

Intelligence unit bulletin

Edition 3: January 2019

Welcome to the Intelligence Unit bulletin: a place to share our work, what we have planned and resources that you might find useful. If you have any queries about our work, or feedback on this bulletin, please get in touch: researchteam@herefordshire.gov.uk or call (26)1944.

Latest intelligence

Updates from last time

In October, we told you about analysis that we were doing of the latest mortality data for Herefordshire, and work to inform the Domestic Violence and Abuse Strategy that was under development. This work has now been published, and can be found on the Facts and Figures about Herefordshire website:

- Mortality: <https://factsandfigures.herefordshire.gov.uk/about-a-topic/health-and-well-being/mortality-premature-mortality-and-place-of-death.aspx>
- Domestic violence and abuse: <https://factsandfigures.herefordshire.gov.uk/about-a-topic/community-safety/domestic-violence-and-abuse>

Understanding Herefordshire presentation

At the first Herefordshire [Parish Council Summit](#) last October, we gave a presentation on some of the challenges facing Herefordshire, based on evidence from the joint strategic needs assessment. The focus was on aspects where communities may be able to make a difference, and topics included an ageing population, child poverty and social mobility, mental health and childhood obesity.



The [slides are available on our website](#), and there is a link to listen to the presentation as well. If you'd like to hear it for yourself, we're going to run a lunchtime session at Plough Lane on Thursday 28 February – watch out for details in News Core, or contact [Kath Austin-Bailey](#) if you'd like to come along.

Latest population estimates for around the county

The Office for National Statistics published its estimates of the 2017 resident population of small areas last October. Key points for Herefordshire include:

- Herefordshire has the fourth lowest population density in England, with 191,000 residents scattered all over its 842 square miles. Over half (100,500; 53%) live in areas defined as 'rural', with the majority of these (80,300 people; 42% of the total) in the most rural 'village and dispersed' areas. Just under a third of the population lives in Hereford city (61,400 people), and just under a fifth in one of the three largest market towns of Leominster (12,200), Ross (11,400) and Ledbury (10,100).

- The built-up areas of the county have grown more rapidly than the rural areas during the last two decades: Hereford, Leominster, Ross and Ledbury's populations have all grown by 10 to 13% since 2001, whilst the rural population has grown by 6%.
- Hereford city has a much younger profile than the county as a whole, with relatively high proportions of young adults and young children. The most rural areas have relatively more people of older working and early retirement age (50-70 year olds). The market towns and other areas (including larger villages like Colwall and Credenhill) have a profile more similar to the county overall.



See the [population around the county](#) page of the Facts and Figures about Herefordshire website for more detail and the raw data.

Economic updates

There have been recent updates to several important sources of information about the county's economy. These include the Office for National Statistics' Annual Survey of Hours and Earnings (ASHE), Business Register and Employment Survey (BRES), Inter-departmental Business Register (IDBR) and Annual Population Survey (APS). Key points for Herefordshire are:

- At £461 per week, average (median) earnings for people who work here remained significantly lower than regionally (£537) and nationally (£575) in 2018. Despite some improvement, they are still the eighth lowest in England.
- With 81% of working age people either in employment or available for work, the county has a relatively high economic activity rate (79% for England). This could be due to higher self-employment and lower unemployment than in other areas:
 - 20% of people in employment were self-employed in 2017, significantly higher than the 13% regionally and 14% nationally.
 - The unemployment rate was 3.0% of the working age population in 2017, significantly lower than that for the West Midlands (5.4%) and England as a whole (4.5%).
 - The more timely, but less complete measure of joblessness – the claimant count – saw the lowest number of Jobseekers Allowance (JSA) claimants for five years in December 2018 - 359, nearly half as many as the year before.
- There were an estimated 81,000 employees in 2017, up 3% from 2016 compared to a 0.6% growth the year before. Health, manufacturing and retail industries continue to employ the largest numbers of people, 40% of all workers.
- Mirroring the regional and national picture, the vast majority (90%) of Herefordshire's 10,100 businesses in 2018 were 'micro' enterprises employing fewer than 10 employees, with a further 9% 'small' employers of under 50 people. Only around 10 businesses have 250 or more employees.
- The county has had a lower annual rate of new business registrations than regionally or nationally since 2010. There are more active businesses per head of adult population than regionally, but fewer than nationally.



Please see the economy pages of our [website](#) for more details.

The impact of alcohol

The latest alcohol statistics for Herefordshire have been analysed, the findings of which will inform the Alcohol Needs Assessment currently being undertaken by Public Health. Key findings of the analysis are:

- Adult alcohol consumption patterns in Herefordshire are similar to those seen across England as a whole, with a local figure of 56% consuming alcohol on a weekly basis, while 11% drink almost every day and a quarter of adults consume more than the recommended 14 units a week.
- A greater proportion of Herefordshire 15 year olds (73%) have ever consumed alcohol compared to England (62%), although the proportion who are regular drinkers (8%) was similar to that reported nationally.
- An estimated 1,700 adults in Herefordshire are alcohol dependant. Estimates also suggest that between 500 and 600 children across the county live with at least one alcohol dependant adult.
- The local alcohol specific hospital admission rate is approximately half the national rate, although this still equated to more than 600 admissions locally in 2016/17. However, the number of alcohol specific admissions in Herefordshire was appreciably lower than the number for cancer (5,900), diseases of the respiratory system (3,700) or for diseases of the circulatory system (2,500).
- The latest figure for the local alcohol specific mortality rate (7.9 per 100,000) is lower than that recorded for England as a whole. Of the 50 alcohol specific deaths recorded in Herefordshire between 2015 and 2017, 33 were male and 17 female.
- Alcohol specific admission and mortality rates are highest in the most deprived areas of the county.



Contact [Chris Nikitik](#), Intelligence Analyst for further details. A final report is due for publication in February.

Herefordshire quality of life survey and 'Vital Signs' report

As well as share the work of the Intelligence Unit, the bulletin is an opportunity to signpost to external resources that you might find useful in your work.

A recent example of this is the independent Herefordshire Quality of Life Survey, undertaken last year by and for the local community and voluntary sector, and brought to the attention of the Strategic Prevention Board by the chief executive of HVOSS (Herefordshire Voluntary Organisations' Support Service). The survey asked residents' views on a range of topics about life in the county; including satisfaction with the local area, community cohesion, access to services, volunteering, provision of unpaid care, loneliness and happiness – many of which have not been gathered since 2012. Some of the key findings from the 650 residents who responded were:

- At least 80% were satisfied with their local area and home as a place to live
- Most important in making somewhere a good place to live were: access to nature/green space, health services, clean and litter free, level of crime, affordable decent housing

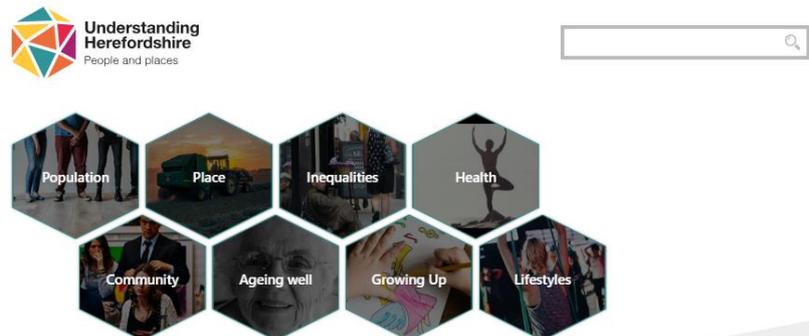
- Most in need of improvement in Herefordshire were: road and pavement repairs, activities for teenagers, affordable decent housing, traffic congestion, broadband and phone connectivity
- 60% spent time outdoors daily, whilst 13% had spent no time outdoors in the last week
- 32% volunteered at least once a month, and a third provided unpaid care
- 26% felt lonely some of the time in the last week, and 8% most or all of the time
- Life satisfaction and anxiety levels were in line with nationally, whilst happiness levels were slightly higher. However, there was an indication of lower levels of how worthwhile Herefordshire residents feel their life is, compared to nationally.

The headline results of the survey are publicly available at <https://dataorchard.co.uk/better-data-better-lives/>. The results have also informed a report called 'Herefordshire's Vital Signs 2018', published by Herefordshire Community Foundation last month: www.herefordshirecf.org/vitalsigns/.

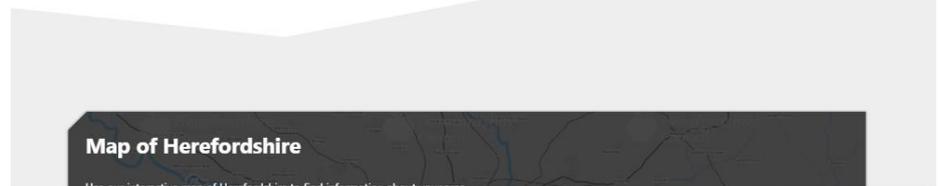
Get involved

Our new 'Understanding Herefordshire' website

In our last bulletin we told you about the exciting plans for our new website, which will provide the evidence base for the joint strategic needs assessment (JSNA). Our aim is to make it easier to find key information about a topic or local area and to make the new website more accessible to a wider range of users. The new map search will make it easier to find statistics about a particular area, including links to census parish profiles on the [Nomis website](#).



Thank you to all who have provided valuable feedback so far – either via the online survey or in person. There is still time to take part in the online [survey](#) if you want to give us your views.



Once we have a full structure behind the topics on the homepage (above), we'll be looking for feedback on the new site before it goes live in April. Look out for invitations to get involved in Core News or other communications – or get in touch with [Dave Helm](#) if you'd like to know more.

Public consultations

A reminder to council colleagues that all requests to undertake a formal public consultation should be logged via the [consultation logging form](#) on Sharepoint as early as possible so that we can work together to ensure it is meaningful and meets the council's legal responsibilities. There is [guidance](#) designed to help you think about what you need to do, which should be referred to when completing the form. Live consultations are:

Hereford transport package consultation - proposals on walking, cycling, bus and public space improvements

A consultation focusing on the walking, cycling, bus and public space improvements within the Hereford transport package is live on Herefordshire Council's website at www.herefordshire.gov.uk/HTP. Following the positive feedback from the second consultation early last year, the council has developed a range of improvements and is now asking for public feedback on these plans to help inform the next stage of this work. The consultation will run for six weeks from 29 January to 11 March 2019.

Consultation on draft minerals and waste local plan

The minerals and waste local plan (MWLP) is being prepared to guide mineral extraction and the management of waste in Herefordshire to 2031 and beyond. This will replace the saved minerals and waste policies of the Unitary Development Plan. The MWLP explains the vision, objectives and strategy for minerals and waste planning. It will contain detailed policies and locations for future minerals extraction (such as sand and gravel pits or crushed rock quarries) and for the development of waste management facilities (such as recycling centres).

Consultation on the draft plan is live on the [council website](#) until 4 March 2019.

Coming soon

Population forecasts for Herefordshire localities

Independent consultants, Edge Analytics, have been commissioned to produce a set of population forecasts for Herefordshire and the 16 corporate sub-localities of Hereford (north, south and rural); each of the five market towns and their surrounding rural areas; and the rural areas of Mortimer, Weobley and Golden Valley. The forecasts will be based on official Office for National Statistics' trends, but will also take account of expected housing development around the county to 2031. They will be available by single year of age and sex for each year of the forecast period. This will ensure they can be used to inform a wide range of plans and policy decisions, including the refreshed local housing market assessment and review of the Core Strategy planned for later this year.



Results are expected by the end of February. Contact [Richard Wilding](#), Intelligence Analyst for further details.

Children's integrated needs assessment

Reflecting the variation in prioritised topics, the 2018 Children's integrated needs assessment outputs have been designed as a suite of thematic reports which can be added to as other topics emerge as needing a closer look, rather than a profile of everything we know about children and young people in Herefordshire.

Detailed reports have been developed in close collaboration with the subject matter experts identified during the scoping process:

- Overview of all topics, including:
 - Obesity and dental health closer look
 - Safeguarding deep dive

- A closer look: hospital admissions of under 19s
- A closer look: Children and young people with SEND and EHCPs
- Deep dive: review of early help

A summary document draws together the key findings across all of the topics identified for analysis, structured around the priority areas for the draft Children and Young Person’s Plan. It also presents all of the recommendations identified during the analysis, highlighting whether they relate to service or policy changes, or further intelligence work.

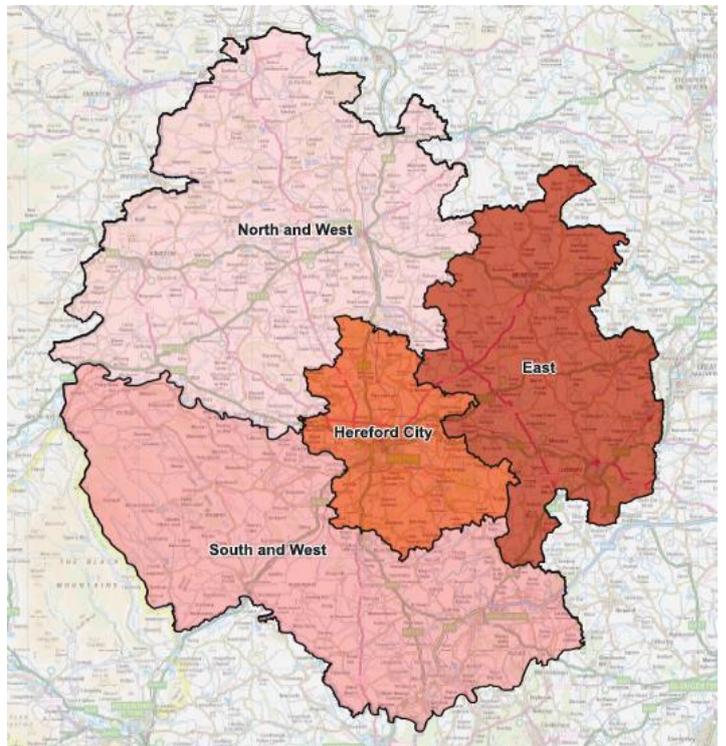


Working drafts are already being used to inform service planning, and it is anticipated that final reports will be published by March 2019. Contact [Charlotte Worthy](#) for further details.

Locality profiling

We are working with colleagues across One Herefordshire to develop locality profiles for the four primary care home localities, i.e. Hereford City, North and West, South and West, and East (see map). These profiles will incorporate a wide range of indicators of population health in its widest sense, including demographics and socio-economic figures as well as health and social care activity data and information about the locality area itself.

The work is being led by One Herefordshire Integrated Care Alliance with input from Herefordshire Council, Wye Valley Trust, Herefordshire Clinical Commissioning Group and Taurus. The initial focus is on the primary care home localities to inform the work and priorities of the locality teams.



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Draft templates will be shared with locality teams in February, please contact [Charlotte Worthy](#) or [Chris Nikitik](#) if you would like to know more.

Interactive mapping of community assets

As we told you last time, we’ve been working with the geographic information systems (GIS) mapping team to set up an interactive mapping tool that will allow Herefordshire Council colleagues to view information about demand for services overlaid with the locations of physical community assets. We’re currently reviewing the information that’s included, to make sure it aligns with separate work underway to map vulnerable people for emergency planning purposes, but hope to have a version that colleagues can test by the end of February.



Contact [Charlotte Worthy](#), Intelligence Unit team leader for further details.