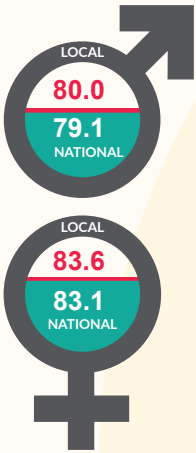
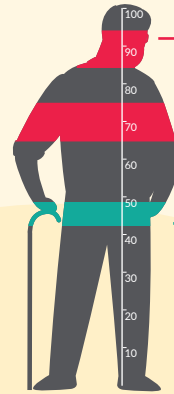


# Herefordshire in context

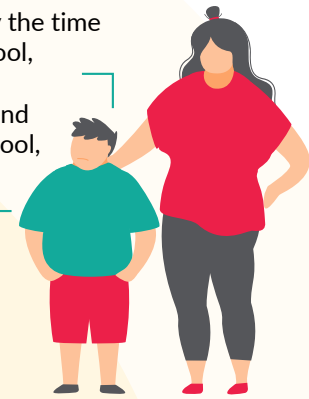
Life expectancy for men and women better than nationally but the gap is narrowing. Also, males born in most deprived areas can expect to live **5.4 years less**, and females **4.0 years less**, than those in least deprived areas



Increasingly older age profile has 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



Young people much less likely to go to Higher Education: **39% vs 50%** in England

**39% of** 5 year-olds show signs of dental decay

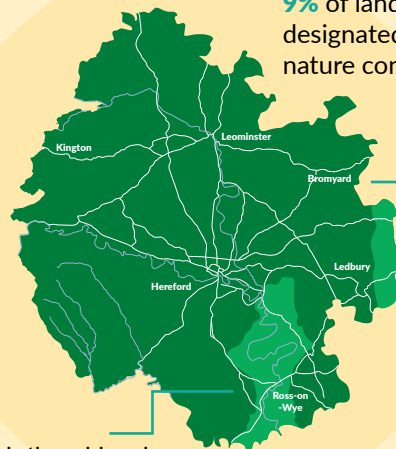
**33%** aged 16+ with higher level qualifications, similar to nationally. **18%** with no formal qualifications



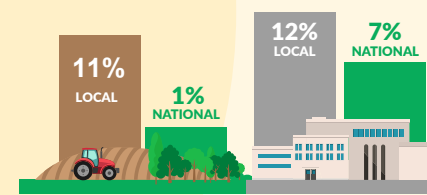
Skills gaps: nursing and social care consistently in high demand.

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

**9%** of land is designated for nature conservation



Higher employment in agriculture and manufacturing than nationally



Average (median) weekly earnings **£539 vs £620 England**



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

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  
**189,900** residents scattered over **2,180 sq kilometres**

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 - **12% of adults** don't use the internet regularly

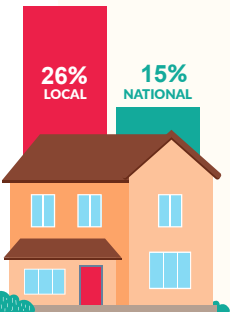
**31%** say they don't have the skills

Higher among Housing Association tenants (48%)

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



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