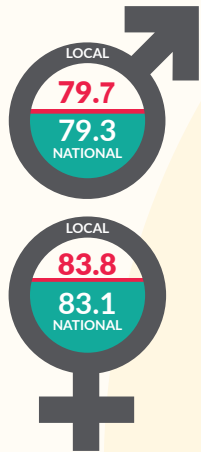


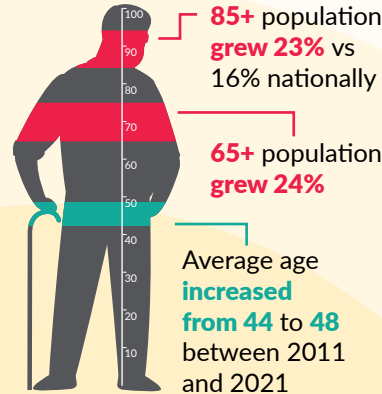
Herefordshire.gov.uk

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

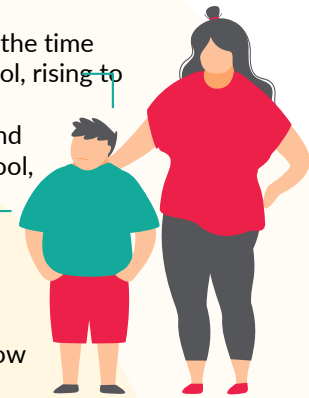


Herefordshire's population is ageing more rapidly than nationally with implications for wellbeing, the economy, and demand for health and social care services



1 in 5 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

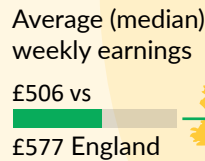


Detached houses

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



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

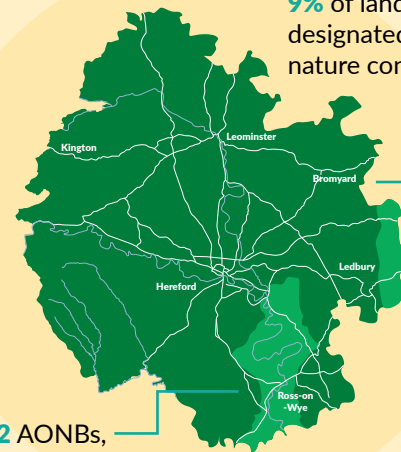


Abundance of natural resources is a protective factor for mental and physical wellbeing



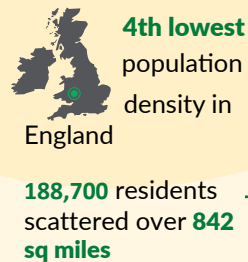
Small population scattered across a large rural county has implications for access to services, education and jobs.

95% of land area classified as rural



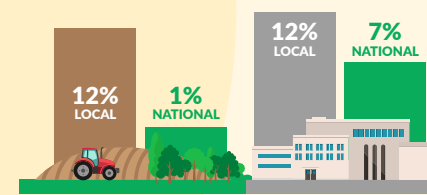
9% of land is designated for nature conservation

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

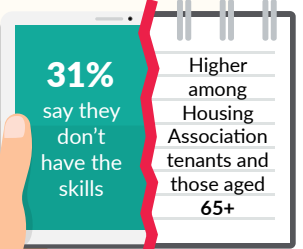
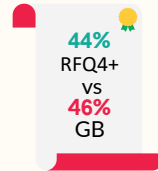


A good place to live with strong, cohesive communities: **87%** satisfied with their local area, and **82%** say they belong to their local area strongly

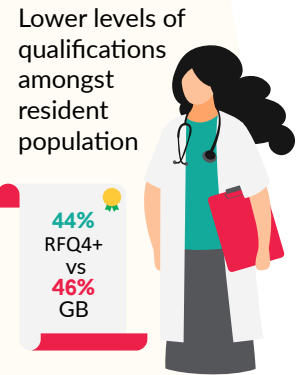
Higher employment in agriculture and manufacturing than nationally



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



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



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

