

KEY STATISTICS

POPULATION & WORKFORCE (2002 Mid-year Estimates of Population, 1991 Census)

	Herefordshire	Hereford	Ross on Wye	Leominster
Population	176,500 (2002)	54,842 (2001)	10,089 (2001)	11,104 (2001)
Economically Active	83,000 (2002)	25,046 (1991)	4,659 (1991)	4,637 (1991)

LABOUR MARKET SECTORS (2000 Annual Employment Survey- rounded to the nearest 50)

Non-agricultural Employees by Industrial Sectors	Number of employees Herefordshire	Share of all employment Herefordshire	Share of all employment GB
Manufacturing	13,262	19.7%	15.1%
Wholesale/retail trade	13,124	19.5%	17.5%
Health and social work	9,203	13.7%	10.5%
Real estate, renting, business activities	5,902	8.8%	15.5%
Education	5,199	7.7%	8.2%
Hotels and restaurants	4,962	7.4%	6.4%
Agriculture, hunting and forestry	3,908	5.8%	0.9%
Construction	3,269	4.9%	4.5%
Transport, storage and communication	2,808	4.2%	6.1%
Other community, social/personal service	2,321	3.4%	5.0%
Public admin/defence, social security	2,192	3.3%	5.3%
Financial intermediation	987	1.5%	4.2%
Mining, Energy and water supply	175	0.3%	0.7%
• Total Employees	67,312	100%	100%

WAGE RATES COMPARISON (2002 New Earnings Survey)

Average Weekly Gross Earnings

Herefordshire	West Midlands	Great Britain
£375.70	£427.30	£464.70

UNEMPLOYMENT COMPARISON (April 2004 ONS Monthly Unemployment Claimant Count)

Rate of Unemployment

Herefordshire	West Midlands	Great Britain
1.7%	2.9%	2.5%

PROPERTY PRICE REPORT (Jan-April 2004 HM Land Registry)

	<u>Detached</u>	<u>Semi</u>	<u>Terraced</u>	<u>Flat/Maisonette</u>	<u>Average</u>
Herefordshire	£237,086	£134,416	£120,001	£91,971	£172,507
England & Wales					£166,404

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INFORMATION & ADVICE

HEREFORDSHIRE COUNCIL (www.herefordshire.gov.uk)

Property Database

A free register and property search service that gives details of development opportunities and vacant commercial premises - office, industrial and retail - within the county.

Contact: Alan Ronald, Economic Investment & Development Team 01432 260177

Business Directory

Provides a listing of companies within the County – by activity and in alphabetical order. On-line at www.burrows.co.uk/herefordshirebd2004/. Available in CD ROM and hard copy format.

Contact: Ben Albright, Economic Investment & Development Team 01432 383337

Land availability

Advice on potential sites for development.

Contact: Gareth Jones, Economic Investment & Development Team 01432 260601

Grants/Funding

Assistance on accessing grants appropriate to business requirements.

Contact: Ben Albright, Economic Investment & Development Team 01432 383337

Business Rates

Advice on rateable value of all non-domestic properties within the county.

Contact: Business Rates Enquiries 01432 260373

Planning

Advice on land use, forward planning, applications and building control.

Contact: Planning Reception 01432 261787 or 260342

Environmental Health

Advice on whether your business complies with environmental health legislation.

Contact: Environmental Health Help Line 01432 261761

Trading Standards

Advice on whether your business complies with statutory legislation.

Contact: Trading Standards Help Line 01432 261761

Education

Information on education / learning establishments within the county

Contact: Reception 01432 260900

CHAMBER OF COMMERCE HEREFORDSHIRE & WORCESTERSHIRE

Offer a range of service that can be tailored to your business. Assistance is provided on recruitment through Joblink, Careership and Modern Apprenticeships etc. Members can receive discounts for insurance, leasing, tele-communications, travel finance, training etc Business Link within the Chamber provides a one-stop shop to improve business performance and support business needs.

Contact: Tel - 0800 10 40 10 (enquiries@hwchamber.co.uk)

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HEREFORDSHIRE TOWNS

HEREFORD

An historic cathedral city and major regional retail centre. The City is the administrative and geographical centre of Herefordshire with a population of approximately 54,800. Major employers include Sun Valley Foods Ltd, HP Bulmers Ltd, Special Metals, LuK, Rexam Plastics and Arctic Circle Ltd.

ROSS ON WYE

An attractive market town set in the heart of the spectacular Wye Valley with excellent links to the M5 and South Wales via the M50/A40 (T). Ross has several thriving industrial estates. Population of around 10,100; Major employers include Rehau Ltd, Dayla Liquid Packaging Ltd and Haigh Engineering Co.

LEOMINSTER

An historic market town situated in the heart of the Marches with good access to Wales and the Northwest. The town retains much of its Medieval and Tudor character and is a significant regional antique centre. Southern Avenue Industrial Estate is home to 80 companies with a further 30 acres of development land opened up for use from 2003. Population of around 11,100; Major employers include Cadburys, E Walters, M & M Sports, Skymark Packaging International Ltd and Kingspan Insulation Ltd

BROMYARD

Situated midway between the two cathedral cities of Hereford and Worcester, Bromyard is a thriving community with a population of 4,100 together with a rural population of 9,000. The town has three successful industrial and trading estates. Major employers include Polytec Holden Ltd and Micron Sprayers Ltd.

LEDBURY

A bustling and expanding market town on the eastern fringes of Herefordshire close to junction 2 of the M50 motorway. Two prime expanding industrial estates. Population of around 8,800; Major employers include Robertson's Ledbury Preserves Ltd, Rexam High Performance Flexibles, European Aviation Ltd and Helping Hand Co. Ltd.

KINGTON

An historic market town on the Welsh borders. The town is a centre for walking along Offa's Dyke. Population of around 2,600; Major employers in the area include Burgoyne's of Lyonshall, Arrow Medical Ltd and Tarmac Western Ltd.

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HEREFORDSHIRE LIFESTYLE

EDUCATION & TRAINING

The Local Education Authority provides free nursery education at 12 primary schools in Herefordshire along with a number of fee-paying schools within the county.

Herefordshire Council maintains 85 primary and 14 secondary schools in the county.

There are five independent schools with classes for children between the ages of three and eighteen.

Special education needs are met through 4 schools in the county, three in Hereford and one in Leominster. These are able to take children from two to nineteen years old.

Further education is provided within the county at the following colleges: Herefordshire College of Technology, Hereford Sixth Form College, Herefordshire College of Art & Design, Holme Lacy College and the Minster College. These establishments offer a wide range of "A" level courses, City & Guilds, GNVQ, NVQ and degree courses. In addition to these colleges there are a further 3 High Schools in the county that have sixth form units.

HIGHER EDUCATION

The following higher education establishments are all within travelling distance:

University College Worcester	42 mins	26 miles
Universities of Birmingham	81 mins	58 miles
University of Bristol	73 mins.	54 miles
Cardiff University	72 mins	57 miles

CONFERENCE FACILITIES

The County offers of a variety of quality venues with facilities ranging from castles to hotels and all offering excellent meeting facilities. For further assistance, advice or literature on venues in Herefordshire please contact:

Conference & Travel Trade
Herefordshire Tourism
PO Box 4
Plough Lane
Hereford
HR4 0XH

Telephone Tourism Unit on (01432) 260185
tourism@herefordshire.gov.uk
www.visitorlinks.com

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HEALTH

Herefordshire offers a complete hospital service at the new County Hospital in Hereford, opened in 2002.

There are community hospitals in the towns of Bromyard, Kington, Ledbury, Leominster and Ross on Wye.

Private health care needs may be met at the Wye Valley Nuffield hospital in Hereford.

In addition to the range of hospital facilities in the county, there are ample doctors, dentists and other health care practitioners, e.g. chiropodists, opticians and acupuncturists, providing a full range of health care services.

SHOPPING

Herefordshire is a county of diverse shopping experiences, offering a complete range of shops, including major multiple retailers and small individual, specialist shops.

Hereford itself is an attractive city with a pedestrianised high town area; attractively planted with floral displays which throughout the year hosts numerous street entertainers. There is a large indoor market situated off the high town and a modern shopping centre. There is ample parking around the city centre while the railway station and bus-park are all within easy walking distance of the centre.

Leominster is a market town famous for its antique centre and recent enhancement of the town has ensured that locals and visitors are able to enjoy a pleasant shopping experience.

Extensive work has been undertaken in Ross on Wye, resulting in attractive roads and paved areas enabling the town to retain its traditional charm and encourage larger stores to open there.

The other main towns in the county, Ledbury, Kington and Bromyard all offer a range shopping experiences in beautiful and unspoilt surroundings.

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RECREATION/LEISURE/CULTURE

Sport

Leisure centres and swimming pools in Hereford, Leominster, Ross-on-Wye, Bromyard, Kington and Ledbury offer a wide range of indoor and outdoor sports.

Cycling, golfing, mountain boarding, fishing, horse riding and pony trekking;

Superb countryside for walking - Wye Valley walk, Offa's Dyke and Mortimer Trail;

Airports - ballooning, flying, gliding, microlighting and paragliding;

Watersports - rafting and canoeing:

Cinemas/ Theatres/ Night Clubs

The theatre in Bromyard is a prestigious, lottery-funded, theatre and arts centre.

The Courtyard, which opened in Hereford in September 1998, provides a multi -purpose theatre, a studio, cinema and an art gallery.

The Lion Ballroom in Leominster is a restored Georgian building which hosts musical events

The leisure centres in Hereford, Kington, Bromyard and Leominster hold various performances throughout the year.

There are five nightclubs in Hereford, one in Leominster and one in Ross on Wye providing a variety of entertainment throughout the night.

Countryside

Part of the Wye Valley area of natural beauty lies within Herefordshire and its important animal and plant life has made it a site of special scientific interest. Exploration can be by car, bicycle, on foot or by canoe.

Bodenham lakes in the north of the county are created from a redundant quarry that is being gradually changed into a wildlife sanctuary and recreational area for watersports.

There are 19 specially designated picnic sites across the county.

Queenswood Arboretum and Country Park are an ancient oakwood nature reserve and award-winning arboretum, with sign posted trails.

COMMUNICATIONS

Herefordshire is the perfect rural hideaway, but that does not mean that it is difficult to reach. The M50 links the south of the County to the M5, giving easy and quick access to the West Midlands and amenities such as the National Exhibition Centre and Birmingham International Airport. Cheltenham and Gloucester are both a short drive from the south and east of the County. Cardiff and Newport are approximately one hour from Hereford City, and Bristol is easily reached via either of the Severn Crossings. From the North of the County Manchester and Liverpool are within easy travelling distance while London is 3 hours by road.

The rail infrastructure offers regular daily links to all areas of the country with direct trains running from Hereford to London Paddington via Ledbury and Colwall. Hereford and Leominster are accessible on the Cardiff to Manchester main line, thus ensuring a regular fast service to South Wales and to the North West.

Road communications

Estimated journey times by road from Hereford City:

Destination	Estimated journey time	Approx. journey distance
Worcester (M5)	42 minutes	26 miles
Gloucester (M5)	53 minutes	33 miles
Cardiff	72 minutes	57 miles
Bristol	73 minutes	54 miles
Birmingham	81 minutes	58 miles
Shrewsbury	94 minutes	55 miles
Manchester	156 minutes	140 miles
Liverpool	165 minutes	152 miles
London	183 minutes	160 miles

Rail communications

Journey times by rail from Hereford station:

Destination	Journey time
Worcester	42 minutes
Shrewsbury	57 minutes
Bristol	76 minutes
Cardiff	97 minutes
Birmingham	107 minutes
Liverpool	132 minutes
Manchester	132 minutes
London	160 minutes

Air communications

Estimated distance from Hereford City to nearest international airports:

Airport	Estimated journey time by car	Approx. journey distance
Birmingham	81 minutes	66 miles
Cardiff	86 minutes	70 miles
Bristol	87 minutes	61 miles
Manchester	141 minutes	132 miles

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MAJOR COMPANIES

Company name	Main product/services	Herefordshire Employees
Sun Valley Foods Ltd	Leading producer of branded and own label chicken products.	2,000+
Special Metals Wiggins Ltd	Nickel alloy uses range from aerospace to undersea wells producing oil and gas.	800
Rexam Flexibles Viking Ltd	Food packaging manufacturer	500+
Scottish Courage Ltd	Bulmers cider manufacturers,	500
Denco Ltd	Manufacturer of air conditioning equipment	400
M & M Sports	Retail mail order sportswear	390
Kingspan Insulation Ltd	Manufacturer of insulation boards for the construction industry	300-350
Polytec Holden	Manufacturer of plastic moulded car bumpers and spoilers	300
Opella Ltd	Plastic injection moulding	150-200
Gelpack Excelsior Ltd	Packaging suppliers	150-200
E Walters UK	Clothing manufacturer	150-200
Peak Automotive Ltd	Manufacturer of Automotive components	150-200
European Aviation	Major supplier of aircraft spares	150-200
Unaxis Nimbus Ltd	Mastering equipment for optical disks	150-200
Robertsons Ledbury Preserves	Preserves production	150-200
Wyevale Garden Centre Group plc	HQ of national garden centre & wholesale nursery group with 124+ centres	150-200
Skymark Packaging International	Packaging products manufacturer	150
Madley International Communication Centre	Satellite earth station and home to 3 of BT's 6 digital international switching centres.	180
Rehau Ltd	UK Headquarters. Processes plastics - thermoplasts, elastomers and thermosets	150-200

Sample only - Total of VAT registered companies in Herefordshire (1999), 7,915

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GRANTS

PLANNED BUSINESS START-UP GRANT

Attendance at planned business start-up sessions permits application for grant and offers free training & financial assistance. Up to £500 grant award from Chamber of Commerce and Herefordshire Council.

Contact: Val Pike Tel: 01432 261758

PRINCE'S TRUST - BUSINESS PROGRAMME

Loans and grants available for young adults (aged 18 - 30) starting in business.

Contact: Alex Lamb Tel: 01905 766898

REDUNDANT BUILDINGS GRANT

Conversion of redundant buildings for a commercial end use.

Contact: Dorothy Coleman/Caroline Cattle Tel: 01432 260662.

NEW DEAL

Individually tailored help, subsidy and advice to unemployed people in selected categories to assist them to find lasting, worthwhile work. Enables them to develop skills needed by local businesses.

Contact: Hereford Job Centre Tel: 01432 426242

SELECTIVE FINANCE for INVESTMENT

Assists small and medium enterprise in funding investment projects. Financial assistance towards gross fixed capital investments is available to eligible applicants.

Contact: Advantage West Midlands - call Judith Wright on 0121 5033208

PROGRATA TECHNOLOGY FUND FOR RURAL BUSINESSES

50% grant award up to a maximum of £25,000 to help new and established SMEs in rural Herefordshire to invest in new technology.

Contact: Ian Page Tel: 01684 585200 (www.progratafunding.co.uk)

CREATIVE INDUSTRIES INNOVATION & DEVELOPMENT FUND

To support creative businesses to grow and find new markets. Grants of between £2500 and £5000 for new ideas, marketing campaigns, advanced production equipment.

Contact: Andy Dawson Tel 01432 383063

CHAMBER OF COMMERCE HEREFORDSHIRE AND WORCESTERSHIRE (INCL. BUSINESS EXPORT SUPPORT and BUSINESS LINK)

A wide range of business support and training services available, including advice on funding opportunities, and assistance for Herefordshire based businesses exporting overseas. No specific criteria, dependent on nature of business and assistance required. Contact the International Trade Team for further details of export support.

Contact: Chamber of Commerce Tel: 0800 104010

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FUNDING

There are various sources of funding available in Herefordshire and it should be noted that the following funding opportunities do vary and may end without notice. Some of these funds are used to support the grant schemes previously mentioned but are in the main targeted at community and regeneration projects. This section aims to be a summary and does not guarantee availability of any funds. A directory of the main sources of funding available within the County has been produced and can be obtained by contacting Herefordshire Partnership on 01432 261793.

RURAL REGENERATION ZONE

Herefordshire is within the Rural Regeneration Zone, which covers the western part of the West Midlands region. The rural Zone uses the existing Rural Priorities Areas in Shropshire, Herefordshire and Worcestershire as a base, linking also to Objective 2 designation and key areas of opportunity. The aim in the RRZ will be to strengthen the rural economy and to work with partners to build a long-term framework to link regeneration and business support activities.

Contact the RRZ team on 01584 879785 for further details.

EUROPEAN FUNDING – STRUCTURAL FUNDS

The European Union Structure funds have recently been restructured after the Agenda 2000 round of negotiations. Herefordshire will benefit from two main objectives for the distribution of the Structure Funds for the period 2000 to 2006.

Objective 2: *Regions undergoing economic and social conversion.* Designed to encompass areas seriously affected by industrial decline and to help rural areas (especially agricultural areas) redevelop. Objective 2 comprises 11.5% of the total Structural Funds allocation. Much of Herefordshire (93% of the land) is eligible for Objective 2 money.

Objective 3: *Human Resources.* The new Objective 3 is horizontal in nature focusing primarily on the adaptation and modernisation of both national and European Union level policies and systems for employment, education and training. It will serve as a reference framework for all human resources operations in the member states but will give sufficient flexibility to take account of the wide variety of policies, practices and needs that exist in the different countries. Although Herefordshire is not eligible for direct funding from Objective 3 this part of the Fund will impact on the County, filtered through European and national legislation.

For further information about European Union funding please contact Vinya Abesamis on 01432 260625.