



Adults Core20PLUS5 in Herefordshire & Worcestershire Information Pack

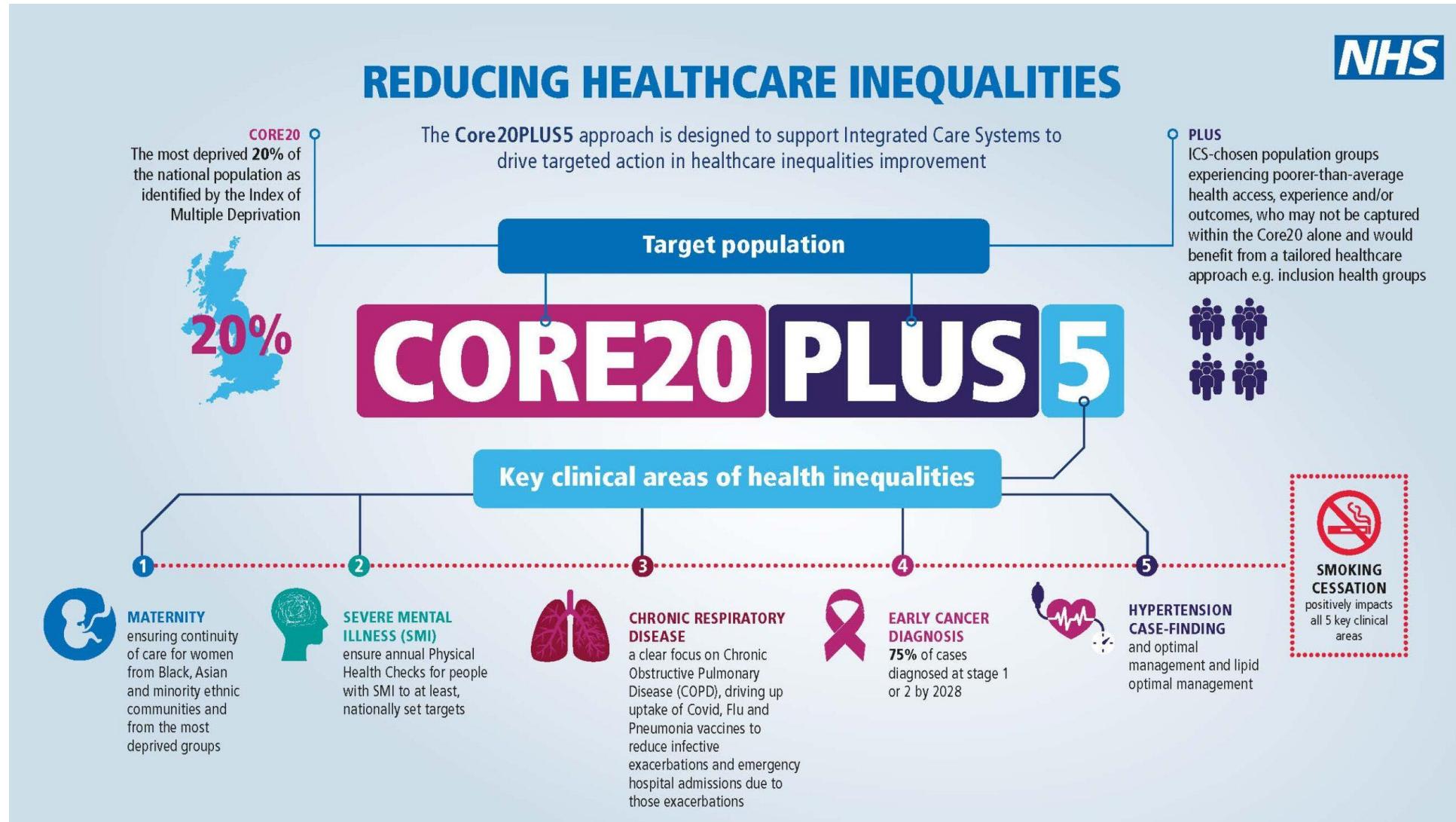
October 2025

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Purpose:

This pack provides Herefordshire and Worcestershire information within the context of the national CORE20PLUS5 framework.



Please use the information in this pack to identify where to focus efforts when undertaking targeted work.

As a system if we all target our efforts to areas and groups experiencing the greatest inequalities, collectively we can have a greater impact.

Worcestershire: the context (October 2025)



worcestershire
county council



FUEL POVERTY
HIGHER RATES THAN ENGLAND
2023 DATA

77.6%

% IN EMPLOYMENT JULY 2024-JUNE 2025



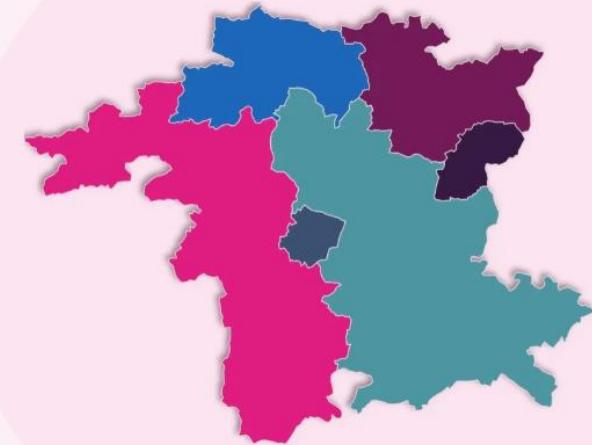
INCREASING RATES

ADULTS WITH SUBSTANCE
MISUSE TREATMENT NEED WHO
SUCCESSFULLY ENGAGE IN
COMMUNITY BASED STRUCTURED
TREATMENT FOLLOWING RELEASE
FROM PRISON. 2023/24 DATA



35.1%

% ADULTS EATING 5-A-DAY
HIGHER RATES THAN WEST MIDLANDS AND ENGLAND
2023/24 DATA



63.5% RESIDENTS
USING PARKS AND OPEN SPACES
2024 DATA

ADULTS FEELING LONELY
SIGNIFICANTLY LOWER RATES
THAN WEST MIDLANDS AND ENGLAND
2023-24 DATA

HIP FRACTURES



RATES IN PEOPLE 65+

HIGHER RATES THAN WEST MIDLANDS AND
ENGLAND
2023/24 DATA

11,030 UNEMPLOYMENT CLAIMS
SIGNIFICANTLY BETTER THAN
ENGLAND RATES SEPT 2025 DATA



69.4%

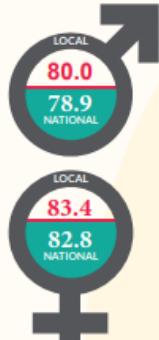
PHYSICALLY
ACTIVE ADULTS

HIGHER RATES THAN ENGLAND
2023/24 DATA

Herefordshire: the context (December 2024)

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 **5.2 years less**, and females **3.9 years less**, than those in least deprived areas



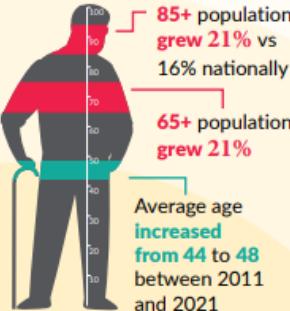
Built pre-1900



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



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



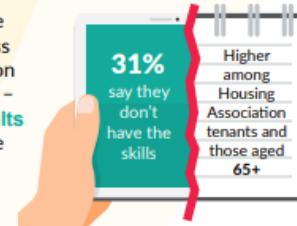
Young people much less likely to go to Higher Education: 39% vs 50% in England

According to ONS composite education score, Herefordshire ranks 201 out of 331 English and Welsh authorities, placing it just in the bottom 40%.

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

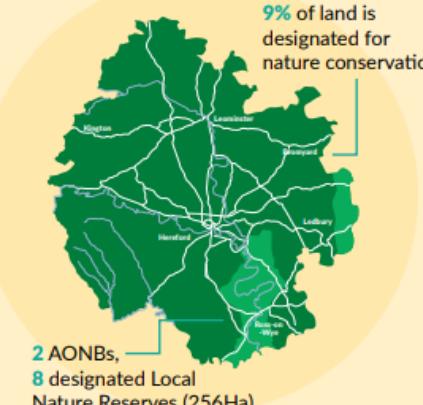
Digital divide affects access to information and services –

12% of adults don't use the internet regularly



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

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



The nature of housing stock means that fuel poverty, excess cold are higher than the national average
Consistently **2nd worst affordability** in West Midlands

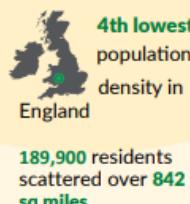


Abundance of natural resources is a protective factor for mental and physical wellbeing



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

95% of land area classified as rural



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



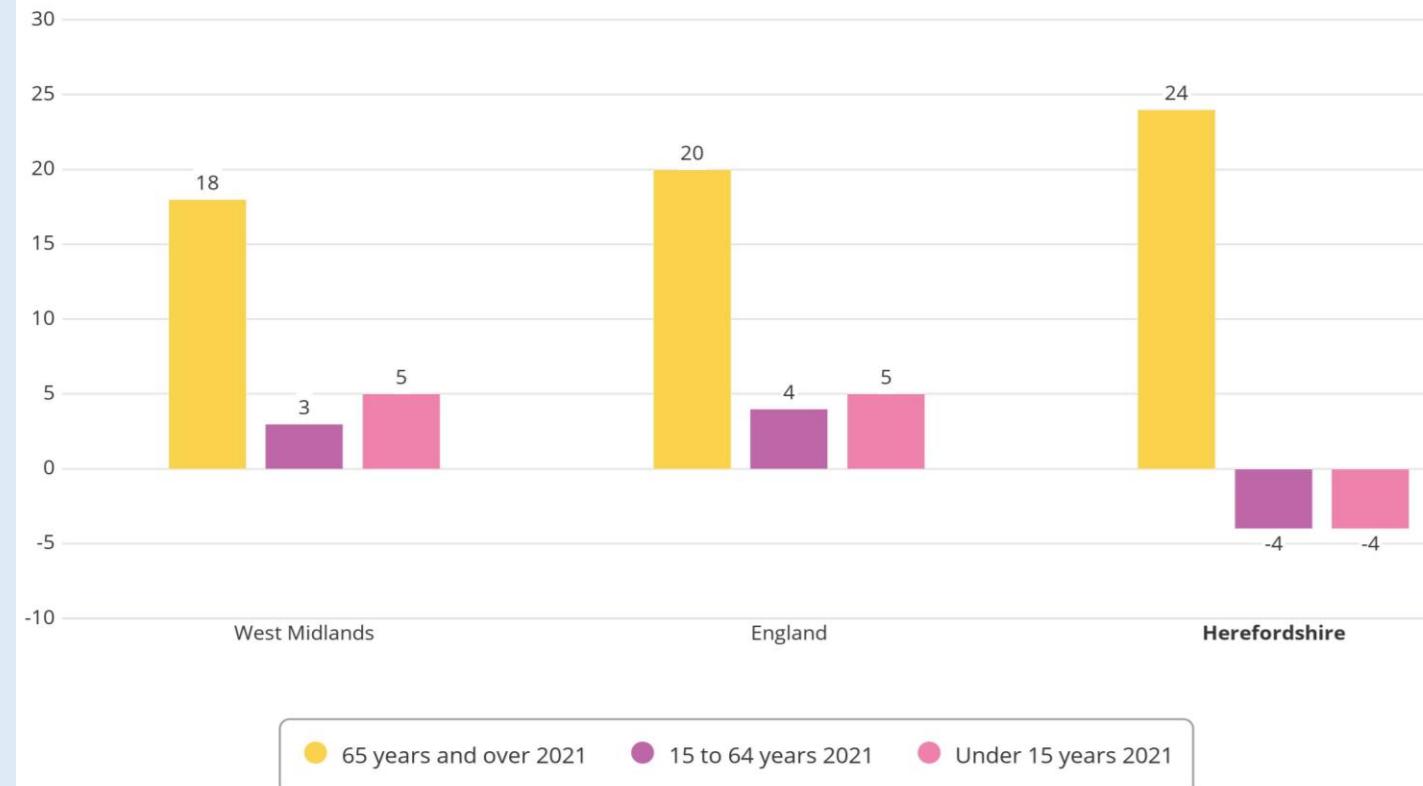
Herefordshire's Population 2011 - 2021

Since 2011, Herefordshire has seen a -4% decrease in children aged under 15, a -4% decrease in adults aged 15 to 64 and a 24% increase in those aged 65 and over.

Current population

- 187,034 people (2% increase since 2011)
- 15.0% (28,028) children aged under 15
- 59.1% (110,534) were adults aged 15 to 64
- 25.9% (48,475) were aged 65 and over
- 3.5% (6,546) 85 and over.

% change in resident population (2011-2021)



What does this mean?

People are living longer and there is an ageing population with increased health and wellbeing needs.

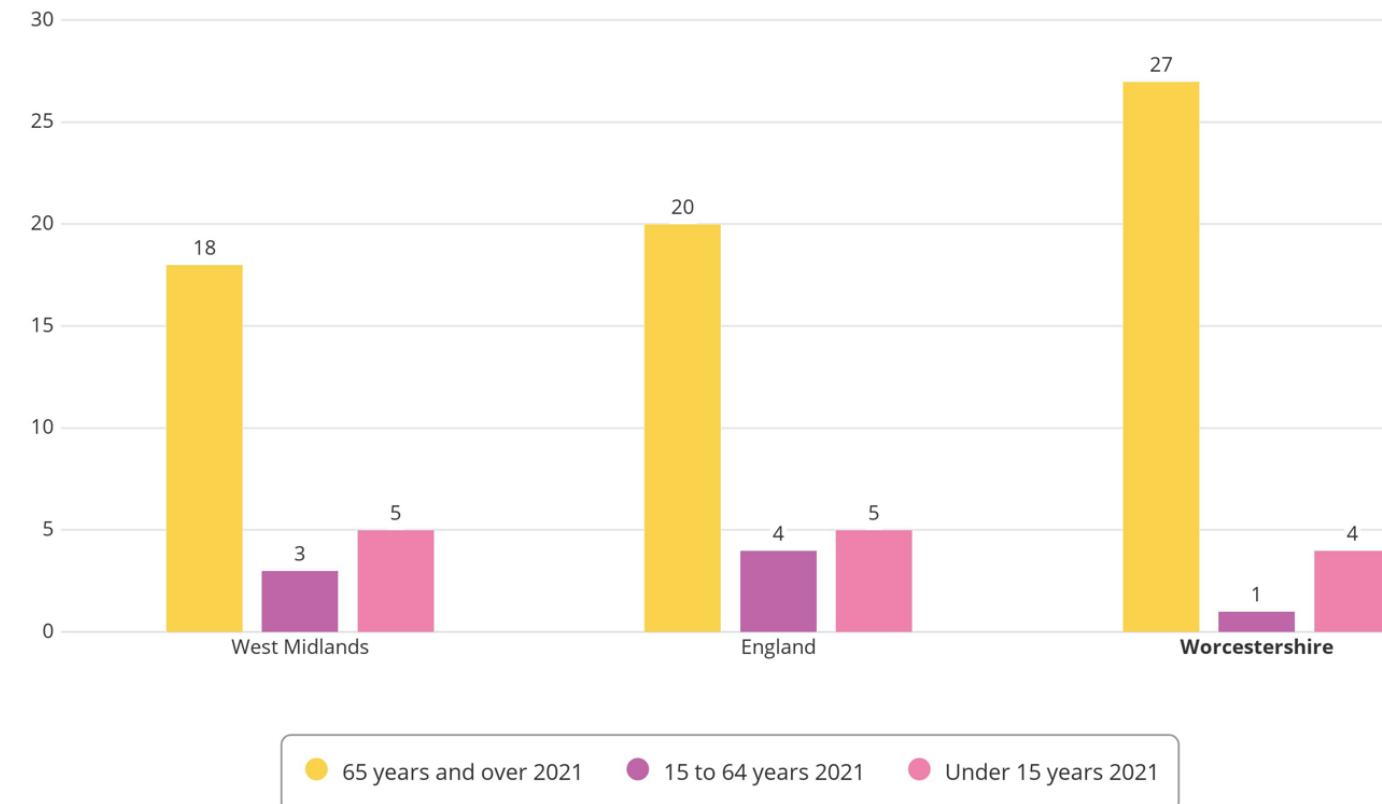
Worcestershire's Population 2011 - 2021

Since 2011, Worcestershire has seen a 4 percent increase in children aged under 15, a 1 percent increase in adults aged 15 to 64 and a 27 percent increase in those aged 65 and over.

Current population

- 603,676 people (7% increase since 2011)
- 16.2% (97,523) children aged under 15
- 61.0% (368,116) aged 15 to 64 and
- 22.9% (138,036) aged 65 and over
- 2.9% (17,759) 85 and over.

% change in resident population (2011-2021)



What does this mean?

People are living longer and there is an ageing population with increased health and wellbeing needs.

The English Indices of Deprivation 2019 (IoD2019)

The **index of multiple deprivation (IMD)** is the official measure of relative deprivation for small areas in England from most to least deprived based on a combination of seven different domains of deprivation.



How can the IoD2019 be used?



- ✓ comparing small areas across England
- ✓ identifying the most deprived small areas
- ✓ exploring the domains (or types) of deprivation
- ✓ comparing larger administrative areas e.g. local authorities
- ✓ looking at changes in relative deprivation between iterations (i.e. changes in ranks)
- ✗ quantifying how deprived a small area is
- ✗ identifying deprived people
- ✗ saying how affluent a place is
- ✗ comparing with small areas in other UK countries
- ✗ measuring absolute change in deprivation over time

Lower-Layer Super Output Areas (LSOAs) are small areas designed to be of a similar population size, with an average of approximately 1,500 residents or 650 households. There are 32,844 Lower-layer LSOAs in England. LSOAs are a standard statistical geographies of about 1,500 people designed by the Office for National Statistics (ONS) for the reporting of small area statistics.

Deciles are calculated by ranking all LSOAs in England from the most deprived to the least deprived and dividing them into 10 equal groups. These range from the most deprived 10% of LSOAs nationally (first decile) to the least deprived 10% of LSOAs (tenth decile).

The Indices relatively rank each small area in England from most deprived to least deprived

1st
most
deprived
area



32,844th
least
deprived
area

There are 32,844 small areas (Lower-layer Super Output Areas) in England, with an average population of 1,500

There are 7 domains of deprivation, which combine to create the Index of Multiple Deprivation (IMD2019):



Income
(22.5%)

Measures the proportion of the population experiencing deprivation relating to low income

Supplementary Indices

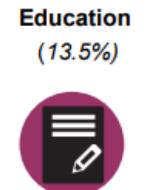


Income Deprivation Affecting Children Index (IDACI) measures the proportion of all children aged 0 to 15 living in income deprived families



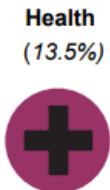
Employment
(22.5%)

Measures the proportion of the working age population in an area involuntarily excluded from the labour market



Education
(13.5%)

Measures the lack of attainment and skills in the local population



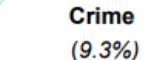
Health
(13.5%)

Measures the risk of premature death and the impairment of quality of life through poor physical or mental health



Crime
(9.3%)

Measures the proportion of those aged 60+ who experience income deprivation



Barriers to Housing & Services
(9.3%)

Measures the risk of personal and material victimisation at local level



Living Environment
(9.3%)

Measures the quality of both the 'indoor' and 'outdoor' local environment

What does this mean?

The Indices of Deprivation is a way of describing and ranking areas of deprivation.

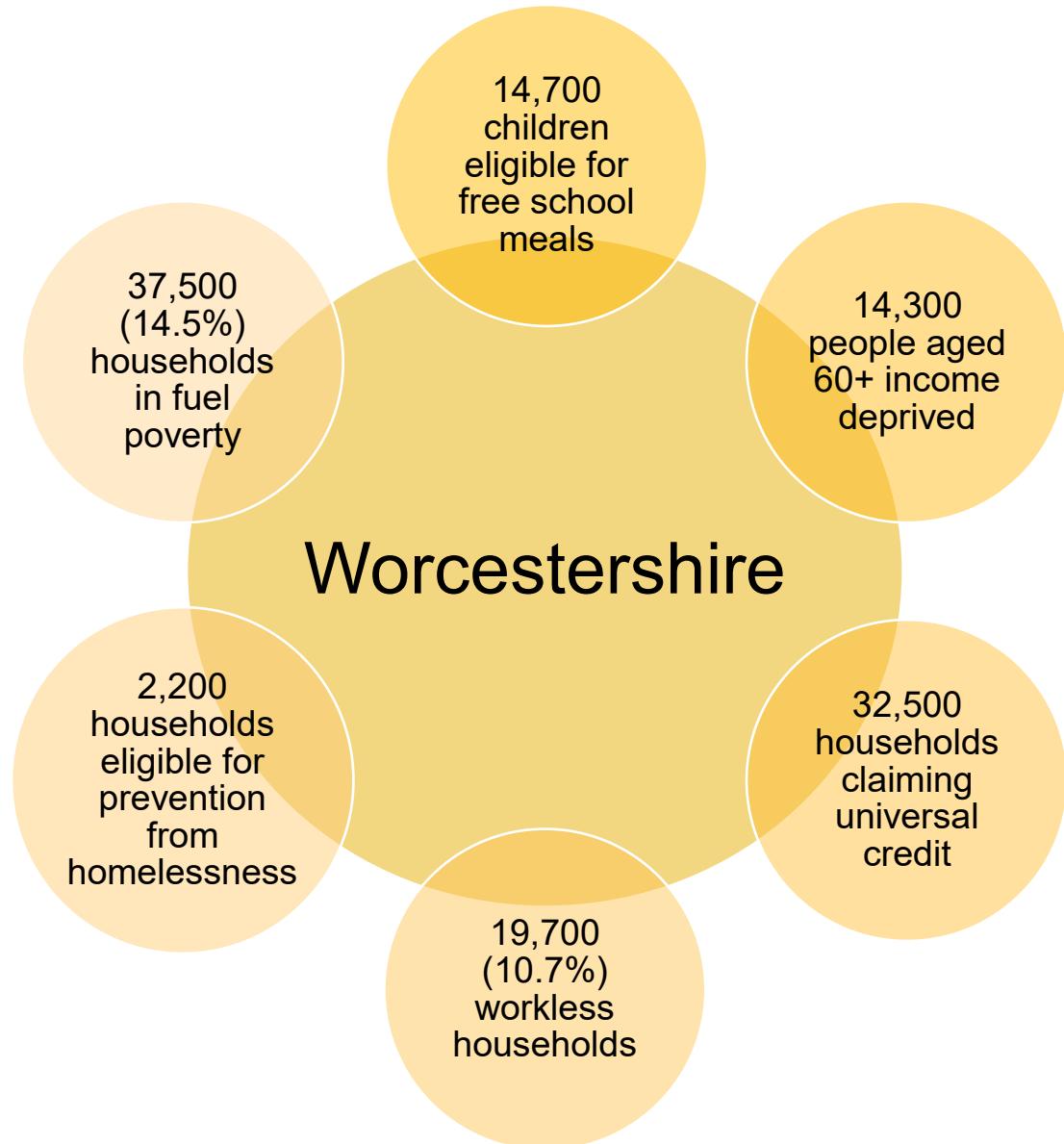
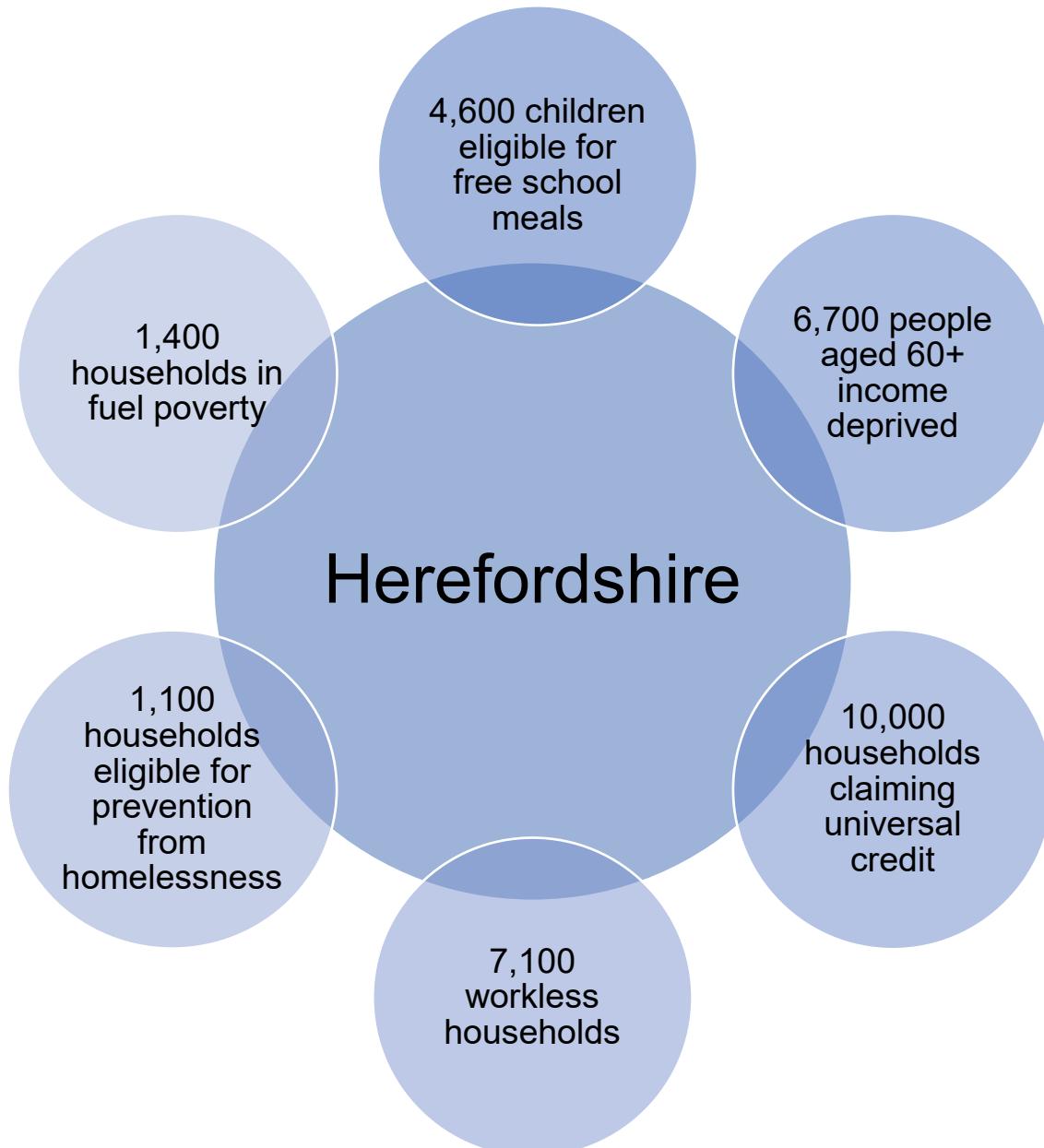
Deprivation in Herefordshire and Worcestershire

- How to use it: the English Indices of Deprivation (ID) is a useful tool for targeting services to help tackle inequalities caused by deprivation. It provides a means of identifying the most and least deprived areas (LSOAs) in England and to compare whether one area is more deprived than another.
- Out of 317 local authorities, Worcestershire was ranked 105 out of 151 upper tier local authorities using the average rank method, and Herefordshire was ranked between 137 and 152 depending on whether the ranking is derived by averaging the domain score or rank or by local population concentration or extent of deprivation, with one being the most deprived.
- This section briefly considers deprivation in Herefordshire and Worcestershire in the local context.

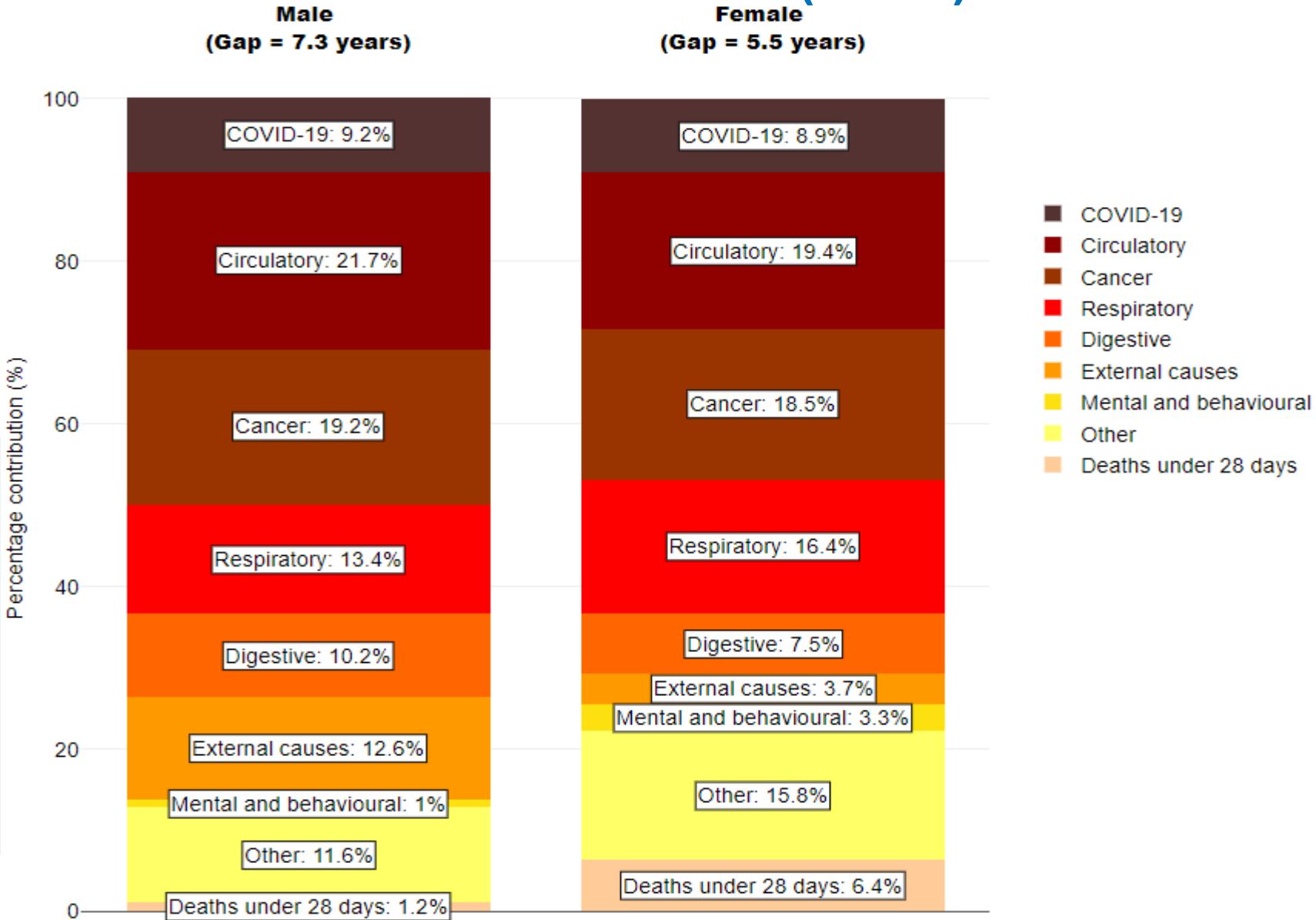
What does this mean?

It is a useful tool for targeting areas which are most deprived and most likely to experience inequalities.

What does deprivation look like in H&W?



Life expectancy gap between most and least deprived quintiles by cause of death 2020 to 2021 (H&W)



What does this mean?

The main cause of death in the most deprived areas is circulatory, followed by cancer and respiratory.

Population

Deprivation

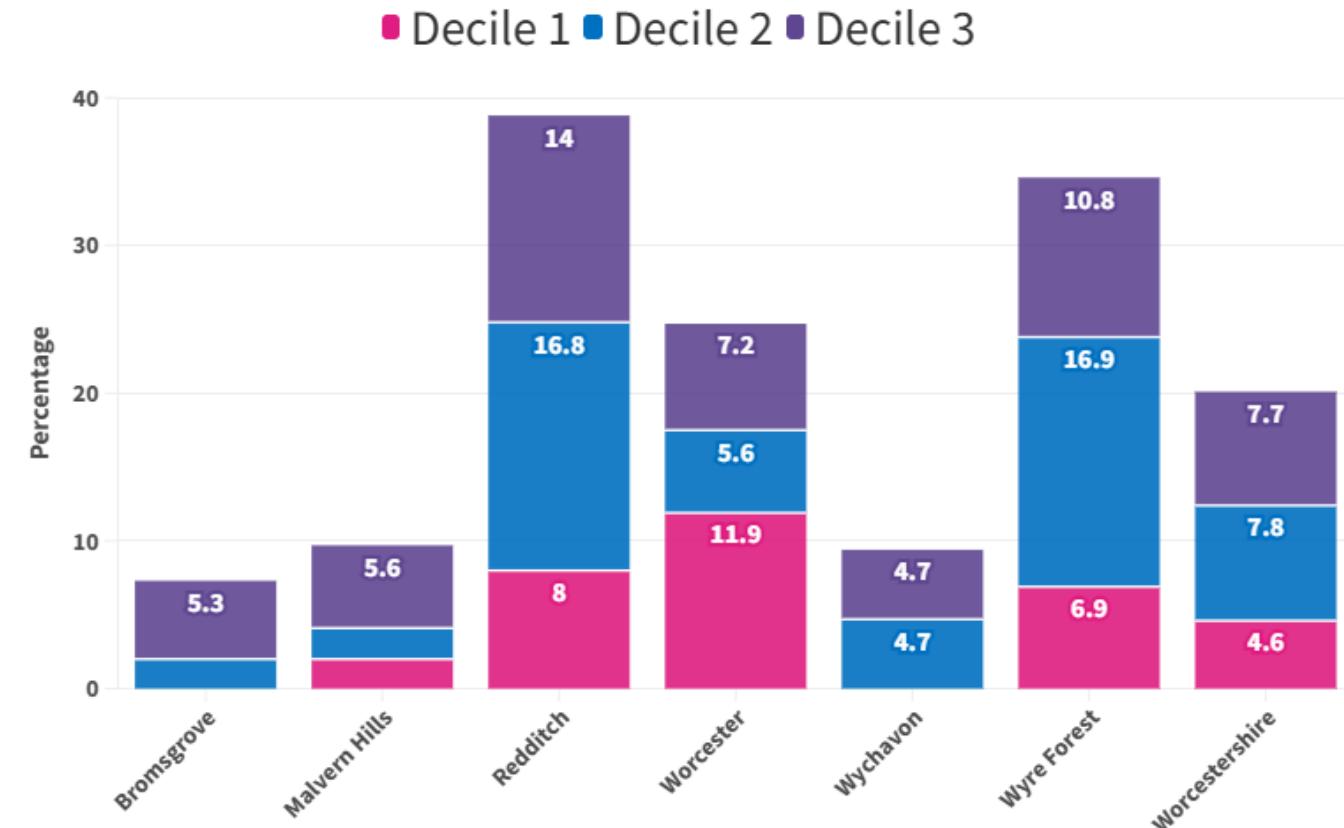
Just over 28,000 residents in Worcestershire live in the 10% most deprived areas in England. This represents almost 5% of the Worcestershire population.

Proportions living in the 10% most deprived areas are particularly high in Worcester at almost 12% and Redditch, at around 8%.

Almost 123,000 residents in Worcestershire live in the 30% most deprived areas in England – this represents over 20% of the Worcestershire population.

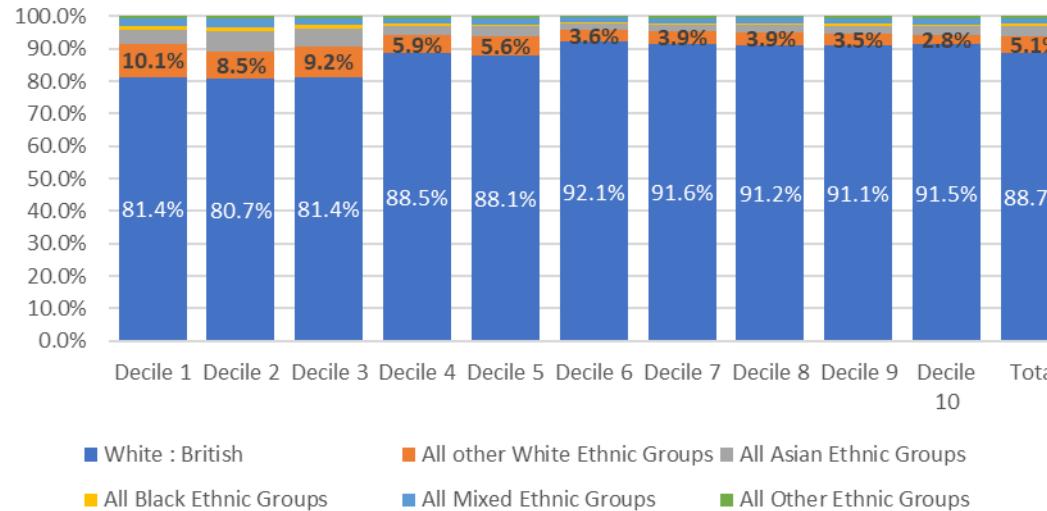
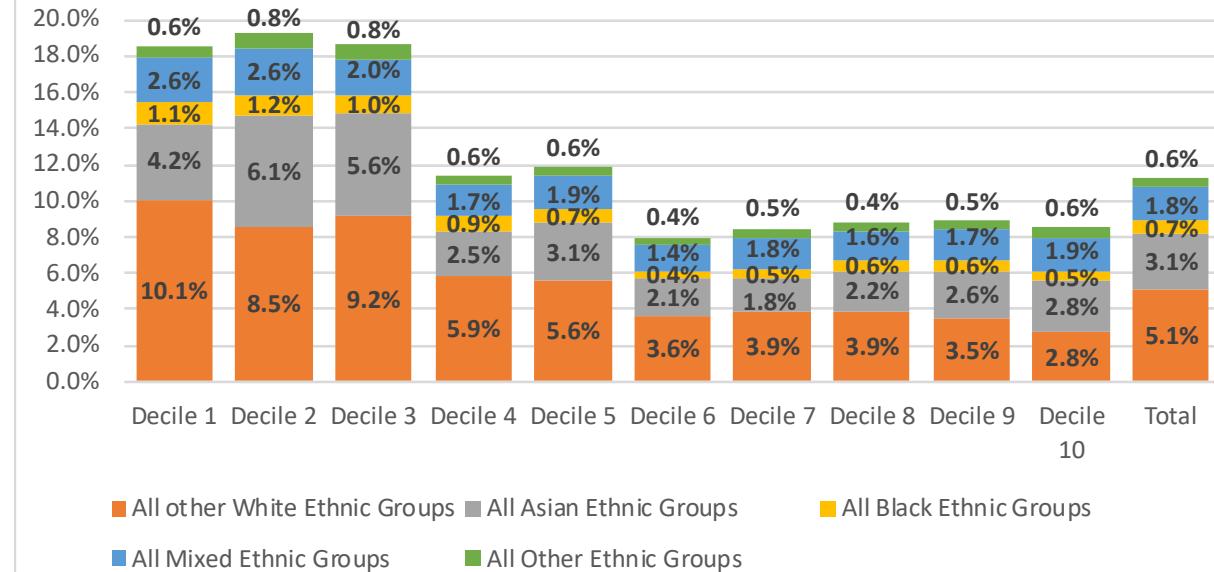
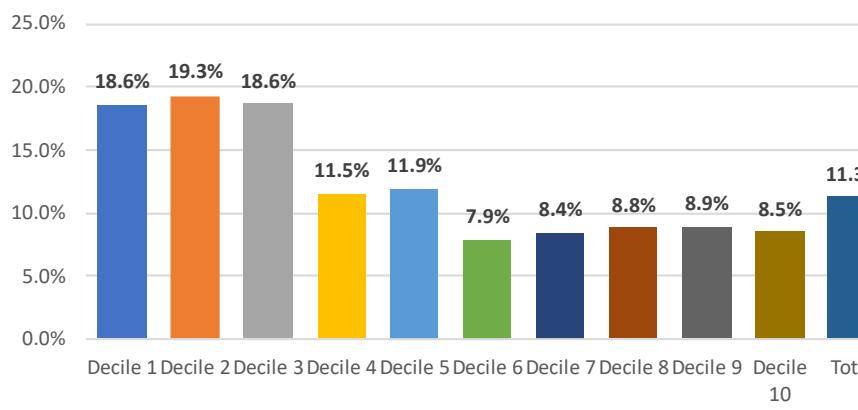
Proportions living in the 30% most deprived areas are particularly high in Redditch at almost 39% and Wyre Forest at almost 35%.

Proportion of population in districts living in IMD deciles 1-3



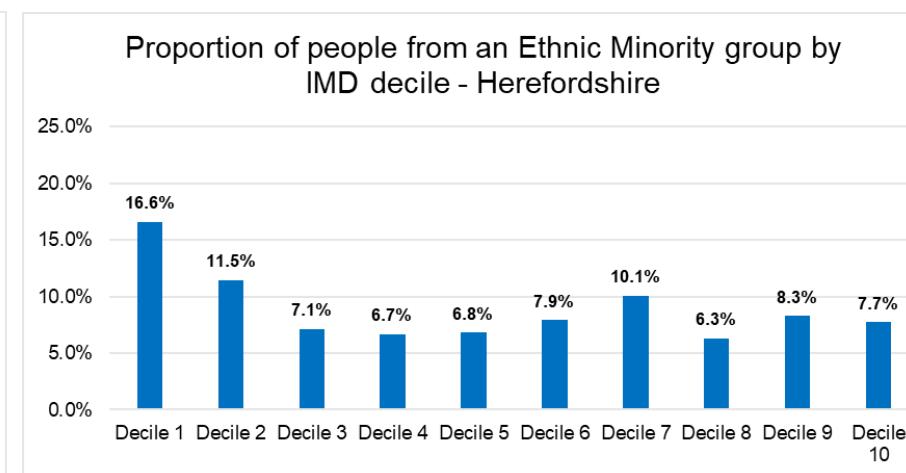
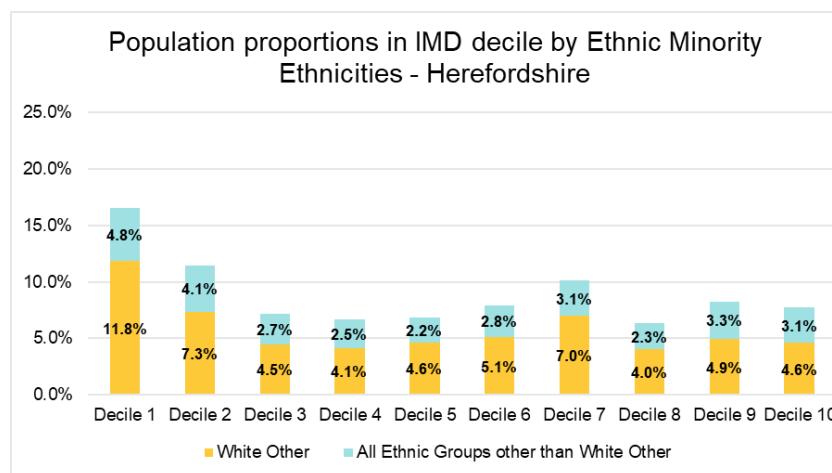
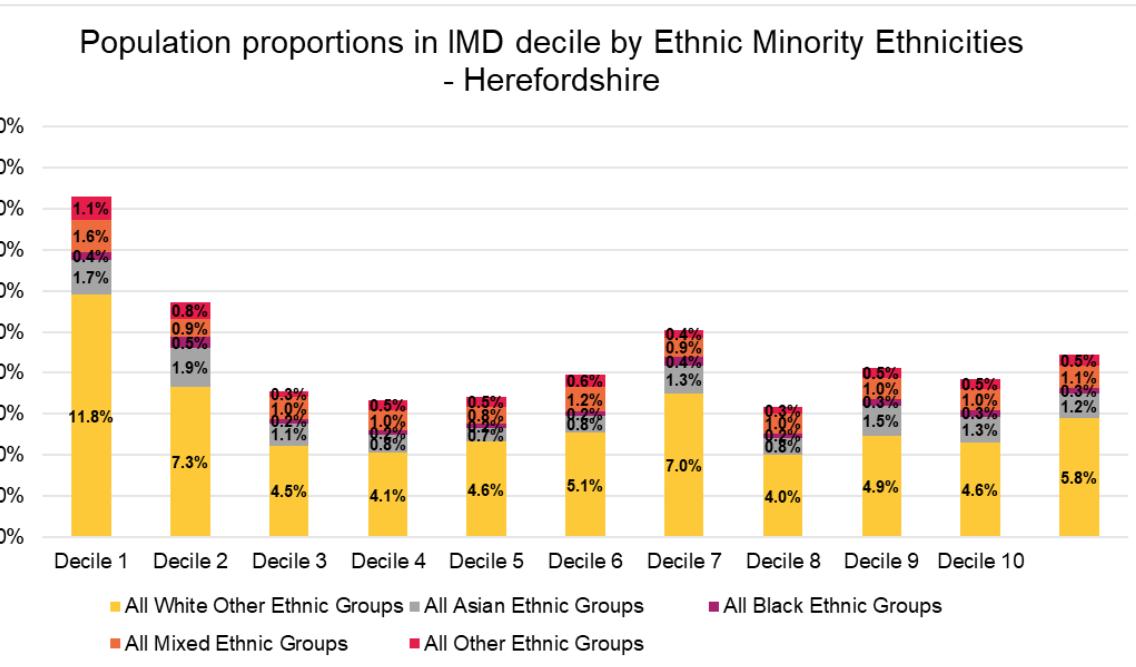
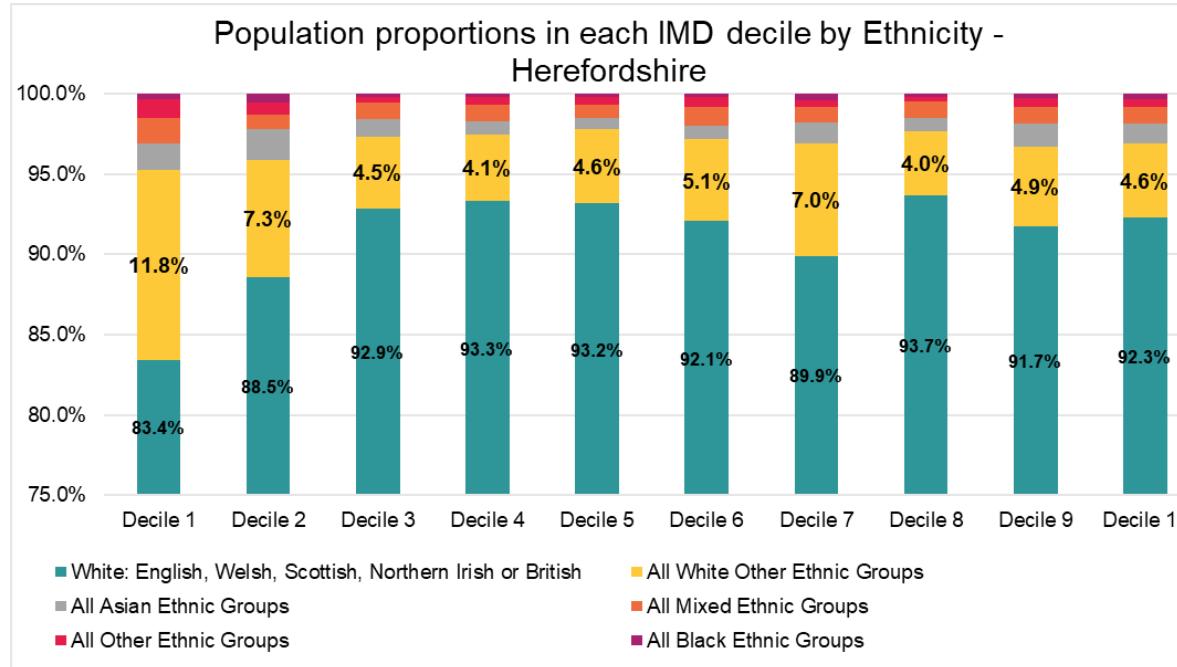
Indices of Deprivation 2019 and ONS Population Estimates 2022

Indices of Deprivation 2019 and population estimates 2022

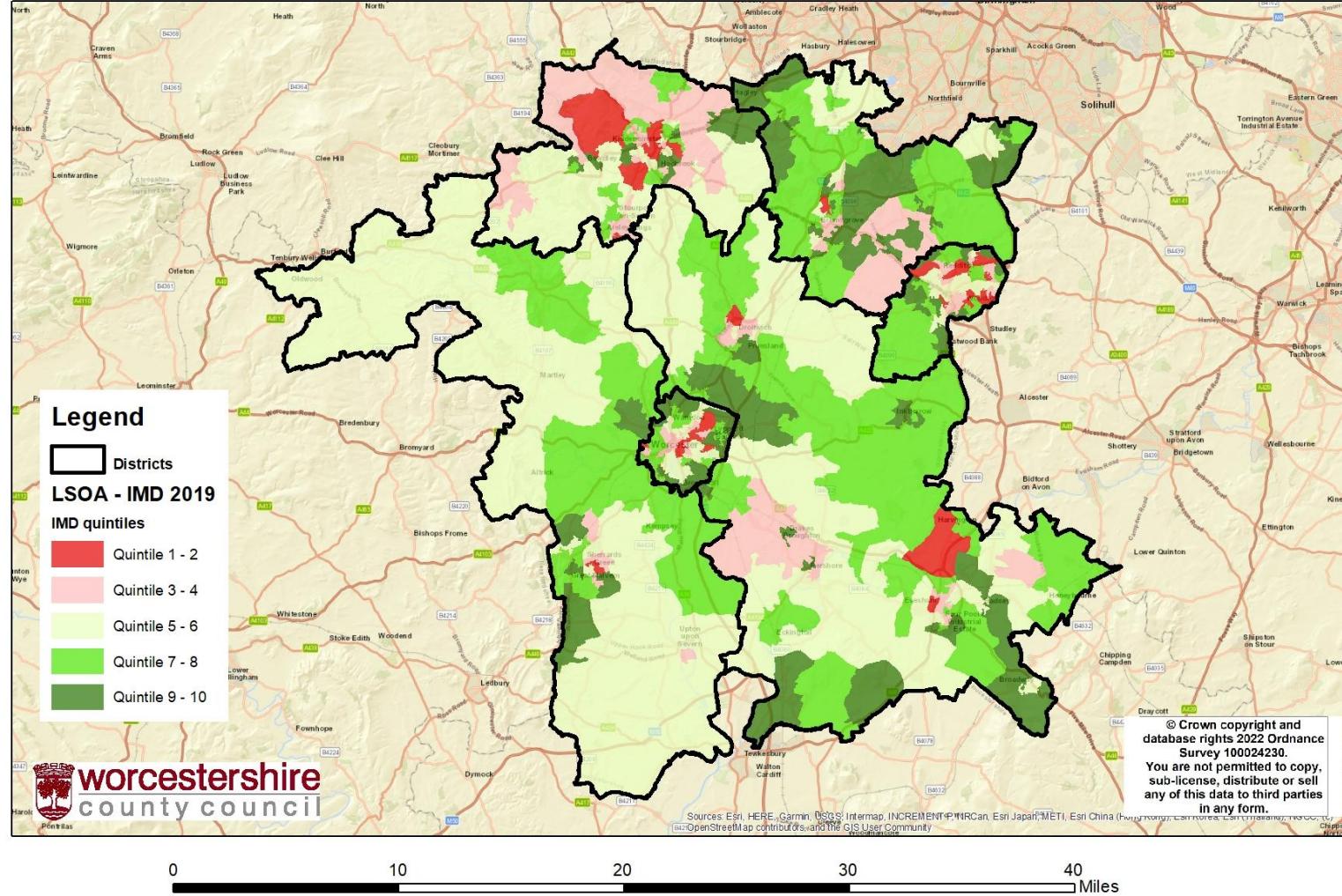
Population proportions in each IMD decile by Ethnicity -
Worcestershire

 Population proportions in each IMD decile by Ethnic
Minority Ethnicities - Worcestershire

 Proportion of people from an Ethnic Minority group
by IMD decile - Worcestershire


Data shows the distribution and proportion of ethnic minority populations across the different IMD deciles in Worcestershire, highlighting how the representation of various ethnic groups varies according to levels of deprivation.

LSOAs 2019 to 2021



Data shows the distribution and proportion of ethnic minority populations across the different IMD deciles in Herefordshire, highlighting how the representation of various ethnic groups varies according to levels of deprivation.



Wyre Forest and Redditch has the most LSOA's within the top 20% most deprived areas, (at 9 LSOAs in each district).

They are very close in terms of overall level of deprivation and are the most deprived districts in the county.

Worcestershire can be described as slightly "more deprived" in comparison with all other upper tier local authorities in England.

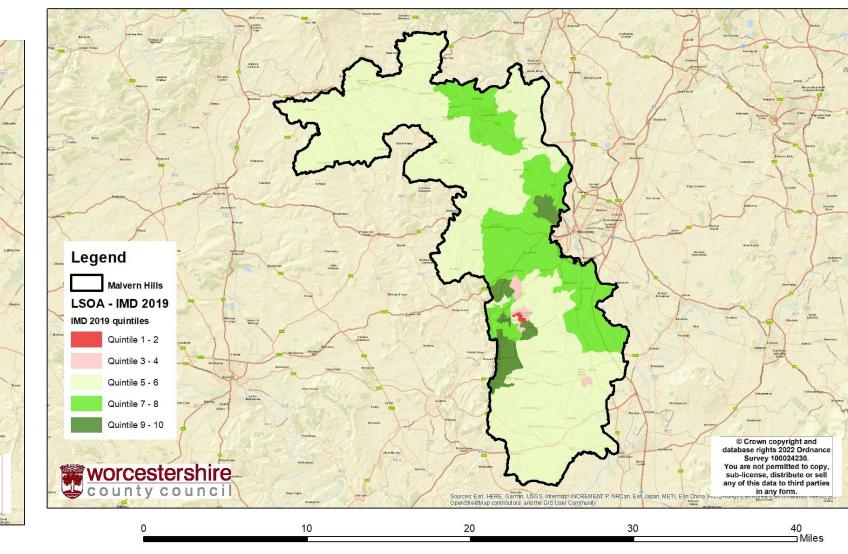
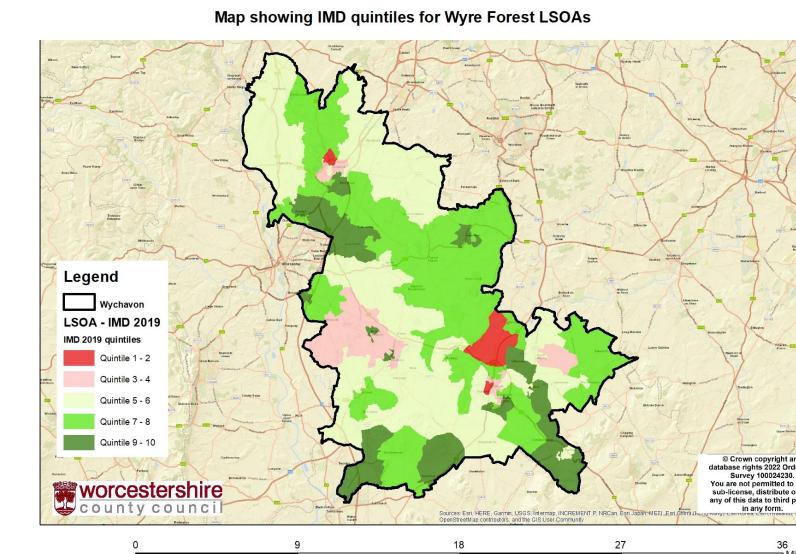
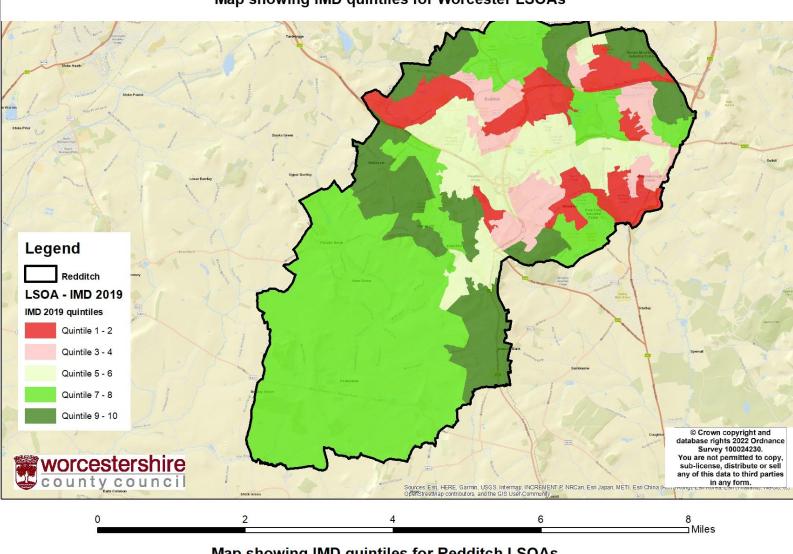
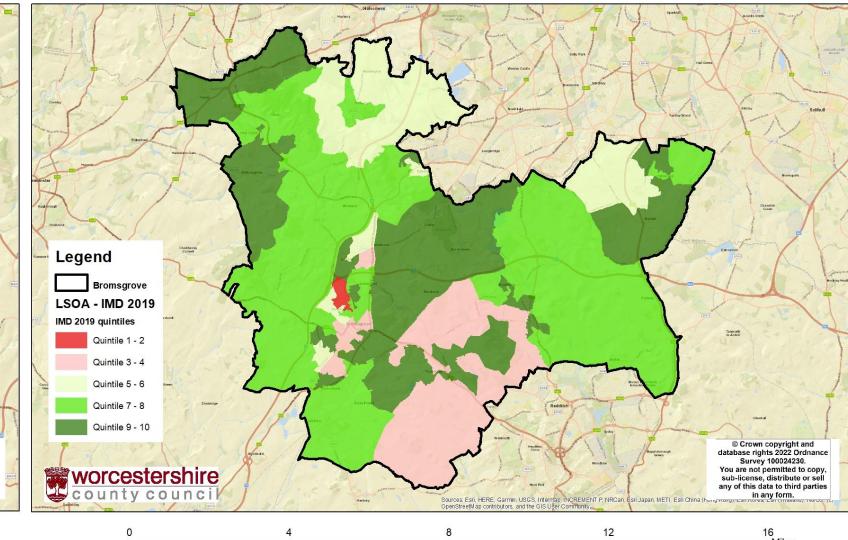
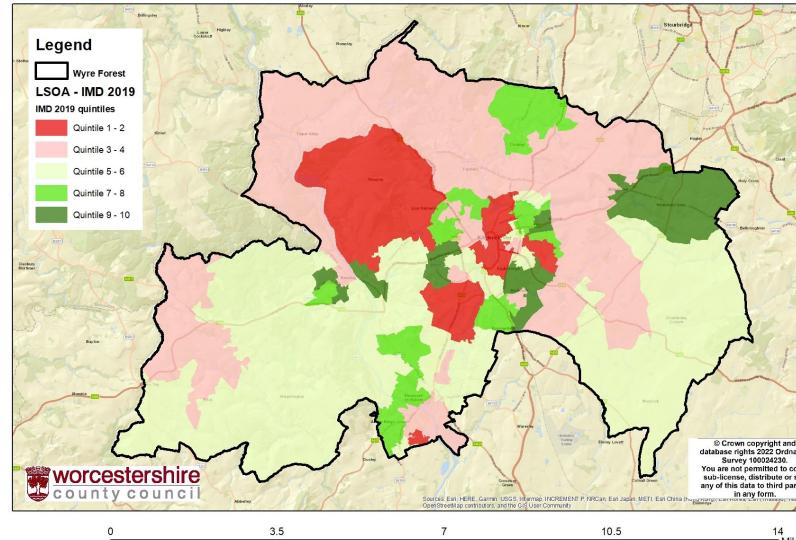
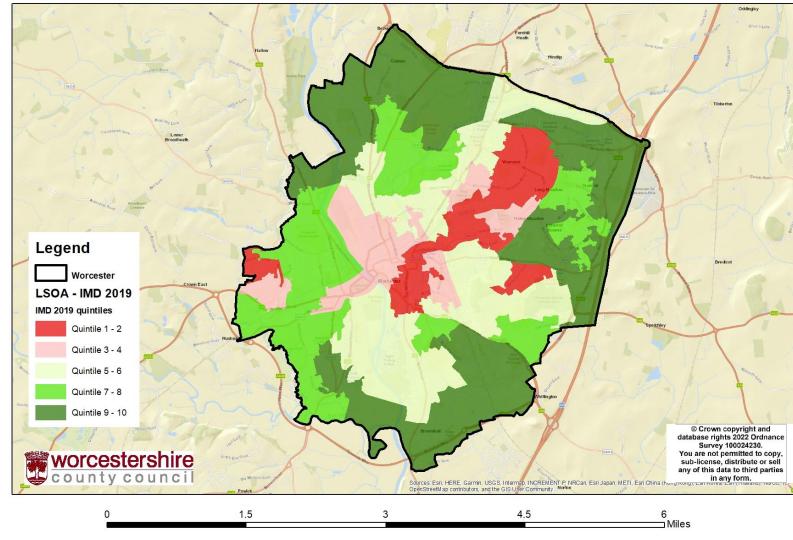
28 LSOA's in Worcestershire are in the top 20% most deprived areas in England.

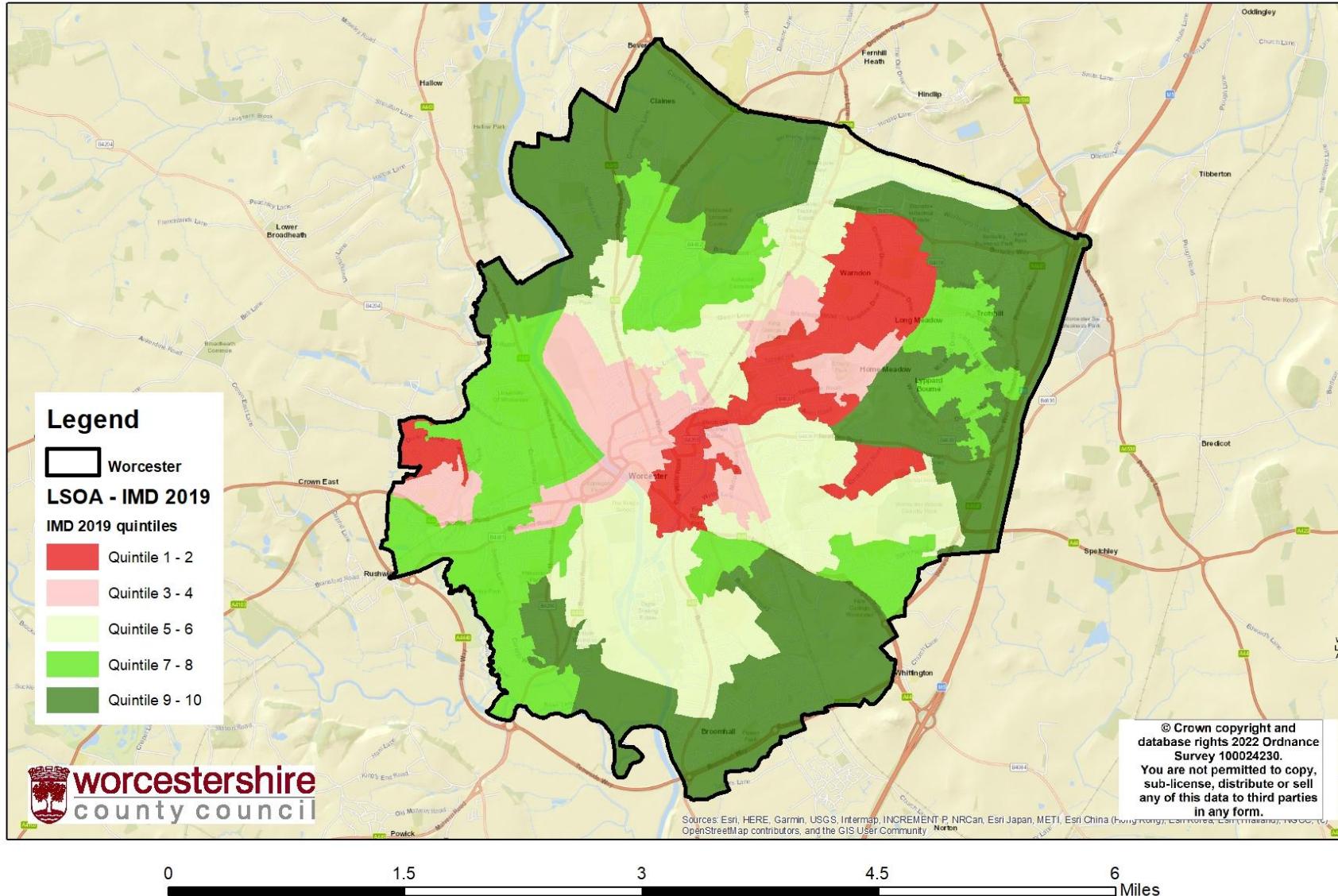
18 LSOA's in the county within the top 10% most deprived areas in England.

A total of 46 LSOAs in the county are within the top 10% and 20% most deprived areas in the country.

CORE20

Maps Showing IMD quintiles for Districts in Worcestershire

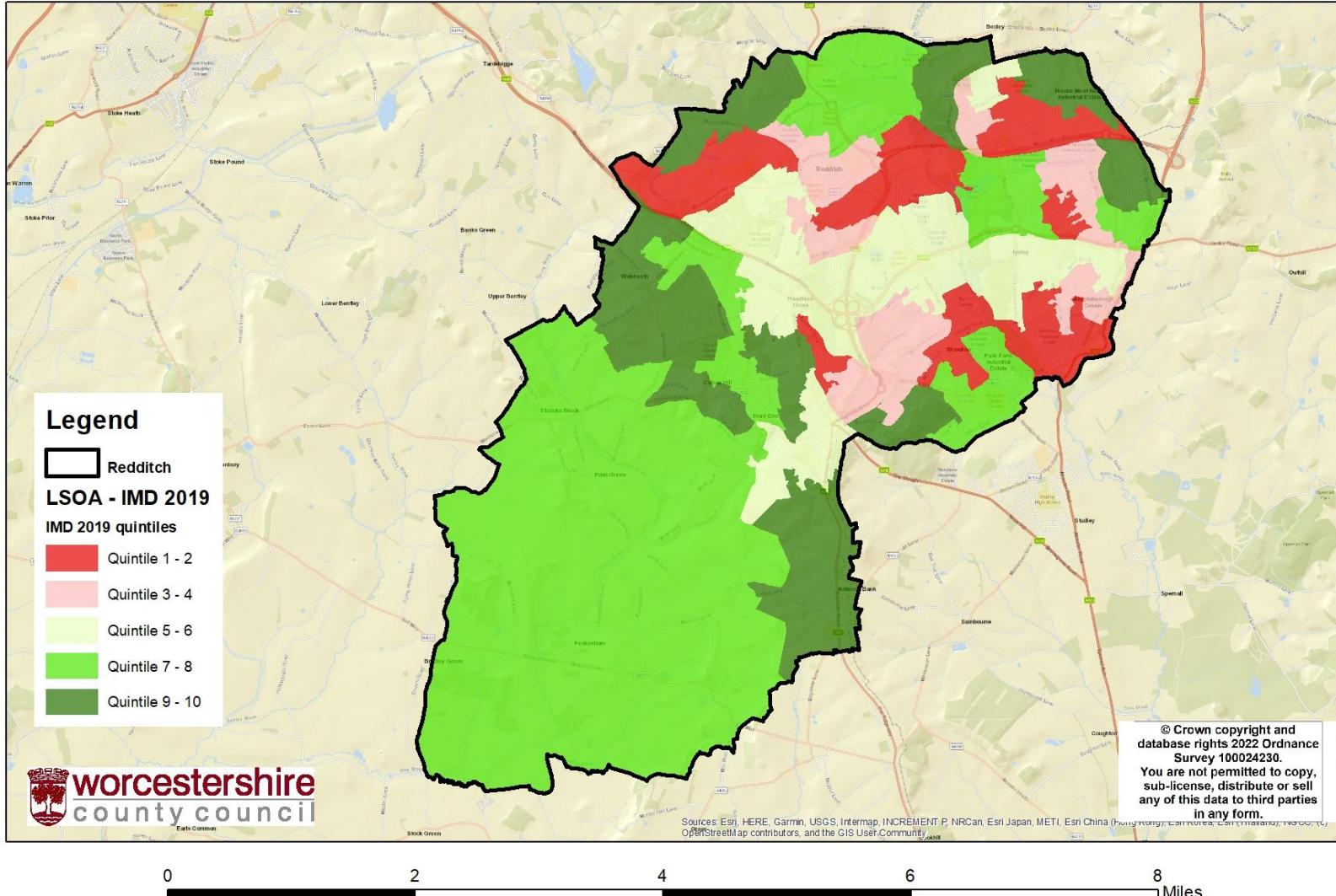




Worcester City has 4 LSOA's within the top 20% most deprived areas.

8 LSOAs within the top 10% most deprived areas.

Worcester City has the highest proportion of population living in the most deprived 10%.



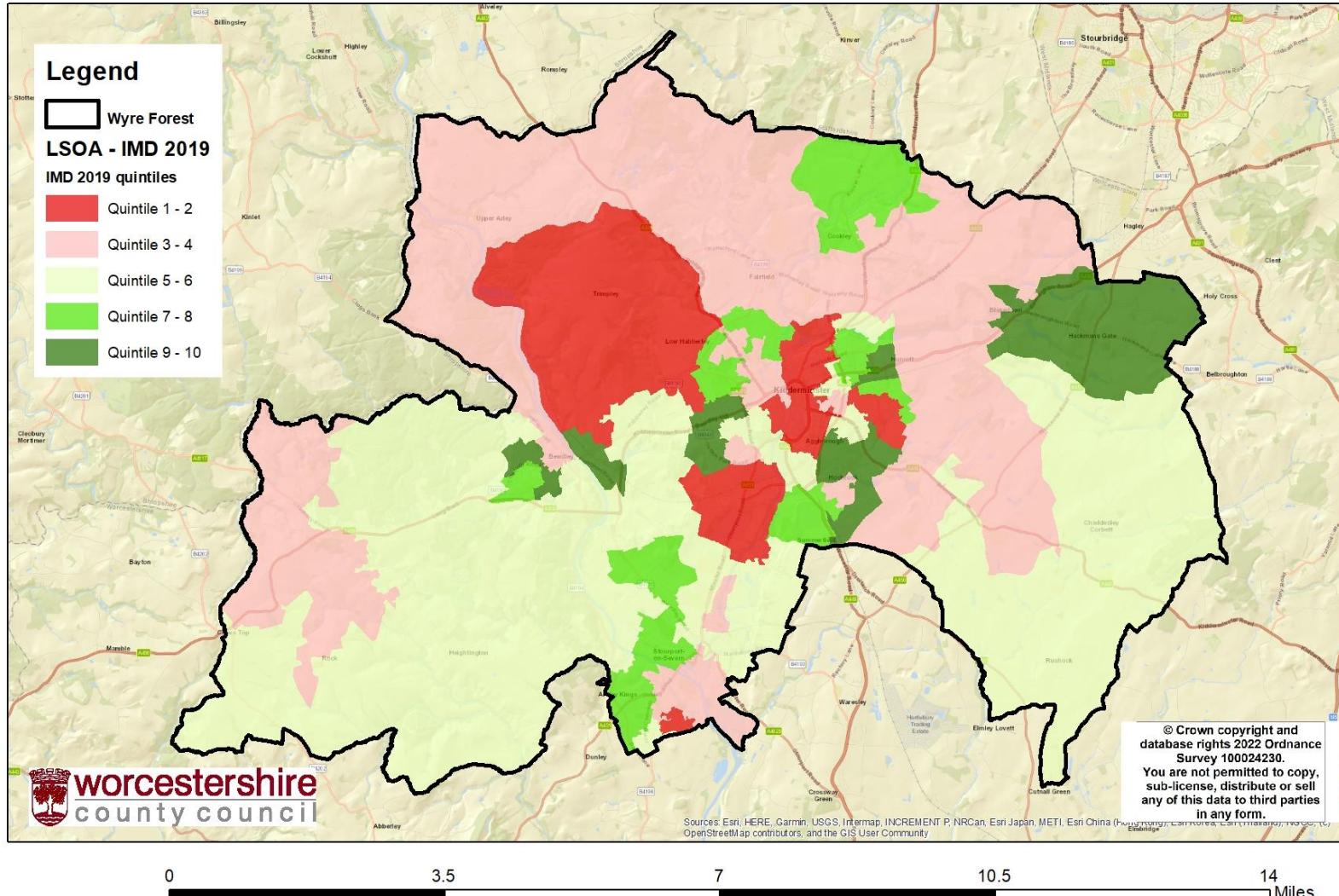
Map showing IMD quintiles for Redditch LSOAs

Redditch has the most LSOA's within the top 20% most deprived areas.

9 LSOAs in Redditch are within the 20% most deprived areas.

5 LSOAs are within the top 10% most deprived areas.

At the 20% level, Redditch (along with Wyre Forest) has the highest proportion of population residing in deprived areas.



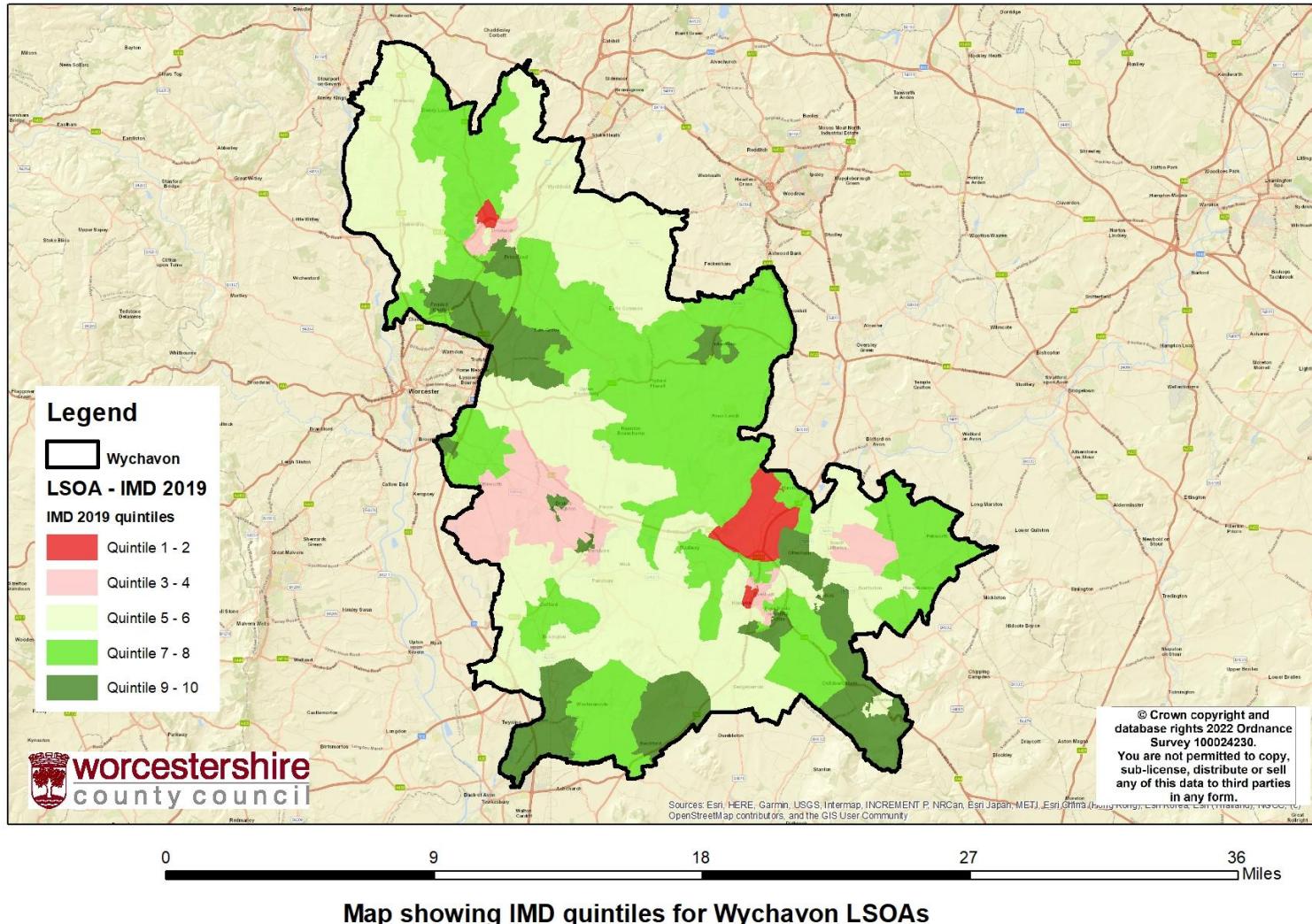
Map showing IMD quintiles for Wyre Forest LSOAs

Wyre forest (along with Redditch) has the most LSOA's within the top 20% most deprived areas.

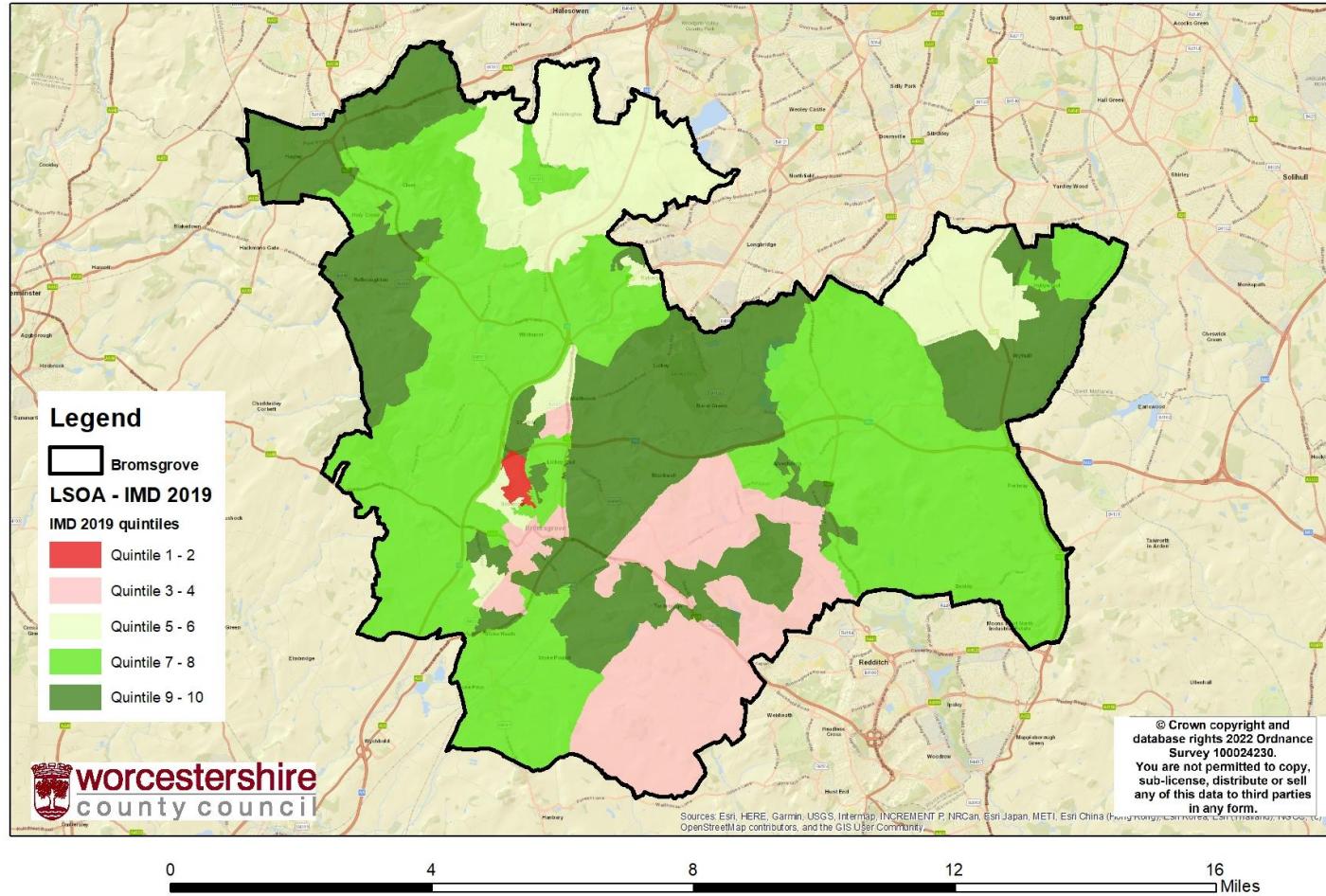
9 LSOAs in Wyre forest are within the 20% most deprived areas.

5 LSOAs are within the top 10% most deprived areas.

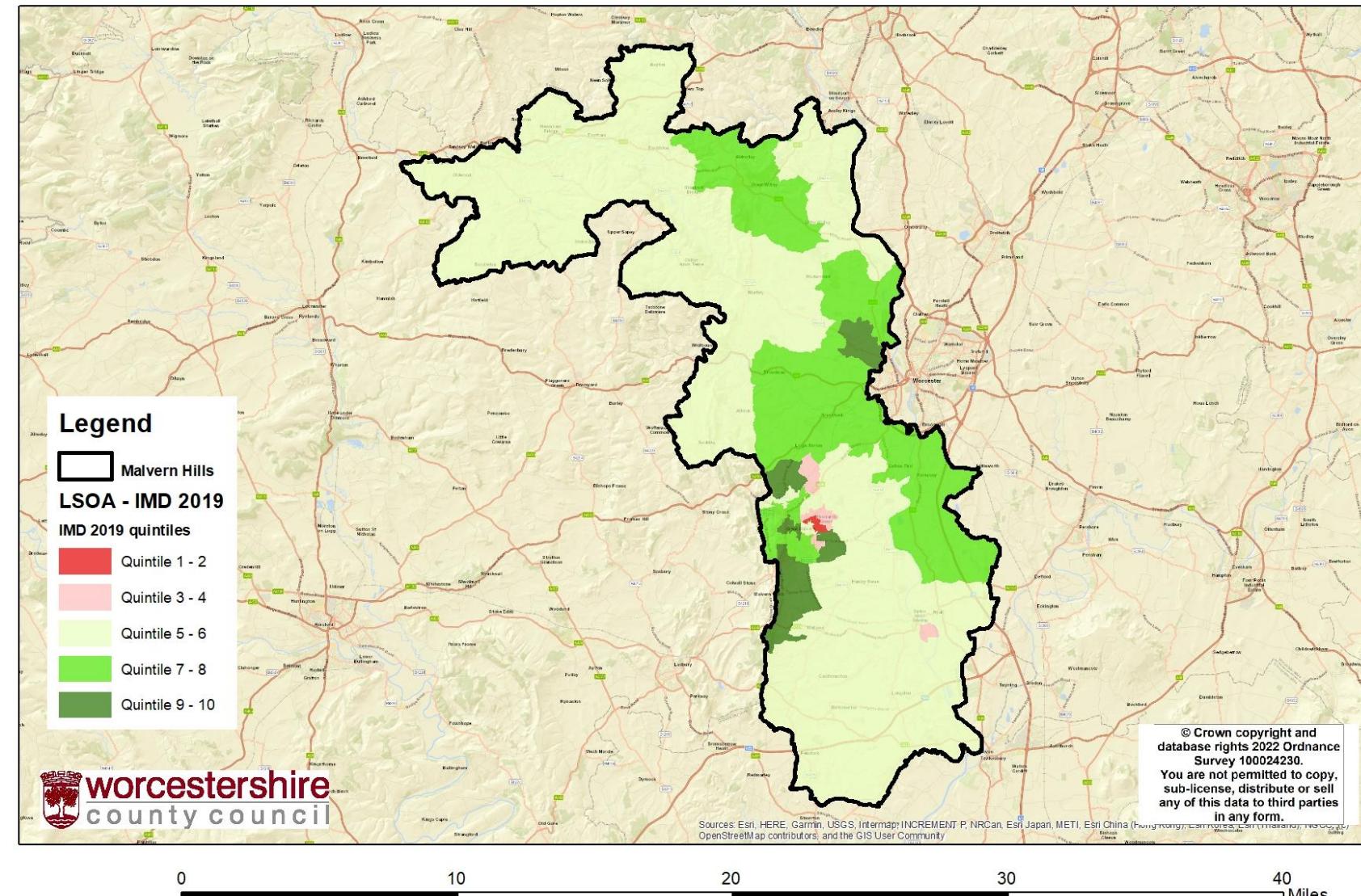
At the 20% level, Wyre Forest (along with Redditch) has the highest proportion of population residing in deprived areas.



4 LSOAs in Wychavon are within 20% most deprived areas in the district.



1 LSOAs in Bromsgrove (Bromsgrove 010D) is within top 20% most deprived areas in the district.



Map showing IMD quintiles for Malvern Hills LSOAs

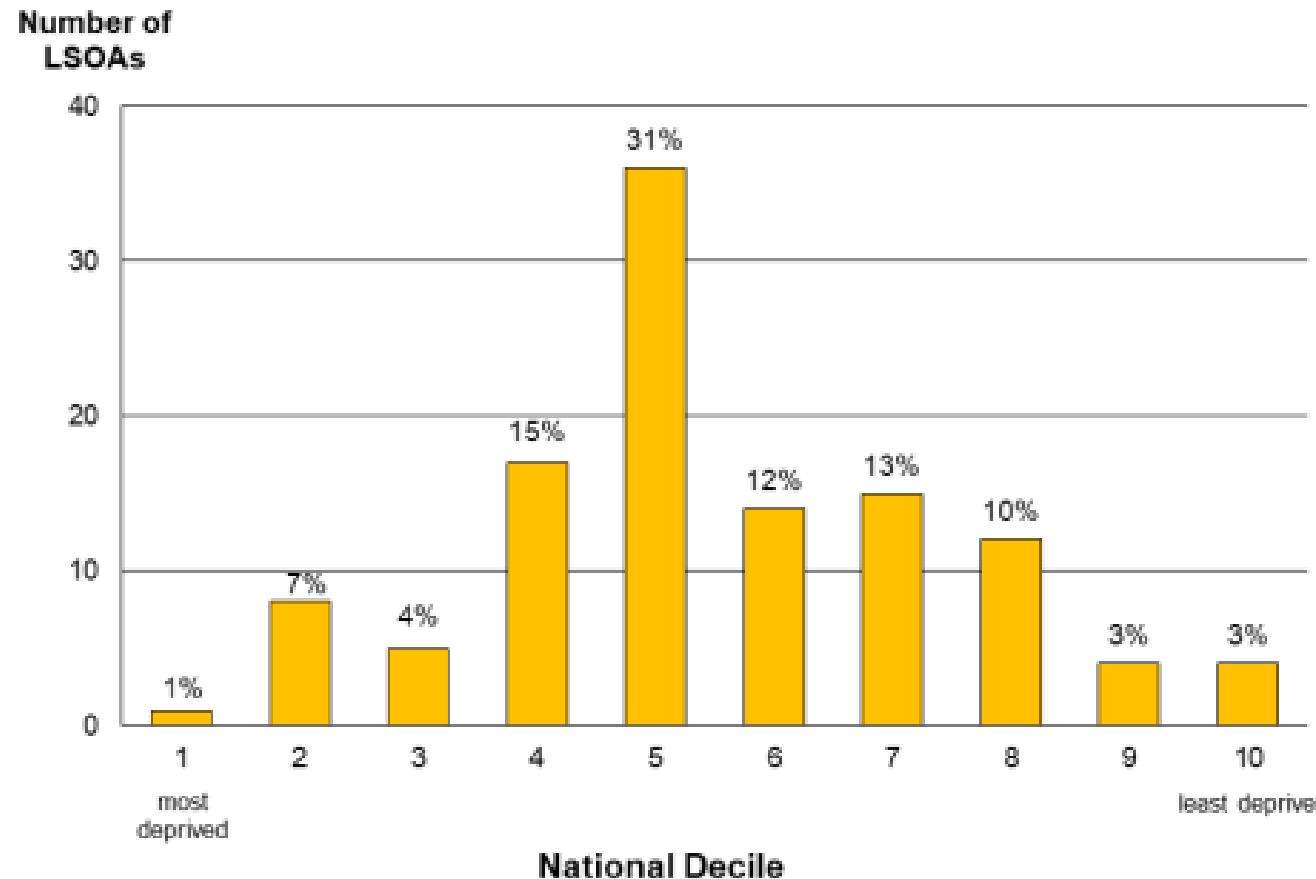
1 LSOA in Malvern Hills is within the top 20% most deprived areas in the district.

LSOA name	2015 Ward(s)	PCN	Rural-urban definition	IMD2019 National percentile - (IMD2015 National Percentile)
Golden Post - Newton Farm	Hinton and Hunderton / Newton Farm	Hereford City	Urban city and town	10% most deprived (10% most deprived)
Leominster Grange	Leominster East / Leominster South	North and west	Urban city and town	20% most deprived (20% most deprived)
Redhill-Belmont Road	Hinton and Hunderton / Red Hill	Hereford City	Urban city and town	20% most deprived (20% most deprived)
Leominster - Ridgemoor	Leominster North and Rural	North and west	Urban city and town in a sparse setting	20% most deprived (20% most deprived)
Hunderton	Hinton and Hunderton / Newton Farm	Hereford City	Urban city and town	20% most deprived (20% most deprived)
Newton Farm-Brampton Road	Newton Farm	Hereford City	Urban city and town	20% most deprived (20% most deprived)
Leominster - Gateway	Leominster East / Leominster South	North and west	Urban city and town	20% most deprived (20% most deprived)
Hunderton - Bishop's Meadow	Hinton and Hunderton / Newton Farm / Saxon Gate	Hereford City	Urban city and town	20% most deprived (20% most deprived)
Ross - John Kyrle	Ross North / Ross West	South and West	Urban city and town	20% most deprived (20% most deprived)
Bromyard Central	Bromyard Bringsty / Bromyard West	East	Rural town and fringe	25% most deprived (25% most deprived)
Hereford City centre	Central / Widemarsh	Hereford City	Urban city and town	25% most deprived (25% most deprived)

This table shows the LSOAs that are amongst the most deprived nationally according to the 2019 index of multiple deprivation (IMD)

Out of the 116 LSOAs in Herefordshire 9 were amongst the 20% most deprived nationally in terms of multiple deprivation.

Source: Herefordshire Council Intelligence Unit

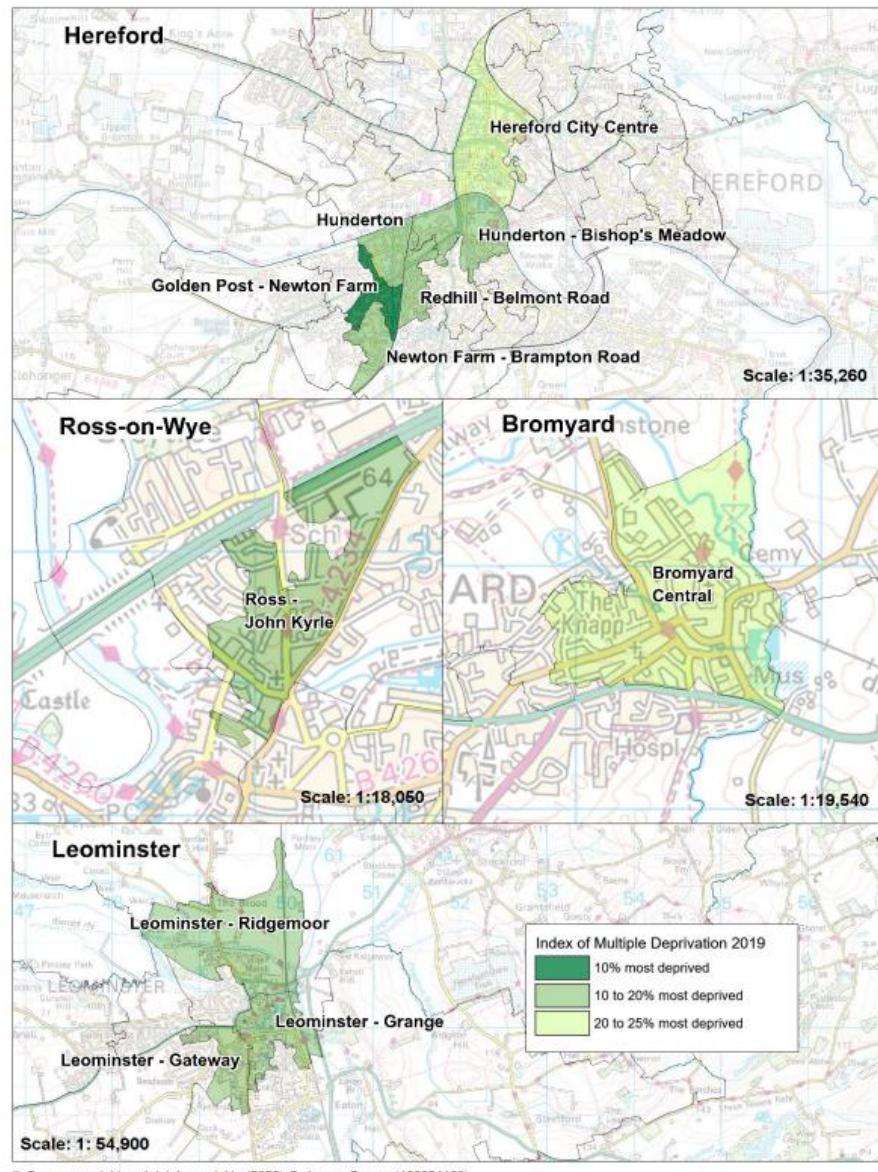


Almost one third (36) of Herefordshire LSOAs are in the fifth decile, indicating that at least 40% of LSOAs nationally are more deprived.

50% are less deprived than these 36 Herefordshire LSOAs.

As the national pattern would be that 10% of all LSOAs would be within each decile, it is evident that in Herefordshire there are proportionally less LSOAs in both the higher and lower deciles than observed nationally indicating that, overall, Herefordshire experiences fairly 'average' levels of deprivation.

Source: Herefordshire Council Intelligence Unit



9 areas in Herefordshire were ranked amongst the 20% most deprived in England, these areas are shown on the map.

The 20% most deprived areas are located in the south of Hereford city, Leominster, and Ross-on-Wye.

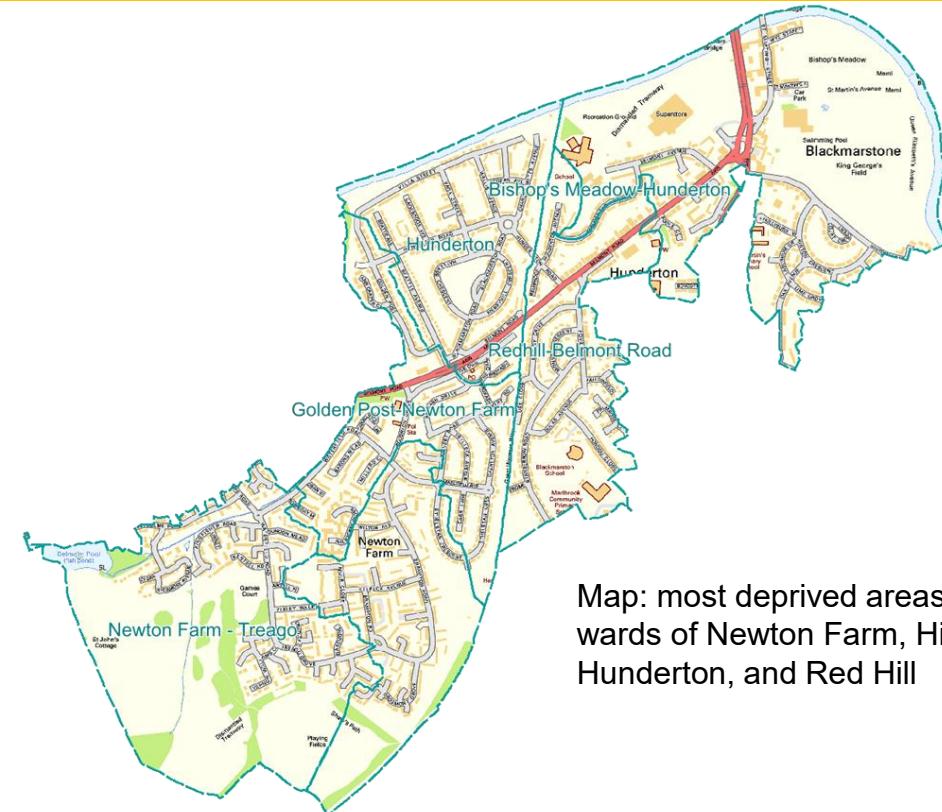
'Golden Post - Newton Farm' in Hereford remains the most deprived area in the county – the only LSOA to be in the 10% most deprived nationally.

At the other end of the scale, 9 areas are in the least deprived 20% across England. These areas are located north of the river within Hereford and in rural areas surrounding the city, in Ross-on-Wye, and Ledbury.

Source: Herefordshire Council Intelligence Unit

- Area of predominantly post-war housing estates, intersected by one of the main north-south routes through the county (A465, Belmont Road) as it joins the city's only river crossings. Almost half of households are social renters.
- Local amenities include fast food outlets and betting shops, plus the city's only swimming pool and Belmont community country park.
- Residents most likely to be registered at Belmont or Moorfield House (HMG) surgeries.
- 9,900 residents; young age profile: high proportions of children and under 40s, with higher than average number of 'white other' ethnic group.
- Persistently high levels of deprivation: these are 6 of the 12 areas which make up Herefordshire's most deprived 10%
 - 5 fall within the 25% most deprived in England (of only 10 in the county)
 - 'Golden Post-Newton Farm' is the only area of Herefordshire that is one of the 10% most deprived in England
 - All feature in the most deprived locally across all types of deprivation, except geographical access to services and living environment (indoor and outdoor)
- Higher unemployment and lower skills
 - Three of the five county wards with the highest rates and absolute numbers of people claiming out-of-work benefits, both pre and post Covid: 5-6% of 16-64s in Aug'21
 - Higher proportions with no or low qualifications
- Households twice as likely to be lone parents as county overall
- Twice as many pupils claiming free school meals
- Health indicators:
 - Higher proportion of premature deaths due to respiratory disease
 - Higher levels of childhood obesity at ages 4/5 and 10/11

- In the Hereford locality generally, people are less likely to feel:
 - that communities supported each other during the floods and pandemic (77%)
 - able to influence local decisions (38%)
 - that they are in good health (28% fair/poor)
 - be dissatisfied with the council (33%)
- More likely to want to see traffic congestion improved (11%)



Map: most deprived areas of the wards of Newton Farm, Hinton and Hunderton, and Red Hill

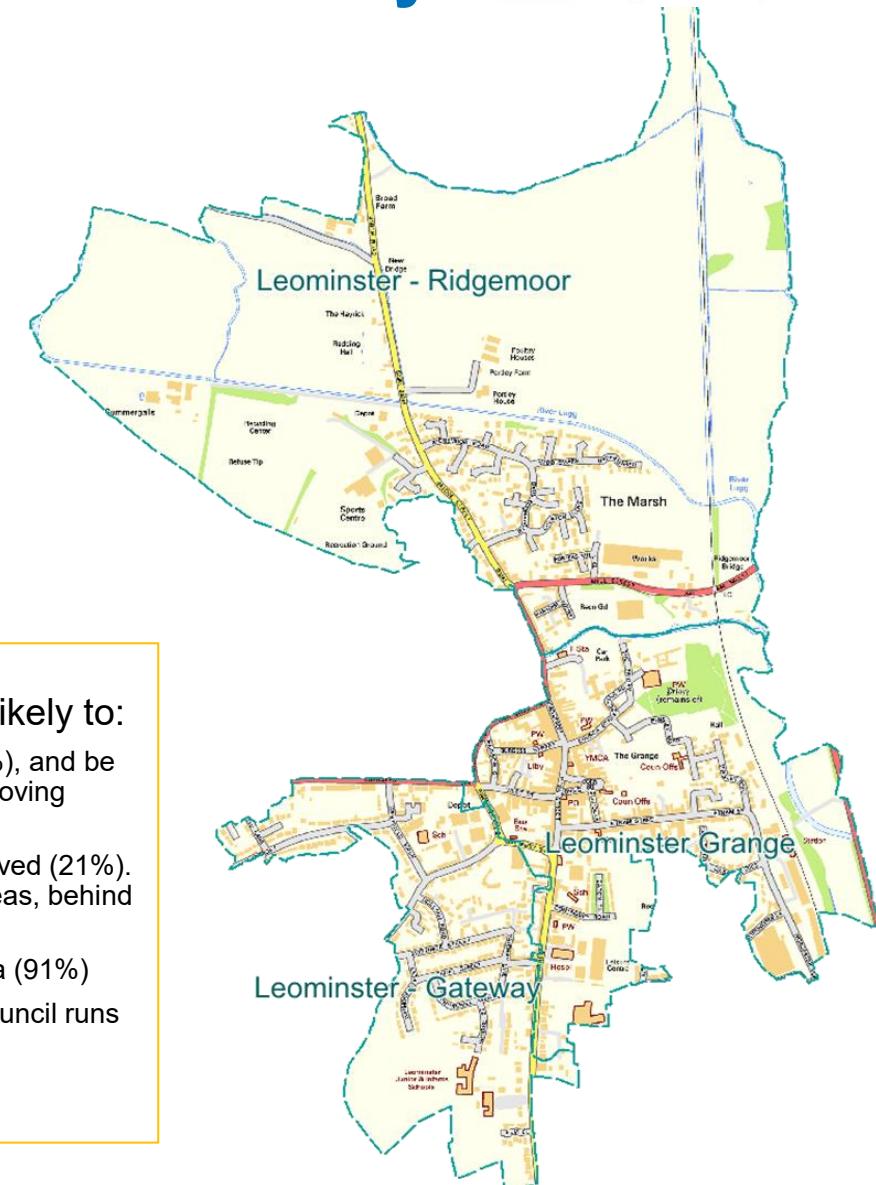
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Find out more: [ward profiles](#); [Fingertips GP profiles](#); [Talk Community Wellbeing Survey](#)

- Encompassing Leominster town centre and nearby housing; including one of only two areas of Air Quality Management in the county
- Ridgemoor and Gateway have relatively young populations, with notably high numbers of children. Also high proportions of lone parents. Grange has a high proportion of working age.
- Persistently high levels of deprivation: these are 3 of the 12 areas which make up Herefordshire's most deprived 10%
 - All feature in the most deprived locally across all types of deprivation, except geographical access to services and living environment (indoor and outdoor)
 - 25% of population living in income deprivation, even higher amongst children and older people
- High levels of no qualifications, and some indication of higher unemployment (Leominster East ward has highest rate in county)
- High levels of renting than county overall, especially social housing. Private renting more common in Grange, where there are also a large number of houses of multiple occupation.

Map: most deprived areas of the wards of Leominster East, South, and North and rural



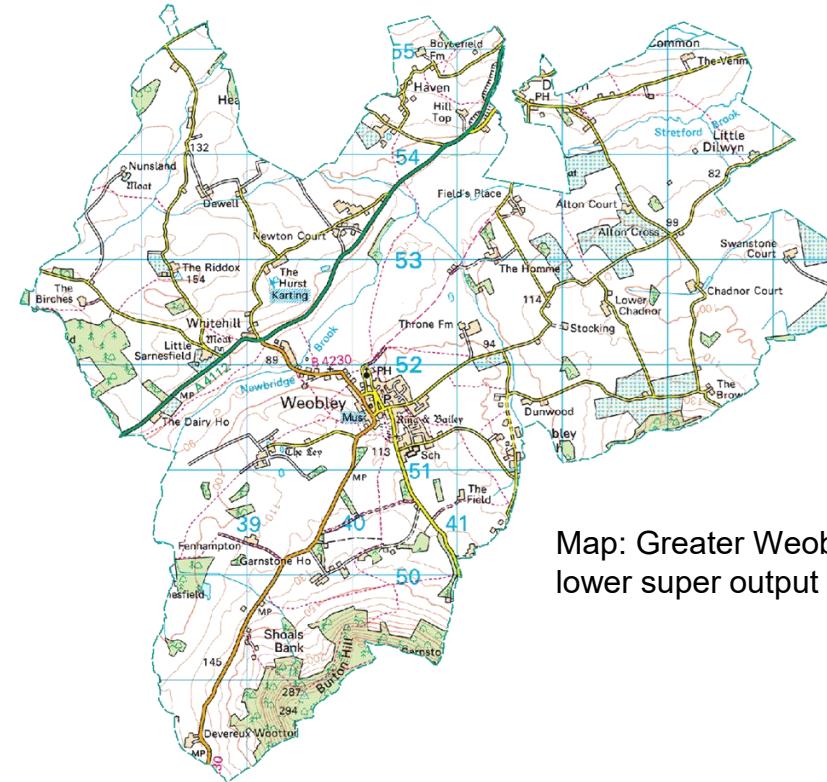
- In the North & West locality generally, people are more likely to:
 - not use the internet regularly (14%), and be concerned about more services moving online (28%)
 - want to see public transport improved (21%). (Note 2nd highest priority in all areas, behind road and pavement repairs)
 - Feel they belong to their local area (91%)
 - be dissatisfied with the way the council runs things (34%)



Find out more: [Leominster ward profiles](#); [Fingertips GP profile](#); [Talk Community Wellbeing Survey](#)

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- Large village in Weobley ward in north-west locality, between Leominster and Kington
- Rural, but not *that* rural for Herefordshire – access to services less of an issue than elsewhere
- Well served in terms of local amenities, e.g. GP surgery, primary and secondary schools, pharmacy, shops, pubs and restaurants
- Majority are registered with Weobley and Staunton-on-Wye surgeries
- 1,600 residents; older age profile compared to rest of county
 - high proportion of older people, lower working age
 - similar number of children overall, but higher proportion of teenagers
- High levels of renting than county overall, especially social housing: 21% vs 14% social renting; 16% vs 14% private renting
- Overall, the most deprived rural area of Herefordshire; driven by income and employment measures – particularly child poverty
 - biggest gap with county figure is for child poverty (23% of under 16s compared to 13%). Relatively high take-up of free school meals
 - Current unemployment benefit rates are same as county overall; remain higher than pre-pandemic
- Higher proportion of obesity in five year-olds in 2017/18: 29% vs. 23% for county
- High level of Early Help intervention activity identified in 2018, felt to be due to high levels of community and partnership engagement with the service.
 - Children's Integrated Needs Assessment recommended that Weobley could be used as a successful case example for improving engagement in other areas



Map: Greater Weobley lower super output area

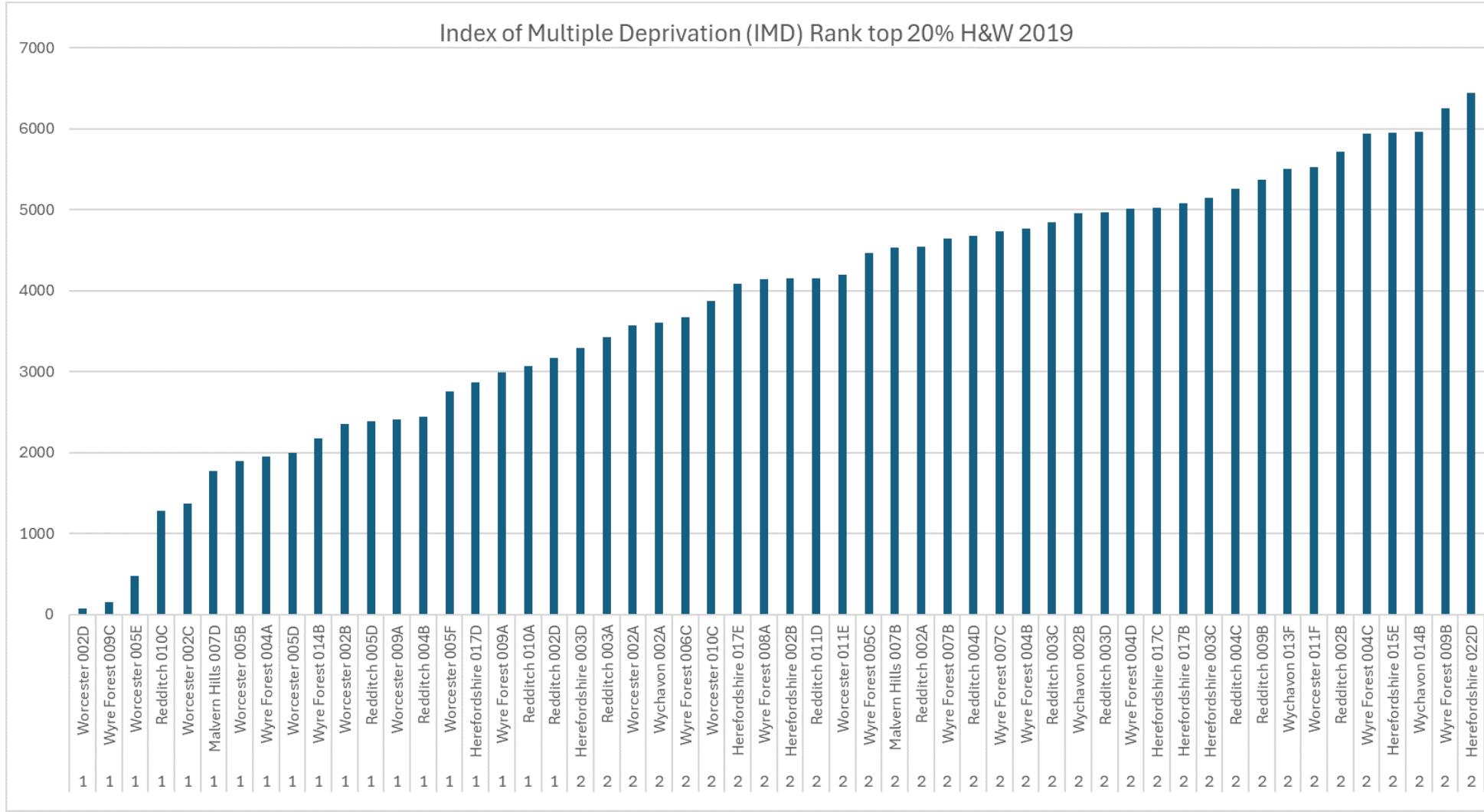
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Find out more: [Weobley ward profile](#); [Fingertips GP profile](#); [Talk Community Wellbeing Survey](#)

CORE20 Top 20% IMD in H&W

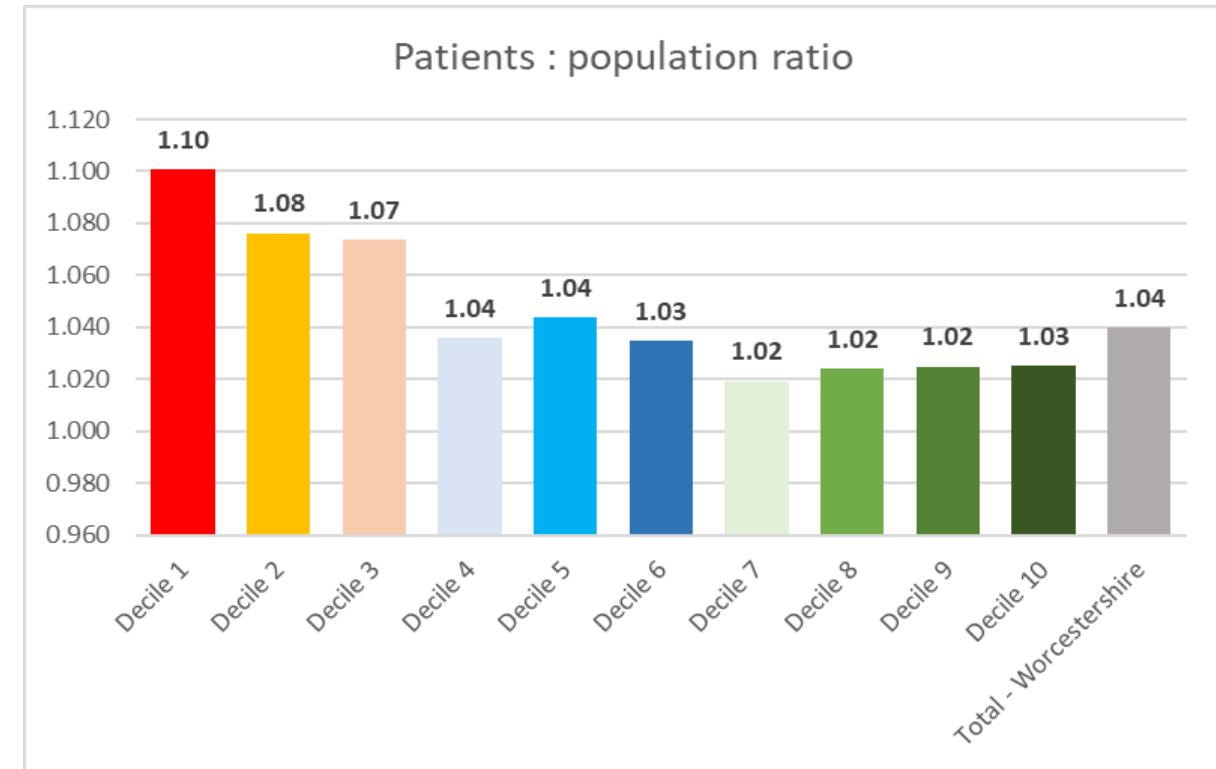


LSOAs within the top 20% most deprived areas in H&W

Table showing GP Registered Population in Worcestershire

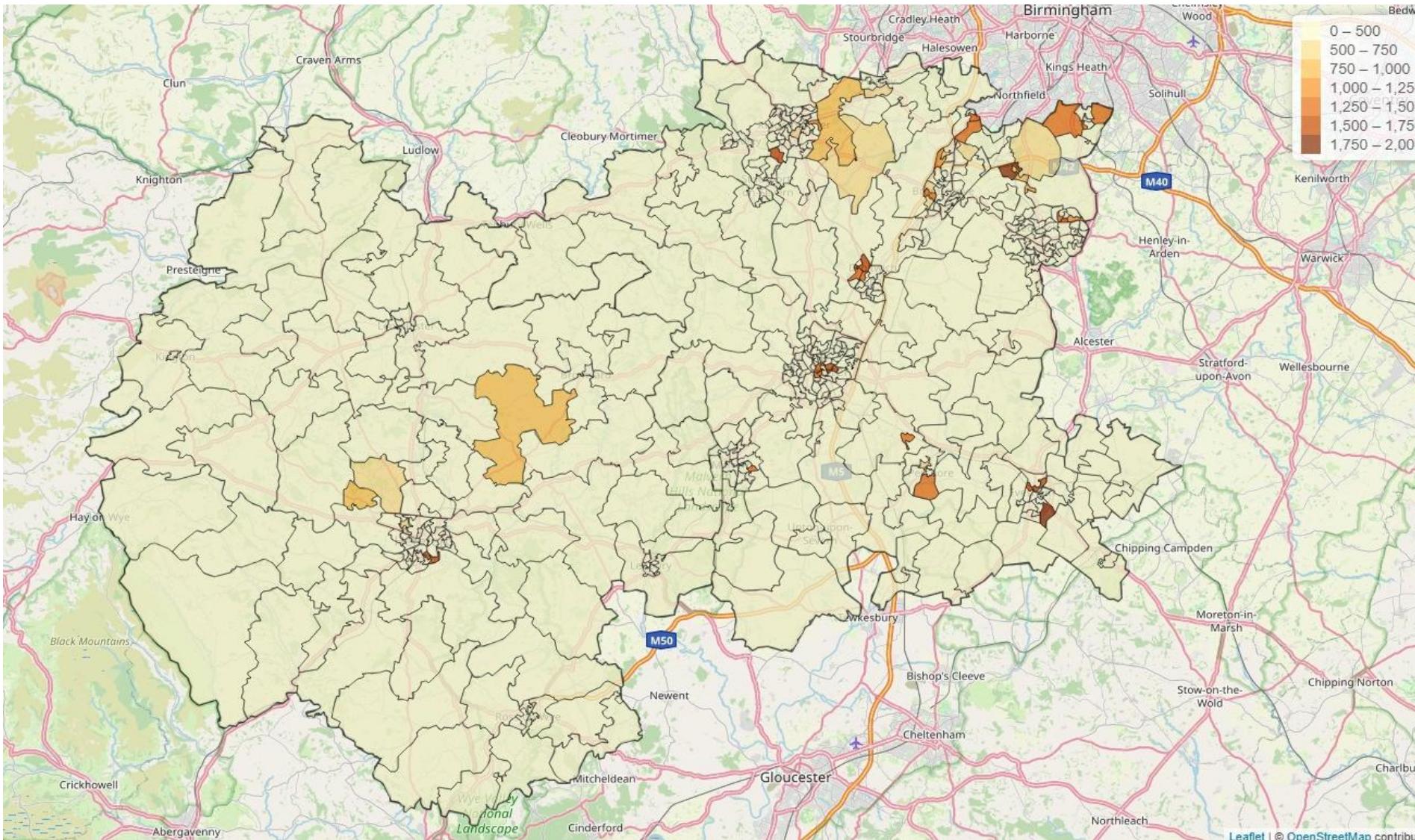
Registered patients to population ratio by IMD decile

IMD Decile	Registered Patients July 2022	Population June 2022	Patients : population ratio
Decile 1	30,847	28,024	1.101
Decile 2	51,460	47,814	1.076
Decile 3	50,461	47,007	1.073
Decile 4	42,187	40,734	1.036
Decile 5	85,307	81,741	1.044
Decile 6	70,970	68,578	1.035
Decile 7	69,444	68,134	1.019
Decile 8	82,894	80,960	1.024
Decile 9	82,303	80,305	1.025
Decile 10	67,578	65,919	1.025
Total - Worcestershire	633,451	609,216	1.040



This diagram shows the LSOAs patients: population ratio by IMD decile. It can be seen that the registered patients : population ratio is actually on average higher in more deprived areas, suggesting the number of registered patients is higher than official population figures. The top 20% most deprived population has patients: population ratio of 1.08. Yet we know from Covid-19 vaccination data and analysis of emergency admissions, there is a proportion of population who are unregistered with a GP. This is not always linked to deprivation. If citizens are not in healthcare system data, they are not visible to our services and by definition not being served by services. For example, not being GP registered means not being invited for vaccinations or screening, and therefore experiencing healthcare inequalities.

HW PLUS Groups: GP Unregistered population in H&W - Map



This map shows the LSOAs with GP unregistered population in Herefordshire and Worcestershire, the data suggests there are 42 LSOAs with GP unregistered population of more than 500 per LSOA.

Go to the interactive map for a detailed number of GP unregistered population by LSOAs.

HW PLUS Groups: GP Unregistered population in H&W

LSOA	LSOA informal names	Total population	GP Registered	Total Pop. Minus Registered Pop.
E01014050	Welsh corner	1805	1009	796
E01014052	Aymestrey Horseshoe	1483	976	507
E01014058	Forest Edge	1628	662	966
E01035055	Holmer & Shelwick rural	1596	0	1596
E01035056	Holmer & Shelwick urban	1525	0	1525
E01014018	Arthur's Stone	1522	960	562
E01014031	Herefordshire 023A	1585	864	721
E01032122	Symonds Yat	2310	377	1933
E01032123	Rowney Green & Beoley	1567	645	922
E01032124	Withybed Green	1570	270	1300
E01032125	Part of Alvechurch, Hinton Avenue	1484	284	1200
E01032126	Eachway	2062	1367	695
E01034316	Aston Fields	1317	0	1317
E01034317	Aston Fields	1430	0	1430
E01032134	Headley Heath	1631	887	744
E01032142	Cofton Hackett	2435	1021	1414
E01032146	Major's Green	1655	985	670
E01034318	Stoke Wharf	1424	0	1424

As a guide measure, total population numbers at LSOA level have been overlaid with GP patient registered numbers. The difference in figures (last column) attempts to demonstrate where there may be unregistered populations in H&W.

This table in particular shows the LSOAs with higher number of GP unregistered population above 500 people.

In Herefordshire and Worcestershire, there are 42 LSOAs with GP unregistered population of more than 500 per LSOA.

Continue- HW PLUS Groups: GP Unregistered population in H&W

LSOA	LSOA informal names	Total population	GP Registered	Total Pop. Minus Registered Pop.
E01034319	Stoke Wharf	1275	0	1275
E01032168	Bromsgrove 002C	1153	568	585
E01032169	Bromsgrove 002D	1154	492	662
E01032198	Malvern Hills 011A	2158	764	1394
E01034320	Part of Enfield, Carthorse Lane	1533	0	1533
E01034321	Part of Enfield, Carthorse Lane	1148	0	1148
E01034322	Part of Enfield, Carthorse Lane	1438	0	1438
E01034323	Cherry Orchard	1712	0	1712
E01034324	Cherry Orchard	1529	0	1529
E01034329	Part of Abbey Park, Bridge Street	1289	0	1289
E01034330	Part of Abbey Park, Bridge Street	1307	0	1307
E01034325	Wychbold	1606	0	1606
E01034326	Wychbold	1379	0	1379
E01034327	Primsland Area, York Avenue	1723	0	1723
E01034328	Primsland Area, York Avenue	1816	0	1816
E01032390	Pebworth	1694	393	1301
E01032391	Honeybourne	1356	810	546
E01032414	Cleeve Prior	1542	854	688
E01032415	South Littleton	1878	978	900
E01034331	Kidderminster Town Centre/Comberton Hill/Aggborough Area	1085	0	1085
E01034332	Kidderminster Town Centre/Comberton Hill/Aggborough Area	1649	0	1649
E01034333	Foley Park	1344	0	1344
E01034334	Foley Park	1430	0	1430
E01033243	Tardebigge Hall	2210	1653	557

This table shows the LSOAs with higher number of GP unregistered population above 500 people.

In Herefordshire and Worcestershire, the data suggests there are 42 LSOAs with GP unregistered population of more than 500 per LSOA.

Rurally Deprived areas in Herefordshire

Geographical Barriers to Services

**Physical distance from services and facilities
presents a problem in rural areas such as**

Herefordshire. Almost two thirds of all Herefordshire LSOAs¹ (72 of the 116) are among the 25% most deprived in England in respect to geographical barriers to services; half are in the most deprived 10% across England. Of these deprived 72 LSOAs, three quarters are in rural areas, which as can be seen in the map, results in the majority of rural Herefordshire.

Distribution of services

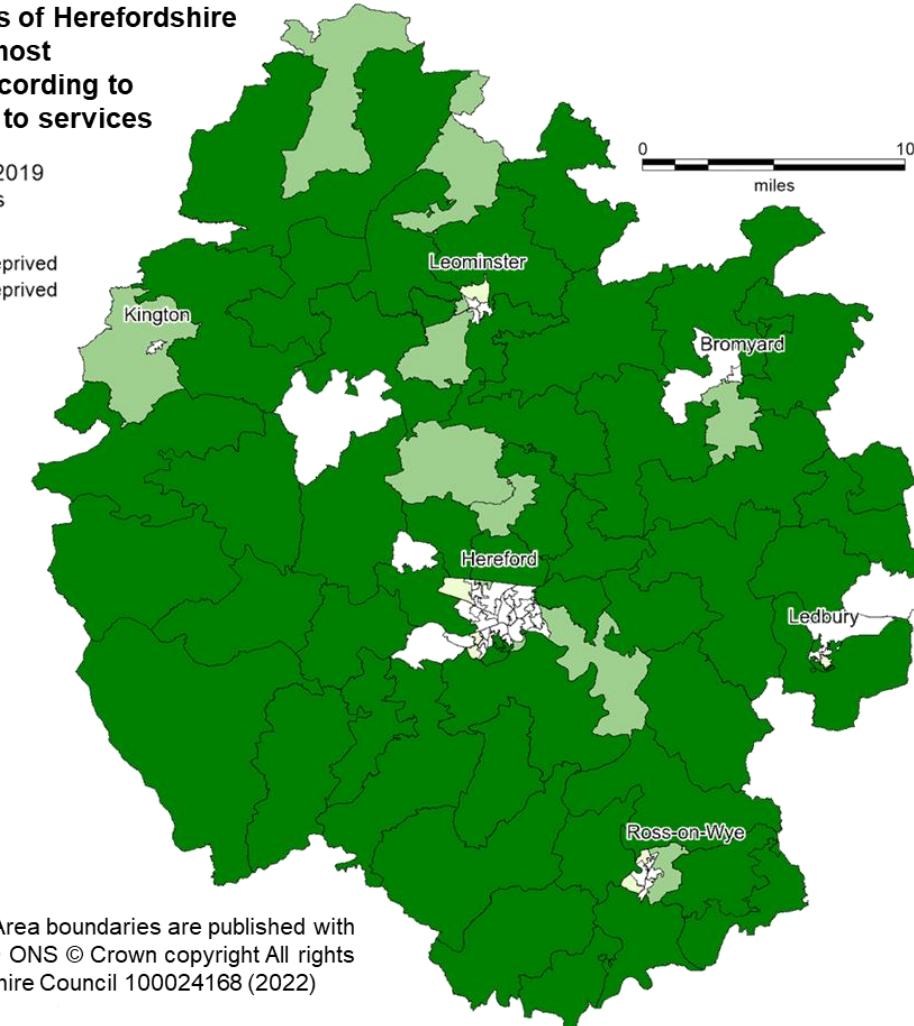
An asset mapping engagement exercise undertaken by Hitachi Solutions (Prevention and Early Help in Communities business case, 2022) identified two related areas for development:

- **There is an unequal distribution of services across Herefordshire**. With provision currently concentrated in the city
- **Poor transport links can be a barrier to access services**

Map showing the areas of Herefordshire that are amongst the most deprived nationally according to Geographical Barriers to services

Index of Deprivation 2019
Geographical Barriers

- 10% most deprived
- 10 to 20% most deprived
- 20 to 25% most deprived
- Less deprived



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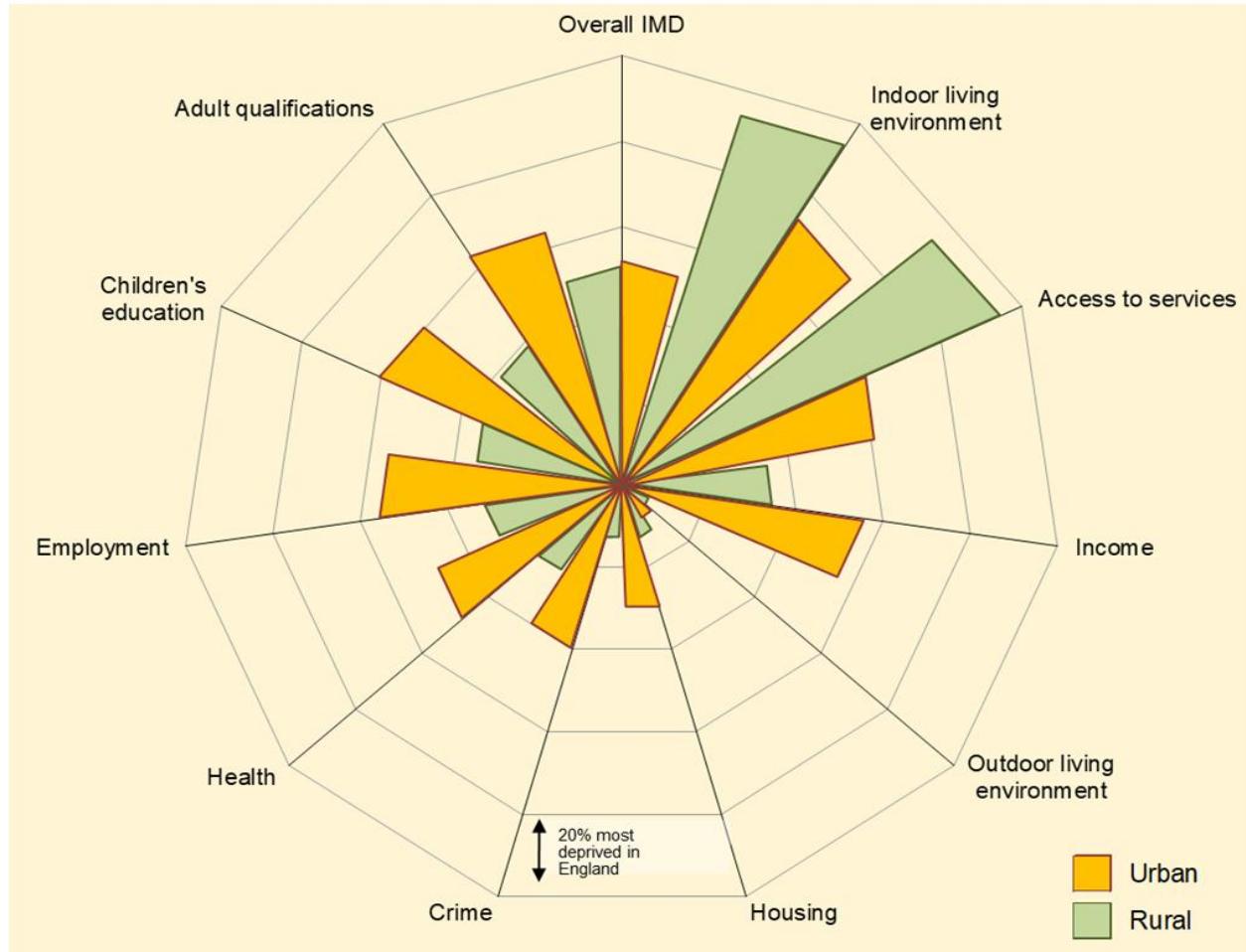
¹Lower Super Output Areas (LSOAs) are fixed statistical geographies of about 1,500 people, designed by the Office for National Statistics (ONS).

 Source of deprivation data: [English indices of deprivation 2019](#)

The Impact of Rurality- Herefordshire

- 4th most sparsely populated county in England; 95% of land area is 'rural' and over ½ live in rural areas.
- Better health and longer life expectancy on average, but hidden pockets of multiple deprivation.
- Some health problems and domestic violence are under-reported in rural communities.
- Deprived rural households can face different challenges to urban.
- Geographical barriers can exacerbate inequalities by making it harder, and more expensive to access services and facilities. Lack of adequate public transport means many people are reliant on private vehicles to get about.
- Access to high-speed broadband is an issue in some remote rural areas.
- Social mobility challenges are exacerbated for young people in rural areas by the geographical barriers around transport that make it difficult for them to commute to good jobs.
- Living costs were estimated to be 10-20% higher for rural households even before the current cost of living crisis, so thresholds for poverty might be different.

Types of deprivation affecting rural Herefordshire are very different to urban



Find out more: [Rural Herefordshire – what does it mean for health and well-being?](#)

Rurally Deprived areas in Worcestershire

Worcestershire county is almost 85% rural by area. However, in terms of population over 73% of the population live in rural areas. Worcester City is 100% urban, whilst over 98% of the population in Redditch live in urban areas. In Wyre Forest, almost 80% of residents live in areas classified as urban. In contrast, almost 60% of the population of Wychavon live in rural areas, with the proportion in Malvern Hills standing at over a half. In terms of area, less than 4% of Wychavon is classified as urban, whilst the proportion is less than 10% in Malvern Hills. The areas classified as Urban Major Conurbation are in Bromsgrove on the outskirts of Birmingham.

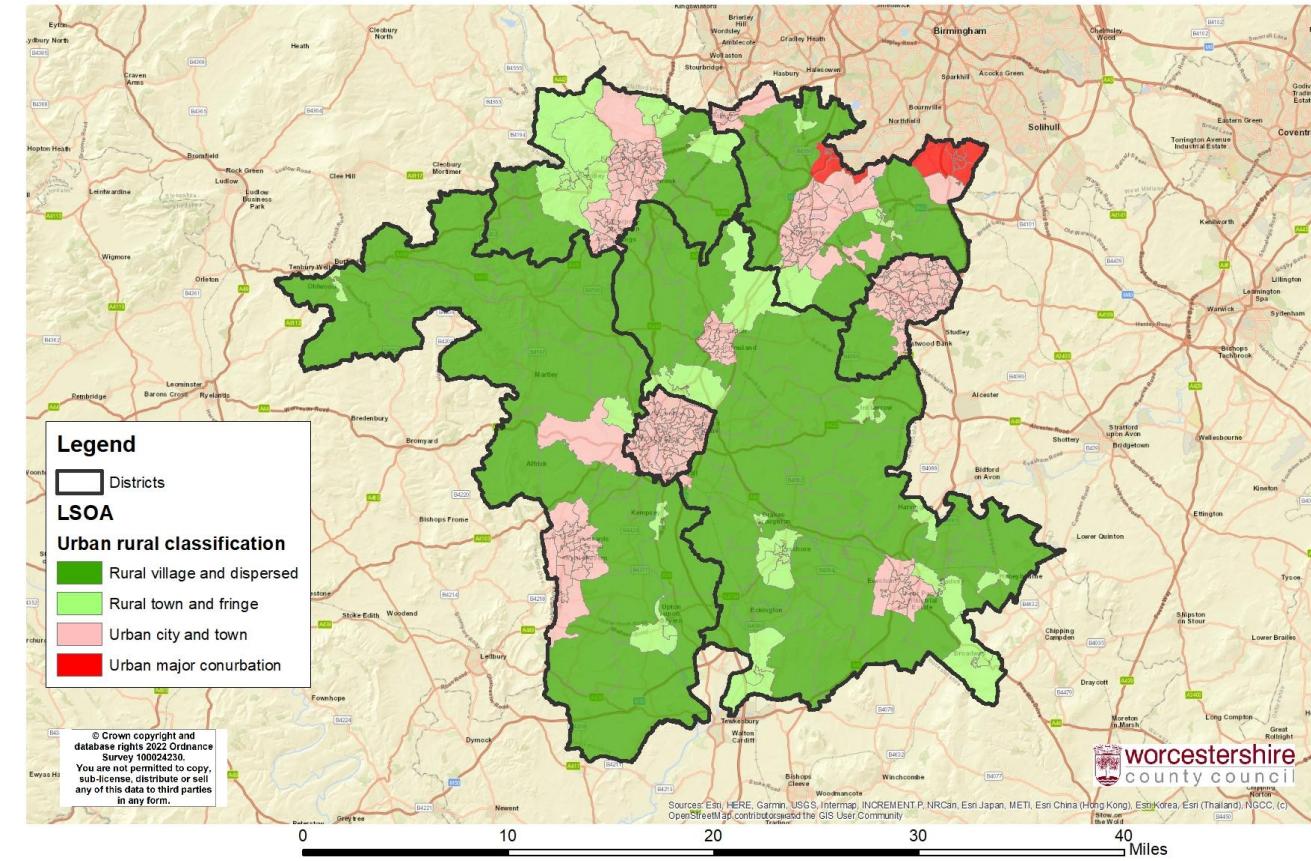
Distribution of services

One or two rural areas identified as deprived in the areas north of Evesham and in rural parts of Wyre Forest outside Kidderminster

Barriers to housing and services domain tends to highlight more rural areas as being deprived due to the nature of the domain, notably the barriers to service element.

Large areas across Worcestershire, especially across Wychavon, Malvern Hills, the rural parts of Wyre Forest and Bromsgrove, and areas within Redditch (some of which have been identified as deprived across the whole of the IMD) are categorised as being in the top 30% most deprived for the Barriers to Housing and Services domain.

 Source of deprivation data: Deprivation in Worcestershire 2019 report



¹Lower Super Output Areas (LSOAs) are fixed statistical geographies of about 1,500 people, designed by the Office for National Statistics (ONS).

CORE20PLUS5 in Herefordshire and Worcestershire

REDUCING HEALTHCARE INEQUALITIES

CORE20
The most deprived 20% of the national population as identified by the Index of Multiple Deprivation

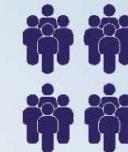


The Core20PLUS5 approach is designed to support Integrated Care Systems to drive targeted action in healthcare inequalities improvement

Target population

CORE20 PLUS 5

PLUS
ICS-chosen population groups experiencing poorer-than-average health access, experience and/or outcomes, who may not be captured within the Core20 alone and would benefit from a tailored healthcare approach e.g. inclusion health groups



Key clinical areas of health inequalities

1



MATERNITY
ensuring continuity of care for women from Black, Asian and minority ethnic communities and from the most deprived groups



SEVERE MENTAL ILLNESS (SMI)
ensure annual Physical Health Checks for people with SMI to at least, nationally set targets



CHRONIC RESPIRATORY DISEASE
a clear focus on Chronic Obstructive Pulmonary Disease (COPD), driving up uptake of Covid, Flu and Pneumonia vaccines to reduce infective exacerbations and emergency hospital admissions due to those exacerbations



EARLY CANCER DIAGNOSIS
75% of cases diagnosed at stage 1 or 2 by 2028



HYPERTENSION CASE-FINDING
and optimal management and lipid optimal management



SMOKING CESSATION
positively impacts all 5 key clinical areas

5 Key Clinical areas of health inequalities:

Maternity

National Deliverable	Current Position	Plans for Improvement
<p>1  MATERNITY ensuring continuity of care for women from Black, Asian and minority ethnic communities and from the most deprived groups</p>	<p>WAHT currently provide 5 Maternity Continuity of Carer (MCoC) teams, where 18.8% of women are booked onto a MCoC pathway. This includes 14% of women from an ethnic minority background and 25% of women from the most deprived areas of Worcestershire.</p>	<p>WVT have developed a business case to support additional staffing to be able to provide MCoC. The LMNS programme team are working with informatics to create an inequality dashboard that links demographics to outcomes, to support local interventions to reduce inequalities.</p>

5 Key Clinical areas of health inequalities: Severe Mental Health Illness

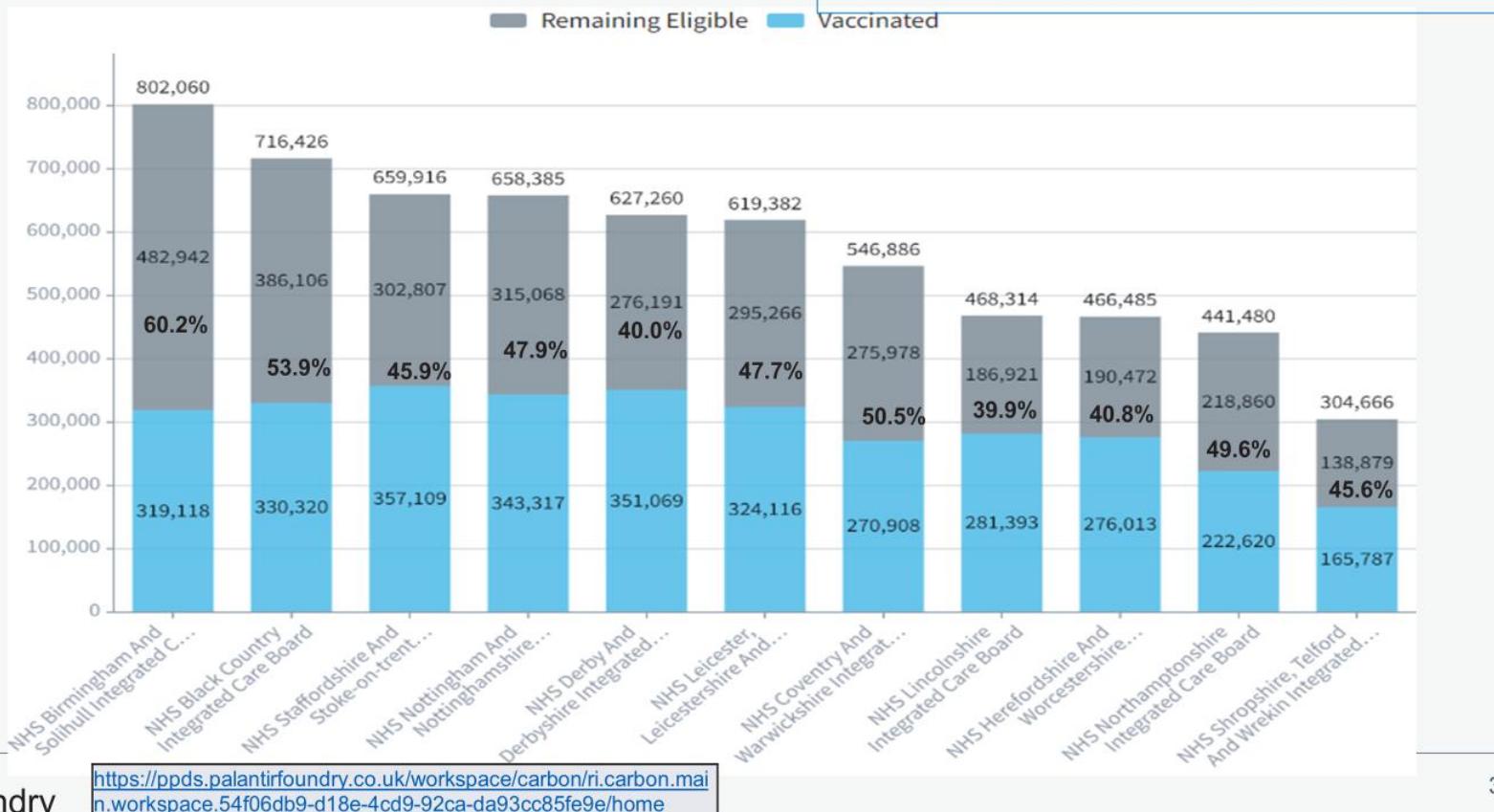
National Deliverable	Current Position	Plans for Improvement
 <p>SEVERE MENTAL ILLNESS (SMI) ensure annual Physical Health Checks for people with SMI to at least, nationally set targets</p>	<p>The national target is 60% of physical health checks for people with SMI.</p> <p>As of 01.04.2024 the data shows Hereford Medical Group achieving 67% completion of physical health checks for people with SMI. While HMG has the lowest rate (67%) of physical health checks for people with SMI, the highest rate (93%) of physical health checks for people with SMI is in Wyre Forest.</p> <p>The target as an ICB is 75% completion of full annual health check, as of 1st April 24.</p>	<p>We are working on a revised LES within primary care to reflect changes to reporting. We will be doing some work around data quality, as well as revising our dashboard to include inequalities data.</p>

5 Key Clinical areas of health inequalities: Chronic Respiratory Disease

National Deliverable	Current Position	Plans for Improvement
 3 CHRONIC RESPIRATORY DISEASE a clear focus on Chronic Obstructive Pulmonary Disease (COPD), driving up uptake of Covid, Flu and Pneumonia vaccines to reduce infective exacerbations and emergency hospital admissions due to those exacerbations	<p>Uptake data for both COVID19 and Flu vaccines are as follows (for all eligible cohorts):</p> <ul style="list-style-type: none">- Covid-19: 62.2%- Flu: 57.4% <p>There is decrease in vaccination rates in all vaccines across the board.</p> <p>Worcestershire Acute Hospitals NHS Trust have also been successful with a COPD virtual wards bid and are undergoing the initial recruitment and planning for this to go live in 2024.</p>	Vaccination inequalities is delivered through targeted outreach services in H&W.
	<p>3,983 people in Herefordshire and Worcestershire have COPD, out of this population 1,614 people received a Covid-19 booster in the Autumn 2023</p> <p>H&W is 3rd highest in COVID-19 vaccinations in Midlands performance for Autumn 2023.</p>	

H&W Flu vaccination

Respiratory – Flu vaccination – as of March 18th, extracted March 19th



C20P5 target – a clear focus on COPD, driving up uptake of Covid, Flu and Pneumonia vaccines to reduce infective exacerbations and emergency hospital admissions due to those exacerbations.

In H&W there are 466,485 eligible people for flu vaccination.

276,013 eligible persons received the flu vaccine.

190,472 (40.8%) eligible persons unvaccinated.

(2023)

5 Key Clinical areas of health inequalities: Early Cancer Diagnosis

National Deliverable	Current Position	Plans for Improvement
<p>4</p>  <p>EARLY CANCER DIAGNOSIS 75% of cases diagnosed at stage 1 or 2 by 2028</p>	<p>In H&W there were 5,456 new cancer cases (2021/22 crude incidence rate), equating to 669 per 100,000 population (75th percentile), compared with the England average of 540 per 100,000 population.</p> <p>Between 2018/19 – 2022/23 165,886 referrals were made to an Urgent Suspected Cancer (USC) pathway. This is in the lowest 25% percentile when compared with the England average.</p> <p>The conversion rate (as % of all USC referrals) over the same period was 8.3%, compared with the England average of 6.6%.</p> <p>The detection rate (% of all new cancer cases treated resulting from USC referral) was 60.0% compared with the England average of 54.1%.</p> <p>Both metrics were in the highest 75% percentile[1] in the period identified.</p> <p>Latest data available (up to Oct 2023) shows Herefordshire and Worcestershire achieving 78% of urgent suspected colorectal referrals accompanied by a FIT test – the ICB is the highest performing ICB in the Midlands;</p> <p>[1] Fingertips Public Health Data https://fingertips.phe.org.uk/profile/cancerservices</p>	<p>Piloting the use of Artificial Intelligence as part of a tele-dermatology pathway to identify potential cancerous skin lesions;</p> <p>Engagement in the Galleri Trial[2], a research trial using a new blood test to detect cancers early. Year 2 (3rd year of the trial) has just been completed in Herefordshire and Worcestershire with the trial evaluation expected in April/May 2024;</p> <p>Commissioning of Joy App in 2024/25 to link people with local cancer prevention services and to provide detailed information of service gaps experienced by people as a result of health inequalities;</p> <p>Promotion of national cancer awareness campaigns locally.</p>

5 Key Clinical areas of health inequalities:

Hypertension Case-Finding

National Deliverable	Current Position	Plans for Improvement
 <p>5</p> <p>HYPERTENSION CASE-FINDING and optimal management and lipid optimal management</p>	<p>As of Sept 2023, the data shows that in Herefordshire Hereford City HMG PCN 48.6% of patients aged 18 and over with no GP recorded CVD and a GP recorded QRISK score of 20% or more, on lipid lowering therapy, while in Redditch & Bromsgrove Kingfisher PCN the figure stands at 59.73%. Meanwhile, 73.9% of patients in Herefordshire Hereford City HMG PCN aged 18 and over with GP recorded CVD (narrow definition), are currently treated with lipid lowering therapy, while in Wyre Forest Health Partnership PCN the percentage stands at 82.69%. The ambition is to reach 95%.</p>	<p>Working with PCN leads to ensure implementation of the requirements of the PCN network DES and wider adoption of good practice to ensure identification and treatment of patients is comprehensive.</p> <p>CVD leads networking meeting across the system to review and disseminate areas of good practice including PCN QI projects as well as reviewing local and national data.</p> <p>CVD QI projects undertaken by PCNs.</p>

CVDP009CHOL: Percentage of patients aged 18 and over with GP recorded CVD (narrow definition), who are currently treated with lipid lowering therapy

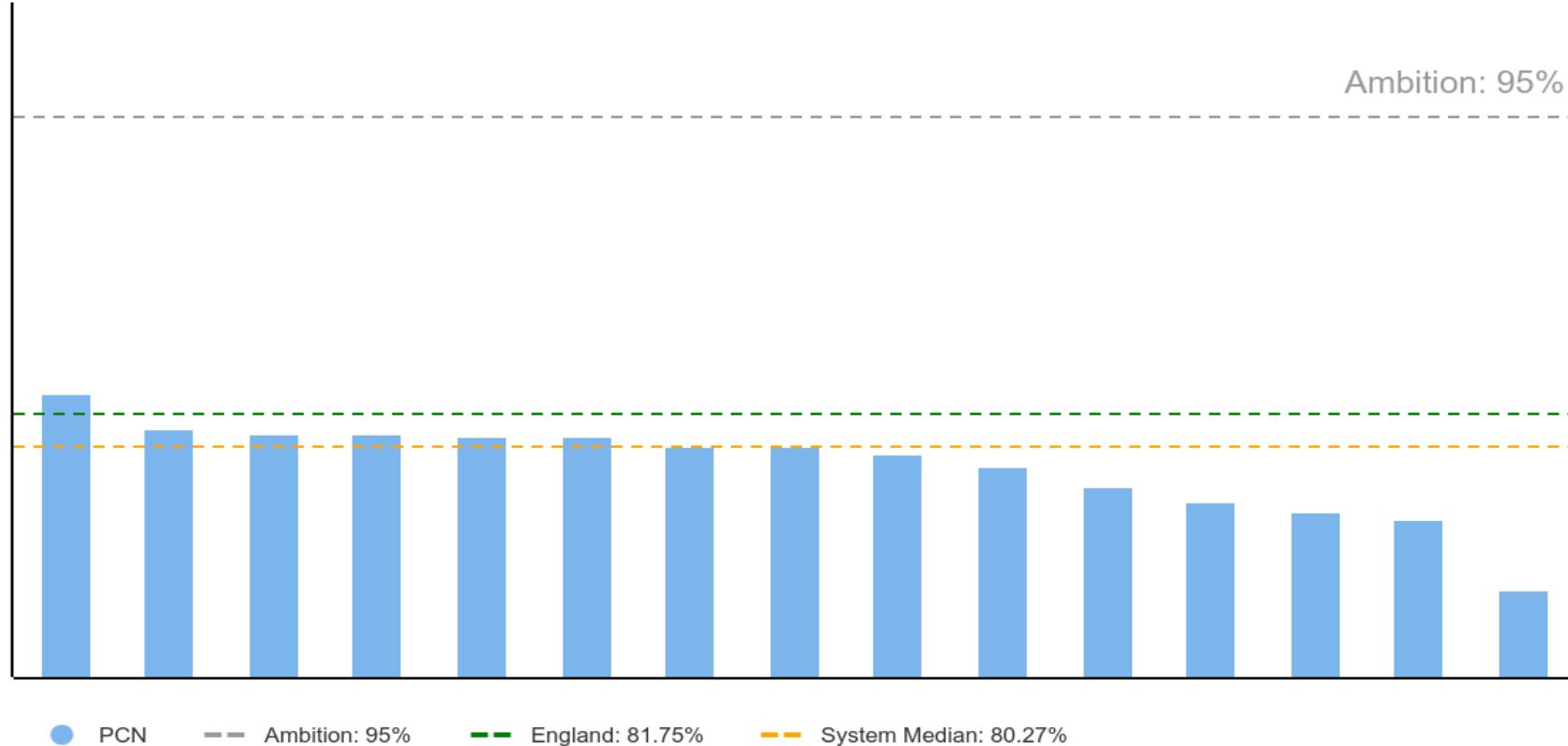
100%

90%

80%

70%

Ambition: 95%



Area Name	PCN
Wyre Forest Health Partnership PCN	82.69
Redditch & Bromsgrove & District PCN	81.09
Redditch & Bromsgrove Kingfisher PCN	80.91
South Worcs Vale Of Evesham Health PCN	80.81
South Worcs Droitwich & Ombersley PCN	80.77
Redditch & Bromsgrove Nightingales PCN	80.74
Wf Network Of Independent Practices PCN	80.27
South Worcs Worcester City Gp PCN	80.27
South Worcs Pershore & Upton PCN	79.93
East Herefordshire PCN	79.43
The Wbc (Hereford City) PCN	78.51
South & West Herefordshire PCN	77.84
North & West Herefordshire PCN	77.41
South Worcestershire Malvern Town PCN	77.03
Herefordshire Hereford City Hmg PCN	73.9

Source: <https://www.cvdprevent.nhs.uk/insights?period=10&level=7&area=8032&group=0&indicator=34&tab=areaBr&subTab=PCN#34>



Smoking Cessation

Outlined in the NHS Long Term Plan, any person admitted to hospital who smokes will be offered NHS-funded tobacco treatment services by 2023/24. This offer is across maternity, acute inpatients and mental health inpatients. This covers patients across any of the 5 key clinical areas and more.

Current Picture H&W

- Fully implemented Maternity smoking cessation service as of November 2022
- Fully established Acute Inpatient smoking cessation service as of January 2024
- 60% ward coverage of Mental Health Inpatient smoking cessation service, will be 100% by Q3 in 2024

As part of the government's announcement to create a 'smokefree generation', the government is investing an additional £70 million per year from 2024/25 to 2028/29 to support local authority led stop smoking services and support. The allocated funding uplift is based on the average smoking prevalence over a 3-year period in each local authority.

For Herefordshire and Worcestershire, the average 3-year smoking prevalence from 2020 to 2022 is 23.73% combined. Each local authority will receive the confirmed additional allocation respective of their smoking prevalence percentage.

Supporting Information

- [Inclusion health data and intelligence resource for England - GOV.UK](#)