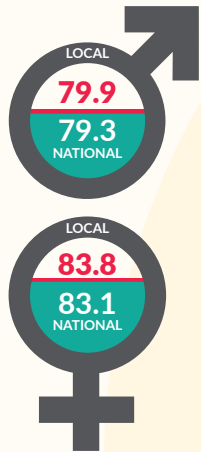


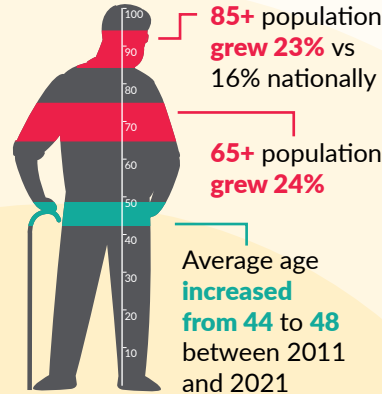
Herefordshire.gov.uk

What is life like in Herefordshire?

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

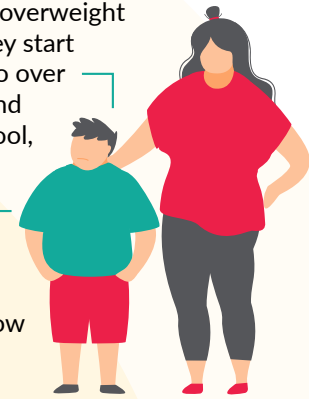


Herefordshire's population is ageing more rapidly than nationally with implications for wellbeing, the economy, and demand for health and social care services



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

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



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

Built pre-1900



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

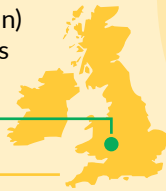
Consistently **2nd worst affordability** in West Midlands



Detached houses

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

Average (median) weekly earnings
£454 vs **£536** England

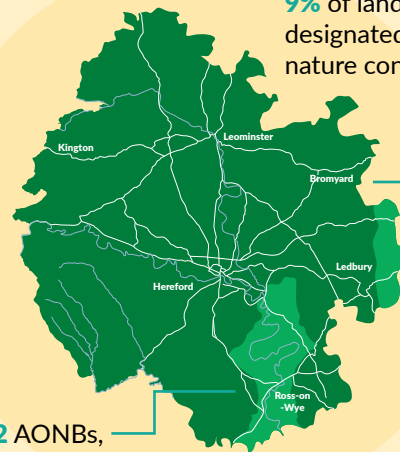


Abundance of natural resources is a protective factor for mental and physical wellbeing



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

95% of land area classified as rural



9% of land is designated for nature conservation

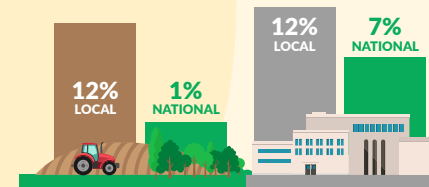
2 AONBs, **8** designated Local Nature Reserves (256Ha)

4th lowest population density in England

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

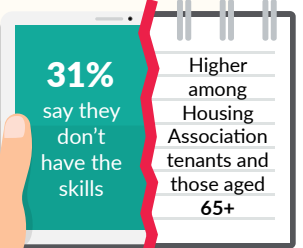
A good place to live with strong, cohesive communities: **87%** satisfied with their local area, and **82%** say they belong to their local area strongly

Higher employment in agriculture and manufacturing than nationally



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

39% NVQ4+ vs **44%** GB

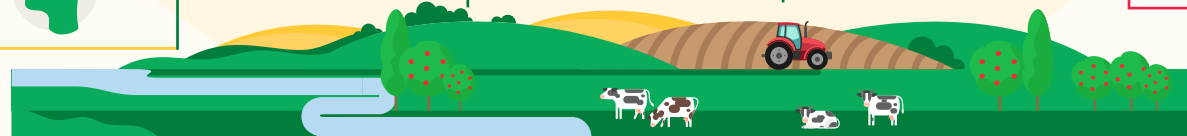


Skills gaps: nursing and social care consistently in high demand.

Lower levels of qualifications amongst resident population



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**