronounced effect on the most deprived areas since the ID 2010, with the loss of five and the addition of four LSOAs to the top 25 per cent most deprived. There is also little correlation between the most deprived LSOAs and those which have the highest proportions of residents who don't speak English well or at all⁷.

The most notable change for this domain was the 'Kington central' LSOA, which went from being in the 20 per cent most deprived to only the 50 per cent most deprived.

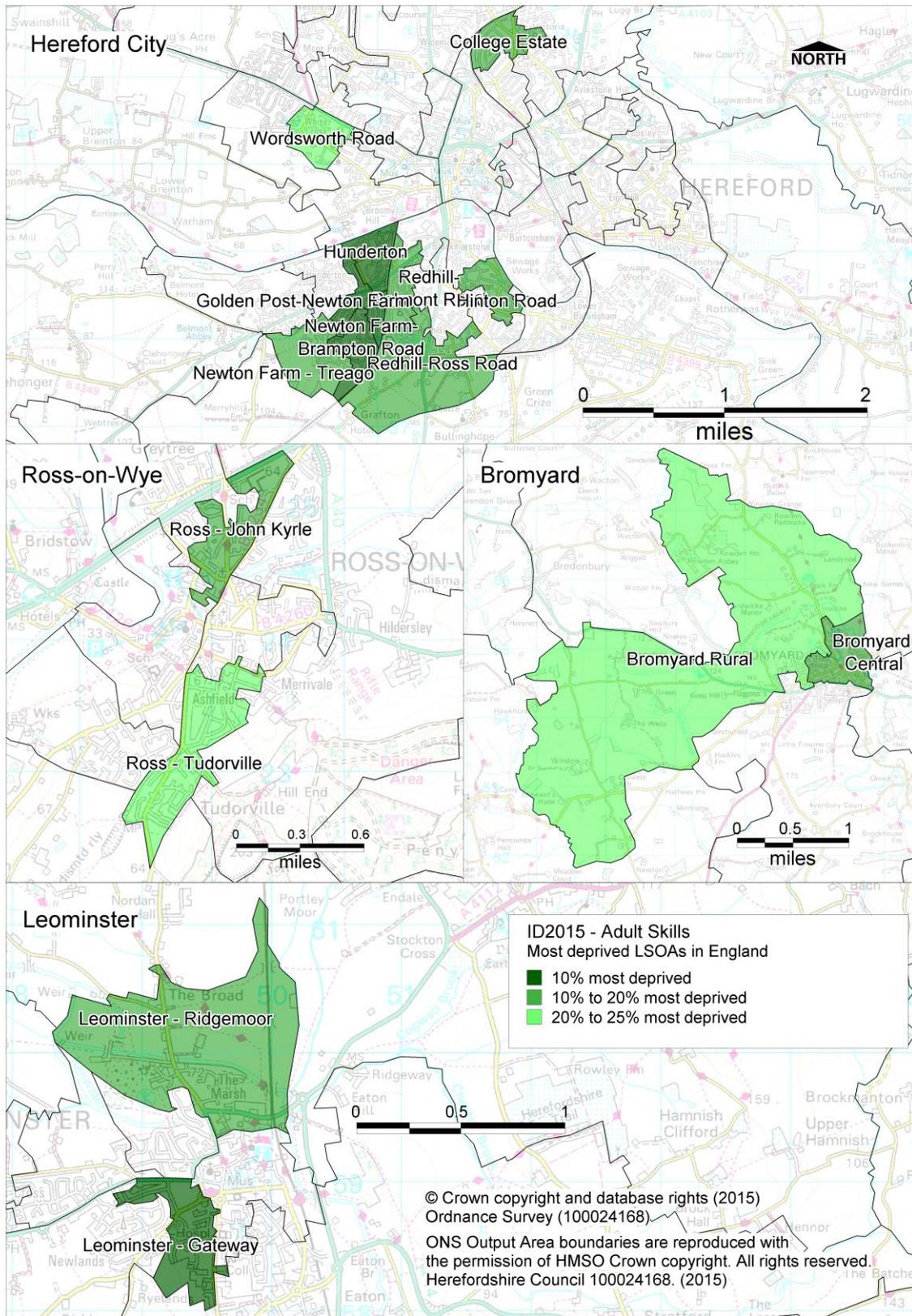
⁷Namely the area around Moreton-on-Lugg and Marden; the 'city centre', 'Courtyard' and 'Whitecross-Sainsbury's' areas of Hereford and 'Leominster Grange'.

Figure 21. Lower super output areas in Herefordshire that are amongst the most deprived in England according to the adult skills sub-domain of the ID 2015

LSOA name	2015 Ward(s)	Sub-locality	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Redhill - Belmont Road	Hinton & Hunderton; Red Hill	South Hereford	Top 10% (Top 20%)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	Top 10% (Top 10%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	Top 10% (Top 10%)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	Top 10% (Top 10%)
Leominster - Ridgemoor	Leominster North & Rural	Leominster town	Top 10% (Top 20%)
Newton Farm - Treago	Belmont Rural; Newton Farm	South Hereford	Top 20% (Top 20%)
Leominster - Gateway	Leominster East; Leominster South	Leominster town	Top 20% (Top 10%)
Ross - John Kyrle	Ross North; Ross West	Ross town	Top 20% (Top 20%)
Bishop's Meadow - Hunderton	Hinton & Hunderton; Red Hill; Saxon Gate	South Hereford	Top 20% (less deprived)
Hinton Road	Hinton & Hunderton; Saxon Gate	South Hereford	Top 20% (Top 20%)
Yazor plain	Bobblestock; Kings Acre; Widemarsh	North Hereford	Top 25% (less deprived)
Leominster Grange	Leominster East; Leominster South	Leominster town	Top 25% (less deprived)
College Estate	College; Holmer	North Hereford	Top 25% (Top 20%)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	Top 25% (Top 20%)
Bromyard Rural	Bromyard Bringsty; Bromyard West	Bromyard town	Top 25% (Top 25%)
Barr's Court	College	North Hereford	Top 25% (less deprived)

There are only 13 LSOAs that are amongst the 25 per cent least deprived in England, and none amongst the ten per cent least deprived (see figure 1). Nine of these are in the rural areas, including three in rural Ledbury, two in the Mortimer area, the 'Arthur's Stone' area in the Golden valley area, the rural area to the north of Ross-on-Wye and the Bartestree & Lugwardine area to the East of the city; the remaining four are located in the north-west of Hereford city (including the LSOAs of Aylestone Park, Old Eign Hill, Bodenham Road, St Paul's).

Figure 22. Maps showing the areas of Herefordshire that are amongst the most deprived in England according to the adult skills sub-domain of the ID 2015.



3.6 Barriers to housing and services

The barriers to housing and services domain is also a composite of two separate sub-domains; one relates to access to housing and the other to physical access to services.

3.6.1 Barriers to housing

12 more LSOAs were in the 25% most deprived than there were in the ID 2010.

The barriers to housing sub-domain measures issues relating to access to housing such as affordability and is made up of the following indicators –

- Household overcrowding: the proportion of all households in an LSOA which are judged to have insufficient space to meet the household's needs
- Homelessness: local authority district level rate of acceptances for housing assistance under the homelessness provisions of the 1996 Housing Act, assigned to the constituent LSOA
- Housing affordability: difficulty of access to owner-occupation or the private rental market, expressed as the inability to afford to enter owner-occupation or the private rental market.

Around three-quarters of Herefordshire LSOAs are in the most deprived 50 per cent nationally

Since the previous Indices of Deprivation (2010) the affordability component has been improved by using income estimates down to smaller geographical levels and the inclusion of private rental market affordability levels.

19 LSOAs in the county are amongst the 25 per cent most deprived in England in terms of barriers to housing, 12 more than there were in 2010 – although none rank highly enough to fall within the 10 per cent most deprived in England. These are listed in order of most deprived in figure 23 below. However, only 'St Paul's' in the Tupsley area of north Hereford is amongst the 25 per cent *least* deprived nationally.

With the exception of 'Bobblesock', they include the same areas that were among the most deprived in 2010, with the addition of seven areas in Hereford city (five in the south and two in the north), three that cover most of Leominster town (with the exception of the Baron's Cross area) and one each in the centre of Bromyard, Kington and Ross-on-Wye. This is potentially a result of improvements to the methodology, as mentioned above; however, it is not possible to say whether this is a worsening of the situation for areas of Herefordshire or an improvement for other areas of England.

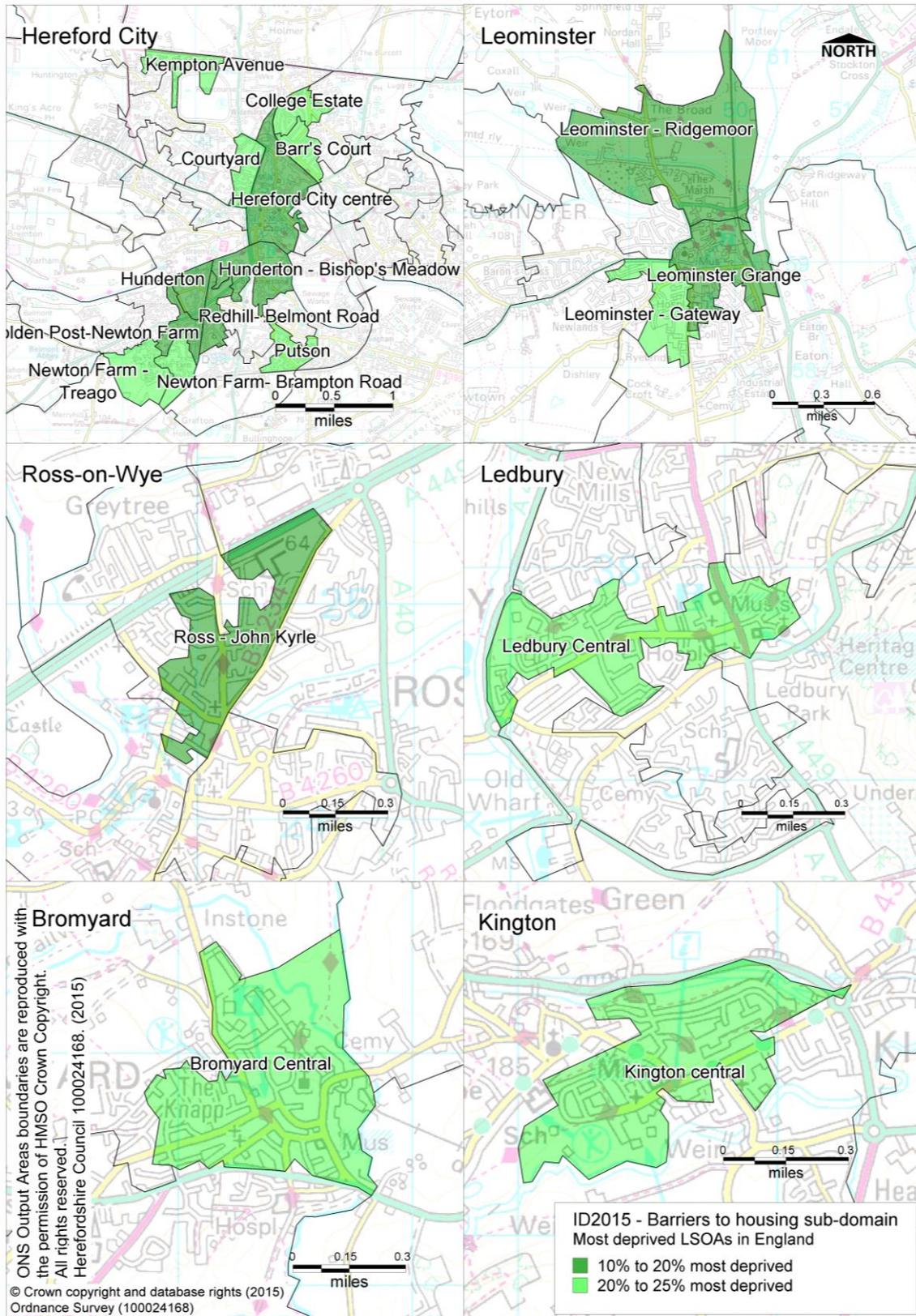
7 of the most deprived LSOAs are in the north of Hereford city, 5 in the south of Hereford city, 3 in Leominster and 1 each in Bromyard, Kington, Ledbury and Ross-on-Wye

Seven of the most deprived LSOAs are in the north of Hereford city, five in the south of Hereford city that includes some of the most deprived LSOAs, three in Leominster and one each in Bromyard, Kington, Ledbury and Ross-on-Wye. These areas are shown in figure 24.

Figure 23. Lower super output areas in Herefordshire that are amongst the most deprived in England according to the barriers to housing sub-domain of the ID 2015

LSOA name	2015 Ward(s)	Sub-locality	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Golden Post - Newton Farm	Hinton & Hunderton; Newton Farm	South Hereford	Top 20% (Top 25%)
Bishop's Meadow - Hunderton	Hinton & Hunderton; Red Hill; Saxon Gate	South Hereford	Top 20% (Top 25%)
Hereford City centre	Central; Widemarsh	North Hereford	Top 20% (Top 20%)
Redhill - Belmont Road	Hinton & Hunderton; Red Hill	South Hereford	Top 20% (less deprived)
Leominster - Ridgemoor	Leominster North & Rural	Leominster town	Top 20% (less deprived)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	Top 20% (less deprived)
Ross - John Kyrle	Ross North; Ross West	Ross town	Top 20% (less deprived)
Leominster Grange	Leominster East; Leominster South	Leominster town	Top 20% (less deprived)
College Estate	College; Holmer	North Hereford	Top 25% (less deprived)
Ledbury Central	Ledbury North; Ledbury West	Ledbury town	Top 25% (Top 25%)
Putson	Hinton & Hunderton; Saxon Gate	South Hereford	Top 25% (less deprived)
Bromyard Central	Bromyard Bringsty; Bromyard West	Bromyard town	Top 25% (less deprived)
Courtyard	Widemarsh	North Hereford	Top 25% (Top 25%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	Top 25% (less deprived)
Newton Farm - Treago	Belmont Rural; Newton Farm	South Hereford	Top 25% (less deprived)
Kempton Avenue	Bobblestock; Holmer	North Hereford	Top 25% (Top 20%)
Leominster - Gateway	Leominster East; Leominster South	Leominster town	Top 25% (less deprived)
Barr's Court	College	North Hereford	Top 25% (less deprived)
Kington central	Kington	Kington town	Top 25% (less deprived)

Figure 24. Maps showing the areas of Herefordshire that are amongst the most deprived in England according to the barriers to housing sub-domain of the ID 2015



3.6.2 Geographical barriers to services

The geographical barriers to services sub-domain of the housing and services domain. It relates to the physical proximity of local services and is made up of the following indicators –

- Road distance to a post office: a measure of the mean distance to the closest post office for people living in the LSOA
- Road distance to a primary school: a measure of the mean distance to the closest primary school for people living in the LSOA
- Road distance to a general store or supermarket: a measure of the mean distance to the closest supermarket or general store for people living in the LSOA
- Road distance to a GP surgery: a measure of the mean distance to the closest GP surgery for people living in the LSOA

55 LSOAs in the county (almost half) are amongst the **10 per cent most deprived** in England regarding geographical barriers to services.

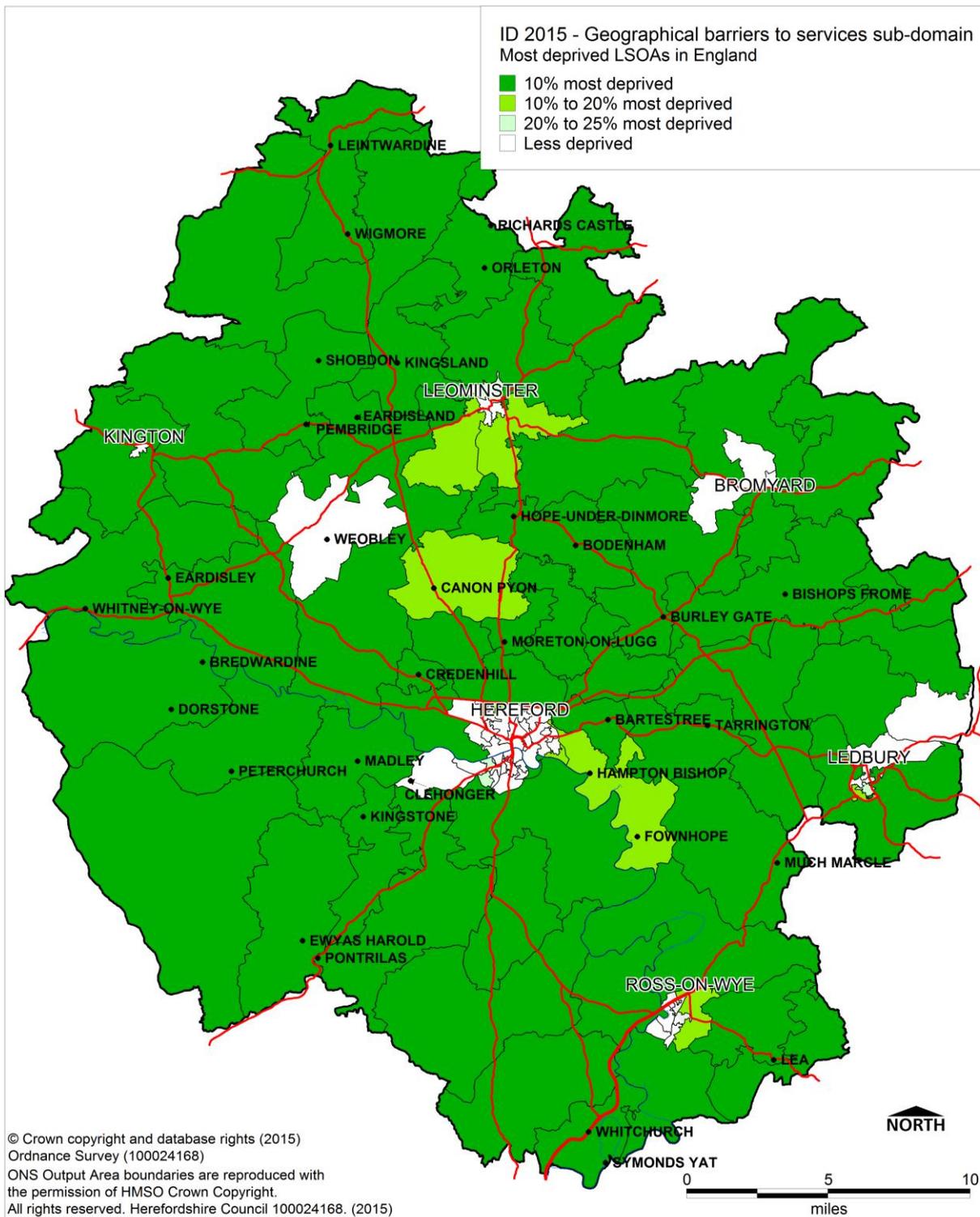
Physical distance from services and facilities presents a problem in rural areas such as Herefordshire. Unsurprisingly, it has a very different pattern across the county to the other domains of deprivation. Over half (58 per cent) of all LSOAs in Herefordshire (68 of the 116) are amongst the 25 per cent most deprived in England with respect to geographical barriers to services. Over two thirds of these are in rural areas. 55 of the 68 LSOAs are in the 10 per cent most deprived nationally; all but four are in rural areas. These areas are shown in the figure 25 – as can be seen, this affects the majority of rural Herefordshire.

In contrast there are just eight LSOAs that are amongst the 25 per cent *least* deprived in England, located in the central areas of some of the market towns and the city (see figure 25 below).

Figure 25. LSOAs in Herefordshire that are amongst the least deprived in England according to the barriers to housing sub-domain of the ID 2015

LSOA name	Market town / Hereford city	Relative deprivation out of all LSOAs in England
Leominster Grange	Leominster	Lowest 10%
Hunderton - Bishop's Meadow	South Hereford city	Lowest 10%
Whittern Way	North Hereford city	Lowest 20%
Leominster - Gateway	Leominster	Lowest 20%
Kington central	Kington	Lowest 20%
Ledbury Central	Ledbury	Lowest 25%
Ross Riverside	Ross-on-Wye	Lowest 25%
Ledbury Frith	Ledbury	Lowest 25%

Figure 25. Map showing the areas of Herefordshire that are amongst the most deprived in England according to the geographical barriers to services sub-domain of the ID 2015



3.7 Crime deprivation

10 areas are in the 25 per cent most deprived. Half are in the south of Hereford city, the rest are located in the north of the city, Leominster and Ross-on-Wye.

The crime domain measures the risk of personal and material victimisation and is made up of several indicators based on the recorded numbers of violent crimes, burglaries, thefts and criminal damage. Note that these are based on figures from 2013/14; the Herefordshire Community Safety Partnership’s Strategic Assessment 2015⁸ includes more up-to-date trends.

Ten areas (LSOAs) in the county are amongst the 25 per cent most deprived in England with respect to crime. Seven are in Hereford city (five in the south and two in the north); two are in Leominster and one is in Ross-on-Wye. These are shown in figures 26 and 27 below. No areas of the county are in the 10 per cent most deprived in England.

Figure 26. Lower super output areas in Herefordshire that are amongst the most deprived in England according to the crime domain of the indices of deprivation 2015.

LSOA name	2015 Ward(s)	Sub-locality	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Redhill - Belmont Road	Hinton and Hunderton; Red Hill	South Hereford	Top 20% (Top 20%)
Golden Post - Newton Farm	Hinton and Hunderton; Newton Farm	South Hereford	Top 20% (Top 10%)
Hospital	Central	North Hereford	Top 20% (less deprived)
Leominster - Ridgemoor	Leominster North & Rural	Leominster town	Top 20% (less deprived)
Hereford City centre	Central; Widemarsh	North Hereford	Top 20% (Top 20%)
Leominster Grange	Leominster East; Leominster South	Leominster town	Top 20% (less deprived)
Bishop's Meadow - Hunderton	Hinton and Hunderton; Red Hill; Saxon Gate	South Hereford	Top 20% (Top 10%)
Ross Riverside	Ross West	Ross town	Top 20% (less deprived)
Hunderton	Hinton & Hunderton; Newton Farm	South Hereford	Top 25% (Top 20%)
Newton Farm - Brampton Road	Newton Farm	South Hereford	Top 25% (Top 25%)

⁸ Available at <https://factsandfigures.herefordshire.gov.uk/media/35878/strategic-assessment-2015.pdf>

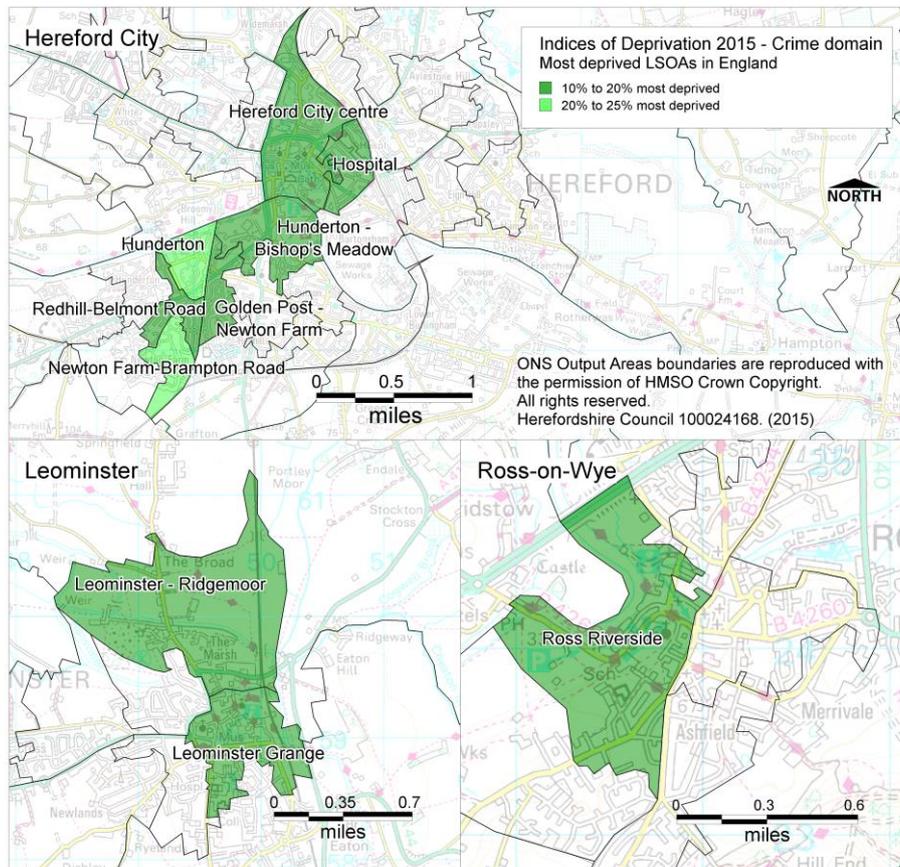
Since the ID 2010, Leominster has changed the most, with more of its LSOAs becoming relatively more deprived and fewer becoming less deprived than in the other towns

Since the ID 2010, just under two-fifths of the county's LSOAs have become more deprived relative to other areas in terms of crime deprivation, compared with around one fifth that became relatively less deprived. The largest increase in relative rank (by five deciles) was seen in 'Wordsworth Road' LSOA in the north of Hereford city, although not in the 25 per cent most deprived LSOAs in the country, it has jumped from being in the 30 per cent *least* deprived to the 30 per cent *most* deprived over the five year period.

Of the market towns, Leominster was affected the most, with more of its LSOAs becoming relatively more deprived and fewer becoming less deprived than in the other towns. However, it is not possible to say whether this is a worsening of the situation in Leominster or an improvement in other areas of England.

62 LSOAs in Herefordshire are amongst the 25 per cent *least* deprived in England. More than two thirds of these are in rural areas; a quarter is in the north of Hereford city and the rest are spread amongst the market towns.

Figure 27. Map showing the areas of Herefordshire that are amongst the most deprived in England according to the crime domain of the ID 2015.



3.8 Living Environment

The living environment domain is a composite of two separate sub-domains; one relating to the indoor living environment and the other to the outdoor environment. Because these are very different issues it is more meaningful to consider them separately.

3.8.1 Outdoor living environment

Just 3 areas, clustered around the Edgar Street roundabout in north Hereford, are in the 25% most deprived nationally

The outdoor living environment sub-domain is derived from measures of air quality and road traffic accidents –

- Air quality: a measure of air quality based on emissions rates for four pollutants
- Road traffic accidents involving injury to pedestrians and cyclists.

The largest relative improvements were seen in areas of Hereford city and the market towns of Ross-on-Wye, Leominster and Ledbury

Three LSOAs in the county are among the 25 per cent most deprived in England in terms of the outdoor living environment. All are in the north of Hereford city (see the table and map below), clustered around the Edgar Street roundabout and the centre of the Hereford air quality management area⁹. However, no areas of the county are in the 10 or 20 per cent most deprived in England.

This domain saw more of the county's LSOAs (around a half) become relatively less deprived since the ID 2010 than any other domain (see [figure 31](#)). The largest relative improvements were seen in areas of Hereford city and the market towns of Ross-on-Wye, Leominster and Ledbury.

Almost 90% of Herefordshire's LSOAs are amongst the 25% least deprived nationally

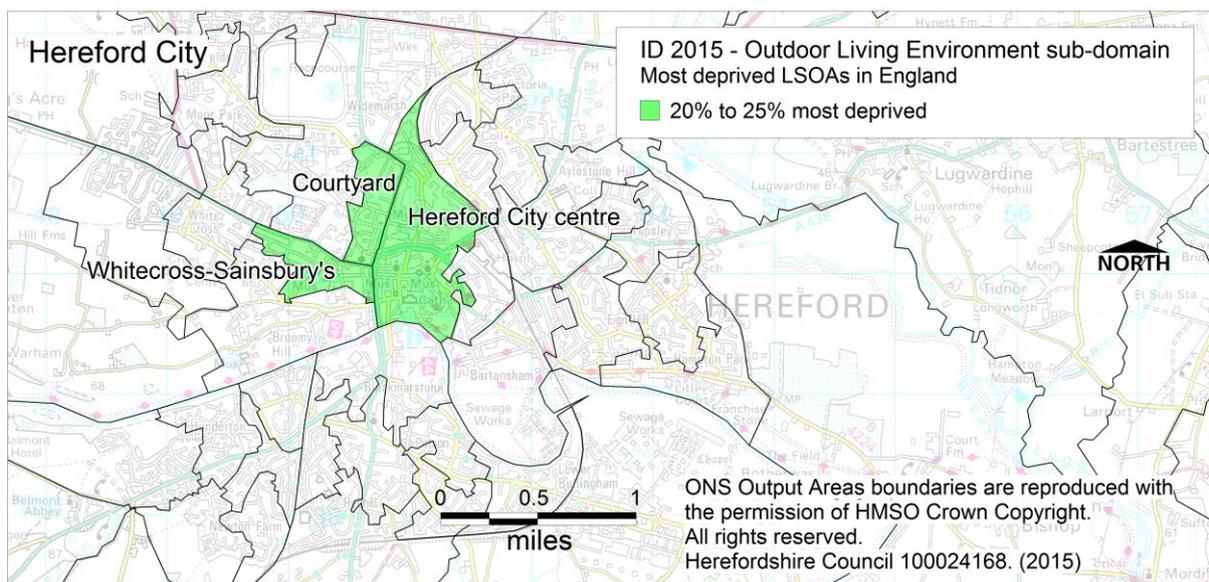
In contrast, almost 90 per cent of Herefordshire's LSOAs (102 out of 116) are amongst the 25 per cent *least* deprived nationally.

⁹ http://uk-air.defra.gov.uk/aqma/details?aqma_id=425

Figure 28. LSOAs in Herefordshire that are amongst the most deprived in England according to the outdoor living environment sub-domain of the ID 2015

LSOA name	2015 Ward(s)	Sub-locality	ID 2015 percentile - most deprived out of all LSOAs in England (ID 2010 percentile)
Hereford City centre	Central; Widemarsh	North Hereford	Top 25% (Top 20%)
Whitecross - Sainsbury's	Greyfriars	North Hereford	Top 25% (Top 20%)
Courtyard	Widemarsh	North Hereford	Top 25% (Top 10%)

Figure 29. Map showing the areas of Herefordshire that are amongst the most deprived in England according to the outdoor living environment sub-domain of the ID 2015



3.8.2 Indoor living environment

The indoor living environment is Herefordshire's biggest type of deprivation – almost two-thirds of areas in the 25% most deprived in England – more than any other domain

The indoor living environment sub-domain measures the quality of housing and is made up of the following indicators –

- Houses without central heating: the proportion of houses that do not have central heating
- Housing in poor condition: the proportion of social and private homes that fail to meet the Decent Homes standard¹⁰.

As is the nature of a lot of rural housing, many areas of Herefordshire have a relatively high proportion of older, more characterful housing. Such houses may struggle to meet the Decent Homes standard despite still being desirable and fetching relatively high prices. It is therefore questionable whether the housing in poor condition indicator is appropriate for areas such as rural Herefordshire.

The indoor living environment domain had the largest increase in relative deprivation, with a third more areas falling into the 25 per cent most deprived in England than in 2010

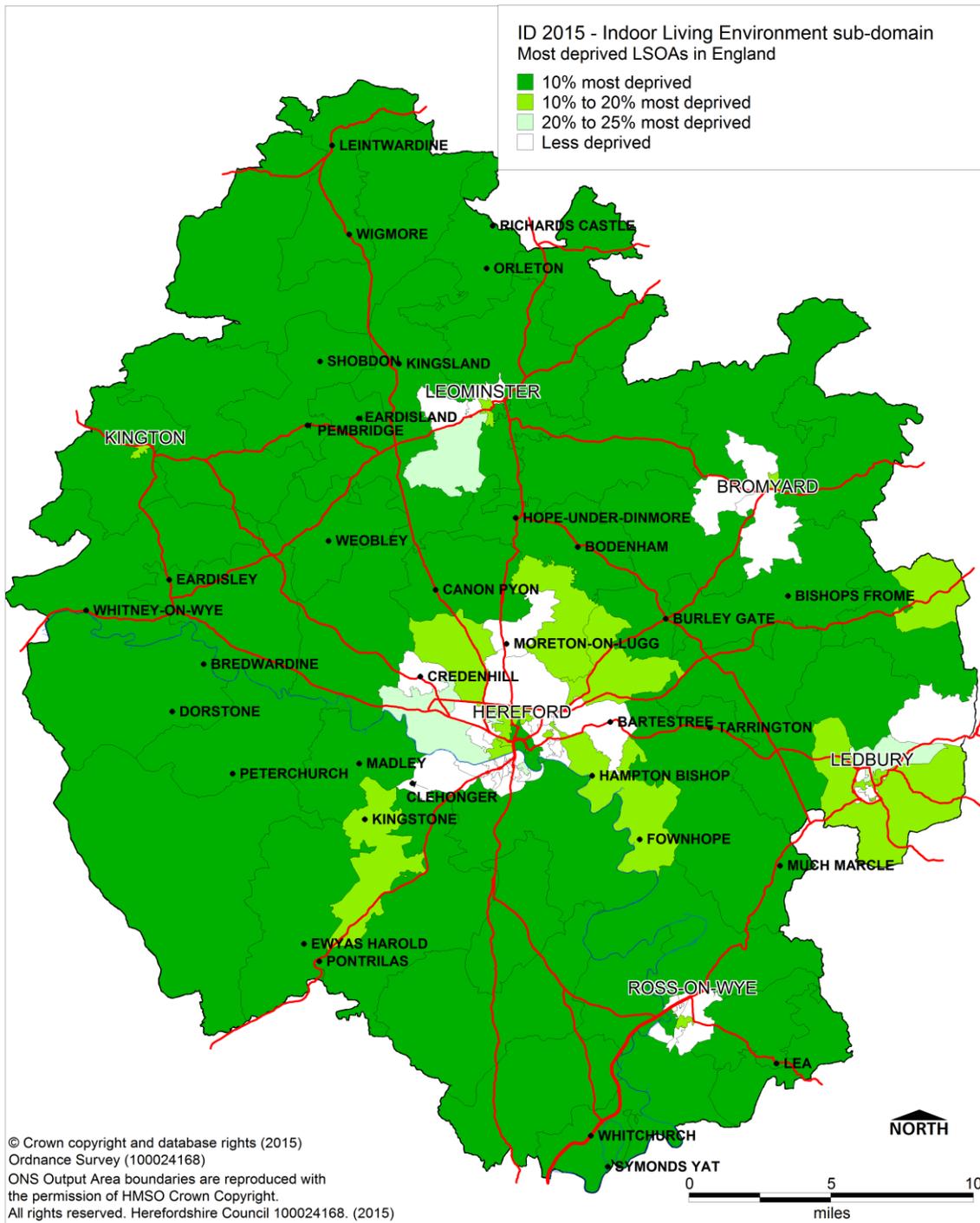
This is Herefordshire's most deprived domain in terms of the number of areas within the most deprived quarter in England, with almost two-thirds of the county's areas (74 LSOAs) being in the 25% most deprived (see map in figure 30 below) - 18 more than there were in 2010 and more than any other domain, overtaking the barriers to services domain. The majority (53 out of the 74) are in rural areas. The remainder are located in Hereford city, Leominster and Ross-on-woye; the majority being in the north of Hereford city. 49 of the 74 LSOAs are also in the 10% most deprived nationally. All but eight of these are in rural areas.

This domain saw more of the county's LSOAs (just over a half) become relatively more deprived since the ID 2010 than any other domain (see [figure 31](#)). Both urban and rural areas across the county were affected, particularly the north of Hereford city.

There are four LSOAs in Herefordshire that are amongst the 25% *least* deprived nationally; 'Kings Acre Huntington' and 'Hampton Dene' in the north, 'Belmont-Abbotsmead' in the south of Hereford City and 'Leominster – Buckfield' in Leominster.

¹⁰ Used to classify whether a home can be considered to meet four criteria relating to Housing Health and Safety, condition, modernity and thermal comfort - Department for Communities and Local Government. [A Decent Home: Definition and guidance for implementation](#). June 2006 – Update

Figure 30. Map showing the areas of Herefordshire that are amongst the most deprived nationally according to the indoor living environment sub-domain of the ID 2015



3.10 Note on rural deprivation

As described in the sections above, the majority of the most deprived LSOAs are located within urban areas, both locally and nationally, not just for the IMD but also for most of the underlying domains (the exceptions being [indoor living environment](#) and [geographical barriers to services](#)). Although the urban LSOAs are generally more deprived, many individuals living in rural areas can also be experiencing deprivation.

Pockets of deprivation that the indices can identify at an LSOA level are more likely to develop in the more densely populated urban areas. Individuals who experience deprivation in rural areas tend not to live in concentrated pockets of deprivation due to the population being more dispersed. However, there may still be a sizeable number of people in rural areas who experience deprivation – particularly in Herefordshire where more than half of LSOAs are classified as being rural.

For example, the income and employment domains allow us to give the absolute number of people experiencing this type of deprivation in an area. Overall 8,900 people or 43 per cent of those experiencing income deprivation live in rural areas of Herefordshire (31 per cent in 'rural village and dispersed' areas and 12 per cent in 'rural town and fringe'). Similarly 3,800 people or 40 per cent of people experiencing employment deprivation live in rural Herefordshire (29 per cent in 'rural village and dispersed' and 11 per cent in 'rural town and fringe').

Appendix 1: full list of indicators

Table of indicators by domain/sub-domain. Each indicator has the year(s) when it was collected in brackets.

Domain	Sub-domain	Summary of indicators
Income 22.5%		<ul style="list-style-type: none"> • Adults and children in Income Support families (2012) • Adults and children in income-based Jobseeker's Allowance families (2012) • Adults and children in income-based Employment and Support Allowance families (2012) • Adults and children in Pension Credit (Guarantee) families (2012) • Adults and children in Working Tax Credit and Child Tax Credit families not already counted, that is those who are not in receipt of Income Support, income-based Jobseeker's Allowance, income-based Employment and Support Allowance or Pension Credit (Guarantee) and whose equalised income (excluding housing benefit) is below 60 per cent of the median before housing costs (2012) • Asylum seekers in England in receipt of subsistence support, accommodation support, or both (2012)
Employment 22.5%		<ul style="list-style-type: none"> • Claimants of Jobseeker's Allowance (both contribution-based and income-based), women aged 18-59 and men aged 18-64 (May 2012 to February 2013) • Claimants of Employment and Support Allowance (both contribution based and income-based), women aged 18-59 and men aged 18-64 (May 2012 to February 2013) • Claimants of Incapacity Benefit, women aged 18-59 and men aged 18-64 (May 2012 to February 2013) • Claimants of Severe Disablement Allowance, women aged 18-59 and men aged 18-64 (May 2012 to February 2013) • Claimants of Carer's Allowance, women aged 18-59 and men aged 18-64 (May 2012 to February 2013)
Health & disability 13.5%		<ul style="list-style-type: none"> • Years of potential life lost (2008 to 2012) • Comparative illness and disability ratio (2013) • Acute morbidity (2011/12 and 2012/13) • Mood and anxiety disorders (2008 to 2013)

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Education, Skills and Training 13.5%	Children and Young People	<ul style="list-style-type: none"> • Key Stage 2 attainment (2010/11 to 2012/13) • Key Stage 4 attainment (2010/11 to 2012/13) • Secondary school absence (2010/11 to 2012/13) • Staying on in education post 16 (2010 to 2012) • Entry to higher education (2009/10 to 2012/13)
	Adult Skills	<ul style="list-style-type: none"> • Adult skills (2011) aged 25-59/64 • English language proficiency (2011) aged 25-69/64
Barriers to Housing & Services 9.3%	Geographical	<ul style="list-style-type: none"> • Road distance to a post office (2014) • Road distance to a primary school (2014) • Road distance to general store or supermarket (2014) • Road distance to a GP surgery (2014)
	Wider	<ul style="list-style-type: none"> • Household overcrowding (2011) • Homelessness (2011/12, to 2013/14) • Housing affordability (2012)
Crime 9.3%		<ul style="list-style-type: none"> • Violence (2013/14) • Burglary (2013/14) • Theft (2013/14) • Criminal damage (2013/14)
Living Environment 9.3%	Indoors	<ul style="list-style-type: none"> • Housing in poor condition (2011) • Houses without central heating (2011)
	Outdoors	<ul style="list-style-type: none"> • Air quality (2012) • Road traffic accidents (2011 to 2013)