



How did the last census help people in Herefordshire?

After you complete and return your census form on 27th March 2011, your confidential answers will be turned into statistics which will provide accurate local insights. Population estimates based on these statistics will help determine Herefordshire's public services' share of national funding for the next decade.

As well as this, census data describes areas and highlights local need for services like schools, roads and hospitals. It allows comparisons to be made about the population - for example to see where new housing needs to be built for first time buyers, or where new roads are needed because more people are commuting to work. The location of leisure centres, cinemas, schools, hospitals, and even shops are all shaped, in part, by census statistics.

Here are some examples of how statistics from the 2001 Census have been used to improve life in Herefordshire.

The Rose Garden

2001 Census statistics, and population forecasts based on those statistics, helped secure £4.7 million from the Department of Health towards the development of The Rose Garden, a supported housing scheme in Hereford with a fresh approach to retirement living that opened in 2008. Residents are encouraged to use the many on-site facilities and join in the regular social activities; to be part of the community. Even some of those who needed a lot of support when they first moved in have been able to improve their health and regain their independence thanks to the way of life at the Rose Garden.

Superfast broadband pilot

The very low population density, which is measured by the census, and issues related to it were key factors in the successful bid for south-west Herefordshire to become one of four areas in the country selected for the government's fast broadband pilots. The pilot will inform the plan to deliver superfast broadband in rural areas across the whole UK, and should mean that residents and businesses in the most rural area of the county will have much-needed access to a decent internet connection.

Transport planning

Census data is constantly used to inform local transport strategies and support funding bids for investment in the county's infrastructure. This includes being used in transport models that look at the impacts of potential schemes – for example the Rotherwas Access Road as well as the current proposals for Hereford Futures and the Hereford Relief Road. The 2001 Census recorded high levels of cycle use within Hereford, which has supported continued investment in improvements for cyclists in the city – for example the recent works in Holmer and the emerging Connect2 scheme that will join the north-east of the city with Rotherwas.

Here for the City

Here for the City is a cross-sector partnership project which received a grant of over £350,000 from the Big Lottery Fund. Led by Herefordshire Voluntary Action, the project team is working to improve community cohesion and reduce isolation whilst offering a wide range of services and activities for residents of Hereford. Statistics from the 2001 Census provided evidence of the need for the project, and continue to be used as the team works with the local community on developing the Hereford City Plan.

Developer contributions

Census statistics about the number of children living in different types of homes in the county are used to determine how much money property developers should contribute towards facilities for children and young people before they are allowed to build new houses or flats. For example, four new houses at Madley will result in £17,500 being paid towards schools and other facilities.



Cathedral Close

Data from the 2001 Census was used as part of the submission to the Heritage Lottery Fund for money to refurbish Hereford Cathedral Close. The £4.3m grant is being used to restore the Cathedral Barn, create new paths and lawns, replace railings to redefine the Close as a sacred space, and for an education and learning programme about the history of the Close. The project will be completed by the end of this year in readiness for the Three Choirs Festival to be held in Hereford in 2012. There have already been over 500 participants in the learning programme, and the completed project will offer a better environment for people who live, work and visit the Close and the cathedral.

Herefordshire Carers' Support

In the 2001 Census, nearly 18,000 people in Herefordshire said they provided at least one hour of unpaid care to a friend, relative or other person per week. However, in 2009, only 2,000 were registered with Herefordshire Carers' Support – the only organisation in the county with the sole purpose of providing support and information to carers and trying to ensure that their voices are heard in planning and policy. A campaign to encourage the rest to register has boosted the number to over 3,000 by the beginning of 2011.

Blind Delusion

Information about young people from the 2001 Census was used in the bidding process that saw 2XL, a Hereford-based youth support organisation, gain £12,000 from Government Office for the West Midlands for their theatre in education project that highlighted the risks involved with alcohol from a young person's perspective. Performances of *Blind Delusion* took place in several secondary schools and colleges, and over 800 young people participated in interactive workshops following the performances - asking questions and exchanging information; a number sought further help about alcohol misuse as a result.

Canon Pyon Playing Fields Association

Information from the 2001 Census was used in helping Canon Pyon Playing Fields Association obtain £10,000 from the Big Lottery Fund's Awards for All to provide a multi-sports facility for young people (including 5-a-side goals, basketball hoops and multi-pitch markings). Census population counts demonstrated that it would help reduce the carbon footprint in the area, which is amongst the most deprived in England in terms of access to services, by enabling more than 100 people to use facilities on their doorstep rather than having to travel several miles as they did before.

Weobley & District Bowling Club

Census data was instrumental in helping to secure almost £10,000 for Weobley Bowling Club from the Big Lottery Fund's Awards for All funding in 2009. The money has been used to install new kitchen facilities thus enabling the club to host competition matches with other clubs and also stage social functions, adding to the range of facilities available in the Weobley area. The toilet block has also been refurbished and upgraded to offer full disabled access.

Heritage trainees

Herefordshire Council made use of census data for a partnership bid that obtained nearly £200,000 from the Heritage Lottery Fund to help conservation and curatorial trainees of heritage organisations across the West Midlands region. The money will go towards supporting the trainees to increase their natural and social history knowledge and other curatorial skills through placements and education programmes.

For more information about the 2011 Census and what it means for you, see the national census website: www.census.gov.uk.

To find out more about the census in Herefordshire go to www.herefordshire.gov.uk/census.