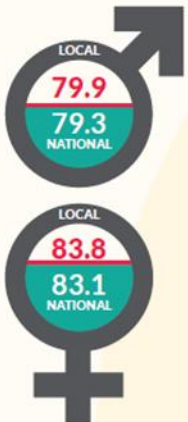




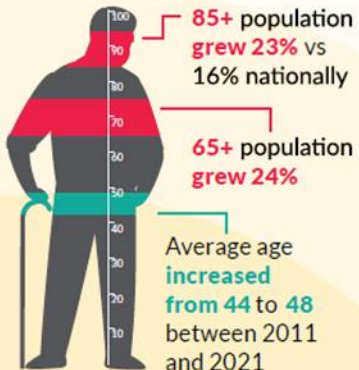
# Understanding Herefordshire

People and places

Life expectancy for men and women better than nationally but the gap is narrowing. Also, males born in most deprived areas can expect to live **5.4 years less**, and females **4.0 years less**, than those in least deprived areas



Herefordshire's population is ageing more rapidly than nationally with implications for wellbeing, the economy, and demand for health and social care services



**1 in 4** children overweight by the time they start school, rising to over **1 in 3** by the end of primary school, and **2 in 3** adults



Social mobility 'cold spot'. Herefordshire ranked **271 out of 324** local authorities

**1 in 3** 5 year-olds show signs of dental decay

Labour productivity is amongst the lowest in the country, with a low-wage, low-skill economy that acts as a barrier to economic growth and social mobility

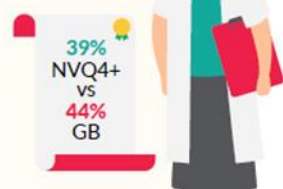


Higher employment in agriculture and manufacturing than nationally



Skills gaps: nursing and social care consistently in high demand.

Lower levels of qualifications amongst resident population



Built pre-1900



Detached houses

The nature of housing stock means that fuel poverty, excess cold are higher than the national average

Consistently **2nd worst affordability** in West Midlands



Average (median) weekly earnings



Abundance of natural resources is a protective factor for mental and physical wellbeing



Small population scattered across a large rural county has implications for access to services, education and jobs.

95% of land area classified as rural



**4th lowest** population density in England

**187,600** residents scattered over **842 sq miles**

A good place to live with strong, cohesive communities: **87%** satisfied with their local area, and **82%** say they belong to their local area strongly

Digital divide affects access to information and services - **c.17,000 adults** don't use the internet regularly



However, Climate Emergency declared in 2019, and excess loading of phosphates in rivers



However, **11 areas of city and market towns** amongst the **most deprived in England**