

West Midlands Areas of Outstanding Natural Beauty

An Evidence Base

WYE VALLEY

FINAL REPORT

Prepared by the



University of Worcester
Henwick Grove
Worcester
WR2 6AJ
www.worcester.ac.uk

2007



University
of Worcester

*The Centre for Rural Research
is a research unit at the University of Worcester*

CONTENTS

1. INTRODUCTION	3
2. GENERAL AONB PROFILE	4
2.1 Key socio-economic information.....	4
2.1.1 Population size	4
2.1.2 Household numbers.....	4
2.1.3 Age structure	5
2.1.4 Ethnicity	7
2.1.5 Household type	9
2.1.6 Household composition.....	11
2.1.7 Housing tenure	13
2.1.8 Car ownership.....	15
2.2 Visual and sensory perceptions.....	16
2.2.1 Tranquillity	16
2.3 Environmental resources.....	19
2.3.1 Nitrate Vulnerable Zones	19
2.3.2 Catchment Abstraction Management Strategies.....	20
2.3.3 Water Resources Strategy.....	22
2.3.4 Air Quality Archive	24
2.3.5 Atmospheric Emissions.....	25
2.4 Archaeological features	29
2.4.1 Scheduled Ancient Monuments	29
2.5 Listed Buildings, Parks and Gardens	29
2.5.1 Listed Buildings.....	29
3. ECONOMIC PROFILE.....	30
3.1 House prices	30
3.2 Second homes	31
3.3 Rooms per household and persons per room	33
3.3.1 Rooms per household.....	33
3.3.2 Persons per room	34
3.4 Income levels	35
3.5 Housing affordability.....	38
3.6 Deprivation	42

3.7 Employment	45
3.8 Agricultural employment.....	54
3.9 Social households	54
3.10 Business activity.....	55
3.11 Value of agricultural economy	57
3.12 Value of rural economy.....	57
3.13 Value of tourism	60
3.14 Business support.....	63
4. SOCIAL PROFILE.....	64
4.1 Public service access	64
4.2 Public transport provision	64
4.3 Transport use	65
4.3.1 Travel to work	65
4.4 Change in traffic flows	67
4.5 Number of services	67
4.6 Brownfield land use	67

1. INTRODUCTION

This report contains data relating to the Wye Valley AONB. The boundaries of AONBs do not generally follow any standard geographical data collection unit (such as local authority areas, wards or output areas). Therefore, for much of the information requested, data is unavailable specifically at AONB level.

Where it is not possible to provide data that is AONB-specific, data have instead been provided for all areas that relate to the AONB (at country, region, county and local authority level). Where data are available for units smaller than the local authority, these have been used to repopulate the AONB using a weighted average based on the proportion of the unit which is within the AONB boundary. This was the methodology employed for the data derived from the 2001 Census, where information was available at output area level.

Rather than attempting to include all possible permutations of data display, in most cases raw data are provided, which can then be manipulated and used as appropriate. However, commentary is given where the nature of the information or its methodology requires clarification. Details of sources are provided to allow for data collection to be updated on an ongoing basis.

2. GENERAL AONB PROFILE

2.1 Key socio-economic information

2.1.1 Population size

Table 2.1.1 Resident population (2001)

AREA	Resident population		
	Total	Male	Female
England & Wales	52,041,916	25,325,926	26,715,990
England	49,138,831	23,922,144	25,216,687
West Midlands Region	5,267,308	2,575,111	2,692,197
Herefordshire (U.A.)	174,871	85,350	89,521
South West Region	4,928,434	2,396,415	2,532,019
Gloucestershire	564,559	275,513	289,046
Forest of Dean D.C.	79,982	39,010	40,972
Wales	2,903,085	1,403,782	1,499,303
Monmouthshire (U.A.)	84,885	41,448	43,437
Wye Valley AONB	26,374	12,848	13,526

Source: 2001 Census, Casweb

2.1.2 Household numbers

Table 2.1.2 Number of households (2001)

AREA	Number of households
England & Wales	21,660,475
England	20,451,427
West Midlands Region	2,153,672
Herefordshire (U.A.)	74,282
South West Region	2,085,984
Gloucestershire	237,872
Forest of Dean D.C.	32,530
Wales	1,209,048
Monmouthshire (U.A.)	35,193
Wye Valley AONB	11,129

Source: 2001 Census, Casweb

2.1.3 Age structure

Table 2.1.3a Age Cohorts (2001)

AREA	Age categories							
	0-4	5-7	8-9	10-14	15	16-17	18-19	20-24
England & Wales	3,094,141	1,946,817	1,361,037	3,425,023	661,718	1,306,500	1,249,090	3,122,212
England	2,926,238	1,838,668	1,283,861	3,229,047	623,767	1,231,266	1,177,571	2,952,719
West Midlands Region	319,056	201,837	141,837	363,077	70,087	137,223	132,562	309,008
Herefordshire (U.A.)	9,491	6,226	4,544	11,566	2,257	4,113	3,421	7,050
South West Region	270,006	173,155	120,924	313,752	60,733	118,865	113,828	264,173
Gloucestershire	32,458	20,649	14,129	37,149	7,069	13,659	12,404	29,121
Forest of Dean D.C.	4,573	2,937	1,987	5,217	974	2,069	1,869	3,694
Wales	167,903	108,149	77,176	195,976	37,951	75,234	71,519	169,493
Monmouthshire (U.A.)	4,534	3,242	2,285	5,840	1,036	2,216	1,691	3,326
Wye Valley AONB	1,315	852	609	1,683	318	596	511	908

AREA	Age categories (cont.)							
	25-29	30-44	45-59	60-64	65-74	75-84	85-89	90+
Eng & Wales	3,435,008	11,733,473	9,849,369	2,544,754	4,367,032	2,933,337	676,678	335,727
Eng	3,268,660	11,127,511	9,279,693	2,391,830	4,102,841	2,751,135	637,701	316,323
W Mids	328,025	1,151,572	1,005,743	266,862	449,789	295,806	64,577	30,247
Hfds	9,029	36,746	36,857	9,988	17,620	12,009	2,640	1,314
S West	282,280	1,049,175	982,263	260,165	463,709	332,615	81,106	41,685
Glos	32,104	125,607	113,580	28,613	49,611	35,827	8,465	4,114
FD DC	4,032	16,861	17,407	4,527	7,269	4,936	1,098	532
Wales	166,348	605,962	569,676	152,924	264,191	182,202	38,977	19,404
Mnmth	4,010	18,051	18,635	4,772	8,090	5,386	1,183	588
WV AONB	1,068	5,201	6,349	1,591	2,721	1,915	470	260

Source: 2001 Census, Casweb

Table 2.1.3b Age Cohorts (2001) - Percentages

AREA	Age categories							
	0-4	5-7	8-9	10-14	15	16-17	18-19	20-24
England & Wales	5.95	3.74	2.62	6.58	1.27	2.51	2.40	6.00
England	5.96	3.74	2.61	6.57	1.27	2.51	2.40	6.01
West Midlands Region	6.06	3.83	2.69	6.89	1.33	2.61	2.52	5.87
Herefordshire (U.A.)	5.43	3.56	2.60	6.61	1.29	2.35	1.96	4.03
South West Region	5.48	3.51	2.45	6.37	1.23	2.41	2.31	5.36
Gloucestershire	5.75	3.66	2.50	6.58	1.25	2.42	2.20	5.16
Forest of Dean D.C.	5.72	3.67	2.48	6.52	1.22	2.59	2.34	4.62
Wales	5.78	3.73	2.66	6.75	1.31	2.59	2.46	5.84
Monmouthshire (U.A.)	5.34	3.82	2.69	6.88	1.22	2.61	1.99	3.92
Wye Valley AONB	4.99	3.23	2.31	6.38	1.21	2.26	1.94	3.44

AREA	Age categories (cont.)							
	25-29	30-44	45-59	60-64	65-74	75-84	85-89	90+
Eng & Wales	6.60	22.55	18.93	4.89	8.39	5.64	1.30	0.65
Eng	6.65	22.65	18.88	4.87	8.35	5.60	1.30	0.64
W Mids	6.23	21.86	19.09	5.07	8.54	5.62	1.23	0.57
Hfds	5.16	21.01	21.08	5.71	10.08	6.87	1.51	0.75
S West	5.73	21.29	19.93	5.28	9.41	6.75	1.65	0.85
Glos	5.69	22.25	20.12	5.07	8.79	6.35	1.50	0.73
FD DC	5.04	21.08	21.76	5.66	9.09	6.17	1.37	0.67
Wales	5.73	20.87	19.62	5.27	9.10	6.28	1.34	0.67
Mnmth	4.72	21.27	21.95	5.62	9.53	6.35	1.39	0.69
WV AONB	4.05	19.73	24.08	6.03	10.32	7.26	1.78	0.99

Source: 2001 Census, Casweb

2.1.4 Ethnicity

Table 2.1.4a Ethnic groups

AREA	White			Mixed			
	White British	White Irish	Other White	White/ Black Caribbean	White/ Black African	White/ Asian	Other Mixed
England & Wales	45,533,741	641,804	1,345,321	237,420	78,911	189,015	155,688
England	42,747,136	624,115	1,308,110	231,424	76,498	184,014	151,437
West Midlands Region	4,537,892	73,136	63,268	39,782	3,683	18,160	11,600
Herefordshire (U.A.)	170,566	786	1,943	195	82	260	158
South West Region	4,701,602	32,484	81,230	13,343	3,917	11,198	8,913
Gloucestershire	535,132	4,337	9,013	2,207	361	1,283	984
Forest of Dean D.C.	78,192	320	731	134	48	89	73
Wales	2,786,605	17,689	37,211	5,996	2,413	5,001	4,251
Monmouthshire (U.A.)	82,493	446	982	90	47	141	78
Wye Valley AONB	25,672	126.90	366.02	34.06	12.76	41.57	7.23

AREA	Asian				Black			Chinese or other	
	Indian	Pakistani	Bangladeshi	Other Asian	Caribbean	African	Other Black	Chinese	Any other
Eng & Wales	1,036,807	714,826	280,830	241,274	563,843	479,665	96,069	226,948	219,754
Eng	1,028,546	706,539	275,394	237,810	561,246	475,938	95,324	220,681	214,619
W Mids	178,691	154,550	31,401	20,931	82,282	11,985	9,765	16,099	14,083
Hfds	168	46	37	84	65	88	17	210	166
S West	16,394	6,729	4,816	4,861	12,405	6,171	2,344	12,722	9,305
Glos	3,732	463	742	586	2,440	530	335	1,340	1,074
FD DC	81	18	10	20	44	25	16	118	63
Wales	8,261	8,287	5,436	3,464	2,597	3,727	745	6,267	5,135
Mnmth	193	34	27	51	30	35	12	140	86
WV AONB	28.95	8.29	5.19	22.08	1.72	8.41	3.68	20.55	29.86

Source: 2001 Census, Casweb

Table 2.1.4b Ethnic groups - Percentages

AREA	White			Mixed			
	White British	White Irish	Other White	White/ Black Caribbean	White/ Black African	White/ Asian	Other Mixed
England & Wales	87.49	1.23	2.59	0.46	0.15	0.36	0.30
England	86.99	1.27	2.66	0.47	0.16	0.37	0.31
West Midlands Region	86.15	1.39	1.20	0.76	0.07	0.34	0.22
Herefordshire (U.A.)	97.54	0.45	1.11	0.11	0.05	0.15	0.09
South West Region	95.40	0.66	1.65	0.27	0.08	0.23	0.18
Gloucestershire	94.79	0.77	1.60	0.39	0.06	0.23	0.17
Forest of Dean D.C.	97.76	0.40	0.91	0.17	0.06	0.11	0.09
Wales	95.99	0.61	1.28	0.21	0.08	0.17	0.15
Monmouthshire (U.A.)	97.18	0.53	1.16	0.11	0.06	0.17	0.09
Wye Valley AONB	97.28	0.48	1.39	0.13	0.05	0.16	0.03

AREA	Asian				Black			Chinese or other	
	Indian	Pakistani	Bangladeshi	Other Asian	Caribbean	African	Other Black	Chinese	Any other
Eng & Wales	1.99	1.37	0.54	0.46	1.08	0.92	0.18	0.44	0.42
Eng	2.09	1.44	0.56	0.48	1.14	0.97	0.19	0.45	0.44
W Mids	3.39	2.93	0.60	0.40	1.56	0.23	0.19	0.31	0.27
Hfds	0.10	0.03	0.02	0.05	0.04	0.05	0.01	0.12	0.09
S West	0.33	0.14	0.10	0.10	0.25	0.13	0.05	0.26	0.19
Glos	0.66	0.08	0.13	0.10	0.43	0.09	0.06	0.24	0.19
FD DC	0.10	0.02	0.01	0.03	0.06	0.03	0.02	0.15	0.08
Wales	0.28	0.29	0.19	0.12	0.09	0.13	0.03	0.22	0.18
Mnmth	0.23	0.04	0.03	0.06	0.04	0.04	0.01	0.16	0.10
WV AONB	0.11	0.03	0.02	0.08	0.01	0.03	0.01	0.08	0.11

Source: 2001 Census, Casweb

2.1.5 Household type

Table 2.1.5a Household spaces and accommodation type

AREA	All household spaces			All household spaces which are of accommodation type:						
	With residents	With no residents		Whole house or bungalow			Flat, maisonette or apartment			Caravan or other mobile or temporary structure
		Vacant	Second residence/holiday home	Detached	Semi-detached	Terraced	Purpose-built flats	Part of converted or shared house	In a commercial building	
England & Wales	21,660,475	727,448	150,718	5,131,821	7,117,662	5,869,878	3,069,566	997,567	258,303	93,844
England	20,451,427	676,196	135,202	4,786,456	6,713,183	5,494,033	2,967,790	968,266	244,179	88,918
West Midlands Region	2,153,672	68,448	5,720	531,182	838,941	531,658	251,985	44,697	21,430	7,947
Herefordshire (U.A.)	74,282	1,996	709	33,134	21,041	13,570	5,741	1,792	916	793
South West Region	2,085,984	61,601	38,381	675,790	610,661	521,238	218,247	112,808	29,316	17,906
Gloucestershire	237,872	6,657	2,303	76,787	85,935	48,825	22,135	8,183	2,585	2,382
Forest of Dean D.C.	32,530	837	278	15,379	11,597	4,364	1,158	472	342	333
Wales	1,209,048	51,252	15,516	345,365	404,479	375,845	101,776	29,301	14,124	4,926
Monmouthshire (U.A.)	35,193	1,322	280	16,034	10,512	6,323	2,725	629	451	121
Wye Valley AONB	11,120	423	202	6,325	2,609	1,460	774	318	195	95

Source: 2001 Census, Casweb

Table 2.1.5b Household spaces and accommodation type - Percentages

AREA	All household spaces			All household spaces which are of accommodation type:						
	With residents	With no residents		Whole house or bungalow			Flat, maisonette or apartment			Caravan or other mobile or temporary structure
		Vacant	Second residence/holiday home	Detached	Semi-detached	Terraced	Purpose-built flats	Part of converted or shared house	In a commercial building	
England & Wales	96.10	3.23	0.67	22.77	31.58	26.04	13.62	4.43	1.15	0.42
England	96.18	3.18	0.64	22.51	31.57	25.84	13.96	4.55	1.15	0.42
West Midlands Region	96.67	3.07	0.26	23.84	37.66	23.86	11.31	2.01	0.96	0.36
Herefordshire (U.A.)	96.49	2.59	0.92	43.04	27.33	17.63	7.46	2.33	1.19	1.03
South West Region	95.43	2.82	1.76	30.91	27.94	23.84	9.98	5.16	1.34	0.82
Gloucestershire	96.37	2.70	0.93	31.11	34.82	19.78	8.97	3.32	1.05	0.97
Forest of Dean D.C.	96.69	2.49	0.83	45.71	34.47	12.97	3.44	1.40	1.02	0.99
Wales	94.77	4.02	1.22	27.07	31.70	29.46	7.98	2.30	1.11	0.39
Monmouthshire (U.A.)	95.65	3.59	0.76	43.58	28.57	17.18	7.41	1.71	1.23	0.33
Wye Valley AONB	94.68	3.60	1.72	53.71	22.16	12.40	6.57	2.70	1.66	0.81

Source: 2001 Census, Casweb

2.1.6 Household composition

Table 2.1.6a Household composition

AREA	One family and no others								
	All pensioners	Married couple households			Cohabiting couple households			Lone parent households	
		No children	With dependent children	All children non-dependent	No children	With dependent children	All children non-dependent	With dependent children	All children non-dependent
England & Wales	1,942,737	2,815,158	3,802,703	1,297,454	1,022,898	701,552	70,001	1,399,939	663,547
England	1,826,453	2,656,440	3,591,335	1,218,191	976,879	661,073	66,352	1,311,974	622,904
West Midlands Region	195,281	285,328	392,050	142,799	91,480	72,473	7,071	144,908	71,637
Herefordshire (U.A.)	8,585	11,308	13,121	4,319	3,221	2,347	256	3,987	2,098
South West Region	231,214	305,143	357,236	113,089	100,924	64,336	6,277	113,037	54,357
Gloucestershire	24,326	35,319	43,361	13,381	11,901	7,822	696	12,135	6,455
Forest of Dean D.C.	3,426	5,438	6,341	2,205	1,397	1,161	112	1,514	979
Wales	116,284	158,718	211,368	79,263	46,019	40,479	3,649	87,965	40,643
Monmouthshire (U.A.)	3,868	5,729	7,058	2,161	1,314	1,009	81	1,858	937
Wye Valley AONB	1,362	1,966	2,009	642	494	304	19	440	257

AREA	One person		Other households			
	Pensioner	Other	With dependent children	All student	All pensioner	Other
Eng & Wales	3,126,340	3,376,272	484,067	84,281	88,785	784,745
Eng	2,939,465	3,210,799	458,369	79,143	82,384	749,666
W Mids	308,744	312,026	52,304	8,058	8,376	61,137
Hfds	11,432	9,839	1,220	81	406	2,062
S West	322,418	295,392	34,963	8,112	10,538	68,948
Glos	35,509	34,400	3,787	653	958	7,169
FD DC	4,763	3,595	586	6	158	849
Wales	186,875	165,473	25,698	5,138	6,401	35,079
Mnmth	5,316	4,204	605	3	172	879
WV AONB	1,682	1,352	191	0	47	327

Source: 2001 Census, Casweb

Table 2.1.6b Household composition - Percentages

AREA	One family and no others								
	All pensioners	Married couple households			Cohabiting couple households			Lone parent households	
		No children	With dependent children	All children non-dependent	No children	With dependent children	All children non-dependent	With dependent children	All children non-dependent
England & Wales	8.97	13.00	17.56	5.99	4.72	3.24	0.32	6.46	3.06
England	8.93	12.99	17.56	5.96	4.78	3.23	0.32	6.42	3.05
West Midlands Region	9.07	13.25	18.20	6.63	4.25	3.37	0.33	6.73	3.33
Herefordshire (U.A.)	11.56	15.22	17.66	5.81	4.34	3.16	0.34	5.37	2.82
South West Region	11.08	14.63	17.13	5.42	4.84	3.08	0.30	5.42	2.61
Gloucestershire	10.23	14.85	18.23	5.63	5.00	3.29	0.29	5.10	2.71
Forest of Dean D.C.	10.53	16.72	19.49	6.78	4.29	3.57	0.34	4.65	3.01
Wales	9.62	13.13	17.48	6.56	3.81	3.35	0.30	7.28	3.36
Monmouthshire (U.A.)	10.99	16.28	20.05	6.14	3.73	2.87	0.23	5.28	2.66
Wye Valley AONB	12.28	17.72	18.11	5.79	4.45	2.74	0.17	3.97	2.32

AREA	One person		Other households			
	Pensioner	Other	With dependent children	All student	All pensioner	Other
Eng & Wales	14.43	15.59	2.23	0.39	0.41	3.62
Eng	14.37	15.70	2.24	0.39	0.40	3.67
W Mids	14.34	14.49	2.43	0.37	0.39	2.84
Hfds	15.39	13.25	1.64	0.11	0.55	2.78
S West	15.46	14.16	1.68	0.39	0.51	3.31
Glos	14.93	14.46	1.59	0.27	0.40	3.01
FD DC	14.64	11.05	1.80	0.02	0.49	2.61
Wales	15.46	13.69	2.13	0.42	0.53	2.90
Mnmth	15.10	11.95	1.72	0.01	0.49	2.50
WV AONB	15.16	12.19	1.72	0.00	0.42	2.95

Source: 2001 Census, Casweb

2.1.7 Housing tenure

Table 2.1.7a *Housing tenure (by household)*

AREA	Owner occupied			Rented			
	Owns outright	Owns with mortgage or loan	Shared ownership	Council (local authority)	Housing association or registered social landlord	Private landlord or letting agency	Other
England & Wales	6,380,682	8,396,178	139,605	2,868,529	1,288,722	1,888,696	698,063
England	5,969,670	7,950,759	133,693	2,702,482	1,238,246	1,798,864	657,713
West Midlands Region	651,389	832,191	14,486	307,127	136,517	137,225	74,737
Herefordshire (U.A.)	26,620	25,948	640	5,961	5,319	6,734	3,060
South West Region	710,875	800,388	12,859	161,444	120,821	200,326	79,271
Gloucestershire	78,782	96,557	1,407	20,130	12,570	19,729	8,697
Forest of Dean D.C.	11,966	12,805	168	3,760	858	1,761	1,212
Wales	411,012	445,419	5,912	166,047	50,476	89,832	40,350
Monmouthshire (U.A.)	12,550	14,148	119	3,910	1,271	2,333	862
Wye Valley AONB	4,296	4,180	66	1,024	285	852	426

Source: 2001 Census, Casweb

Table 2.1.7b *Housing tenure (by household) - Percentages*

AREA	Owner occupied			Rented			
	Owns outright	Owns with mortgage or loan	Shared ownership	Council (local authority)	Housing association or registered social landlord	Private landlord or letting agency	Other
England & Wales	29.46	38.76	0.64	13.24	5.95	8.72	3.22
England	29.19	38.88	0.65	13.21	6.05	8.80	3.22
West Midlands Region	30.25	38.64	0.67	14.26	6.34	6.37	3.47
Herefordshire (U.A.)	35.84	34.93	0.86	8.02	7.16	9.07	4.12
South West Region	34.08	38.37	0.62	7.74	5.79	9.60	3.80
Gloucestershire	33.12	40.59	0.59	8.46	5.28	8.29	3.66
Forest of Dean D.C.	36.78	39.36	0.52	11.56	2.64	5.41	3.73
Wales	33.99	36.84	0.49	13.73	4.17	7.43	3.34
Monmouthshire (U.A.)	35.66	40.20	0.34	11.11	3.61	6.63	2.45
Wye Valley AONB	38.60	37.56	0.59	9.20	2.56	7.66	3.83

Source: 2001 Census, Casweb

2.1.8 Car ownership

Table 2.1.8a Car ownership

AREA	Households with (number cars/vans)					All cars/ vans in area
	0	1	2	3	4 or more	
England & Wales	5,802,183	9,486,366	5,095,959	976,438	299,529	23,936,250
England	5,488,386	8,935,718	4,818,581	924,289	284,453	22,607,629
West Midlands Region	576,484	923,743	521,452	101,086	30,907	2,406,815
Herefordshire (U.A.)	13,489	33,280	21,150	4,717	1,646	97,178
South West Region	421,517	963,145	554,149	111,469	35,704	2,565,747
Gloucestershire	44,484	104,202	69,882	14,604	4,700	308,769
Forest of Dean D.C.	5,279	13,665	10,223	2,465	898	45,560
Wales	313,797	550,648	277,378	52,149	15,076	1,328,621
Monmouthshire (U.A.)	6,150	14,930	11,034	2,351	728	47,277
Wye Valley AONB	1,587	4,646	3,720	851	315	16,055

Source: 2001 Census, Casweb

Table 2.1.8b Car ownership - Percentages

AREA	Households with (number cars/vans)				
	0	1	2	3	4 or more
England & Wales	26.79	43.80	23.53	4.51	1.38
England	26.84	43.69	23.56	4.52	1.39
West Midlands Region	26.77	42.89	24.21	4.69	1.44
Herefordshire (U.A.)	18.16	44.80	28.47	6.35	2.22
South West Region	20.21	46.17	26.57	5.34	1.71
Gloucestershire	18.70	43.81	29.38	6.14	1.98
Forest of Dean D.C.	16.23	42.01	31.43	7.58	2.76
Wales	25.95	45.54	22.94	4.31	1.25
Monmouthshire (U.A.)	17.48	42.42	31.35	6.68	2.07
Wye Valley AONB	14.27	41.78	33.46	7.65	2.83

Source: 2001 Census, Casweb

2.2 Visual and sensory perceptions

2.2.1 Tranquillity

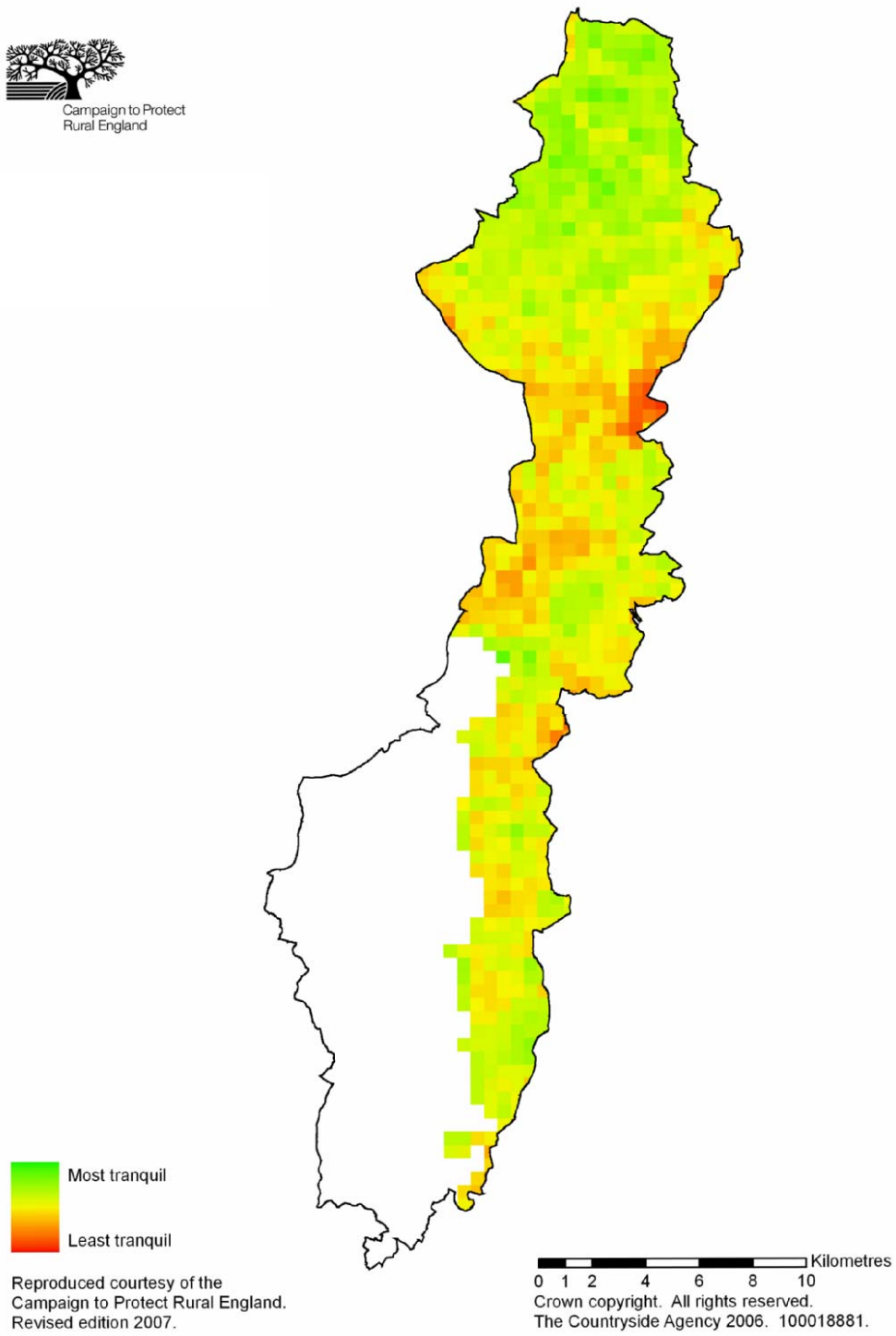
The concept of tranquillity is subjective and can therefore be assessed using a number of different techniques. One possible measure of tranquillity is the Tranquillity Map of England recently produced by the Campaign to Protect Rural England (CPRE). The methodology for its production involved dividing the country into 500 m by 500 m squares and then scoring these positively or negatively based on 44 factors relating to people's feeling of tranquillity. Each square is assigned a colour ranging from green (most tranquil) to red (least tranquil) to indicate where people feel most or least tranquil. CPRE hopes to acquire future funding to allow the tranquillity map to be updated. A full exposition of the methodology can be found in Jackson, S., Fuller, D., Dunsford, H., Mowbray, R., Hext, S., MacFarlane, R. and Haggett, C. (in preparation). *Tranquillity Mapping: developing a robust methodology for planning support*. Report to CPRE, Centre for Environmental and Spatial Analysis, Northumbria University, Bluespace Environments and the University of Newcastle upon Tyne.

Figure 2.2.1 shows that the AONB is characterised in general terms by moderate tranquillity from the predominance of yellow shading. Tranquillity is geographically uneven within the AONB. Given the extent and 'shape' of the AONB, it is unsurprising that there is significant geographical variation in tranquillity across the Area. From the map, three distinct zones of tranquillity can be observed.

- i) North – this zone is defined by a U-shaped line from Hoarwithy in the west to Brockhampton in the east, following the routes of the A49 and A449 but north of them at a distance of 2km. It is an area of relatively high tranquillity, with the village of Fownhope at its heart. It contains no major settlements or communication routes, helping to explain its tranquil nature.
- ii) Centre – this is the area south of the line above, delimited in the south by a north-east / south-west trending line following the approximate direction of the

River Wye itself from Welsh Bicknor (NE) to the national English-Welsh border north-east of Monmouth. In stark contrast to the north, this central area suffers from a lack of tranquillity. Hotspots are the town of Ross-on-Wye, Goodrich and Symonds Yat West. This zone is greatly influenced by the presence of the A40 as a major communication route between South Wales and the Midlands traversing the AONB.

iii) South – this zone includes the English part of the AONB from Staunton to north of Chepstow (no data are available for Wales). The zone has moderate tranquillity overall, but there is a mixture of geographically specific untranquil points (near Coleford, The Fence and Chepstow) and highly tranquil points (Tidenham Chase, Newland and Highmeadow Woods).



Source: Campaign to Protect Rural England (2007)

Figure 2.2.1 Tranquillity map of Wye Valley AONB

2.3 Environmental resources

2.3.1 Nitrate Vulnerable Zones

Nitrate levels in both ground and surface waters are increasing and not only can this nitrate pollution harm the water environment but it can be dangerous to human health if it enters drinking water. Nitrate Vulnerable Zones (NVZs) were put in place in 1996 to protect drinking water supplies from Nitrate concentrations in excess of 50 mg/l, which is the level set out in the Drinking Water Directive as being harmful to human health. The main sources of nitrate are manure and inorganic fertilizer spread on agricultural land, and within NVZs farmers must follow the Action Programme Rules to reduce and where possible prevent the release of Nitrate onto the surrounding land and into water. They are required to ensure that they spread the right amount of fertiliser on the correct parts of fields at the right time, and must keep a detailed record of their activities. The area of England designated as a NVZ, where water is polluted by or at risk of being polluted, increased from 8 per cent in 1996 to 55 per cent in October 2002.

Table 2.3.1 shows the amount of land within the Wye Valley AONB which is part of a NVZ, and the type of water which is at risk (groundwater, surface water or both).

Table 2.3.1 Nitrate Vulnerable Zones in the Wye Valley AONB (England)

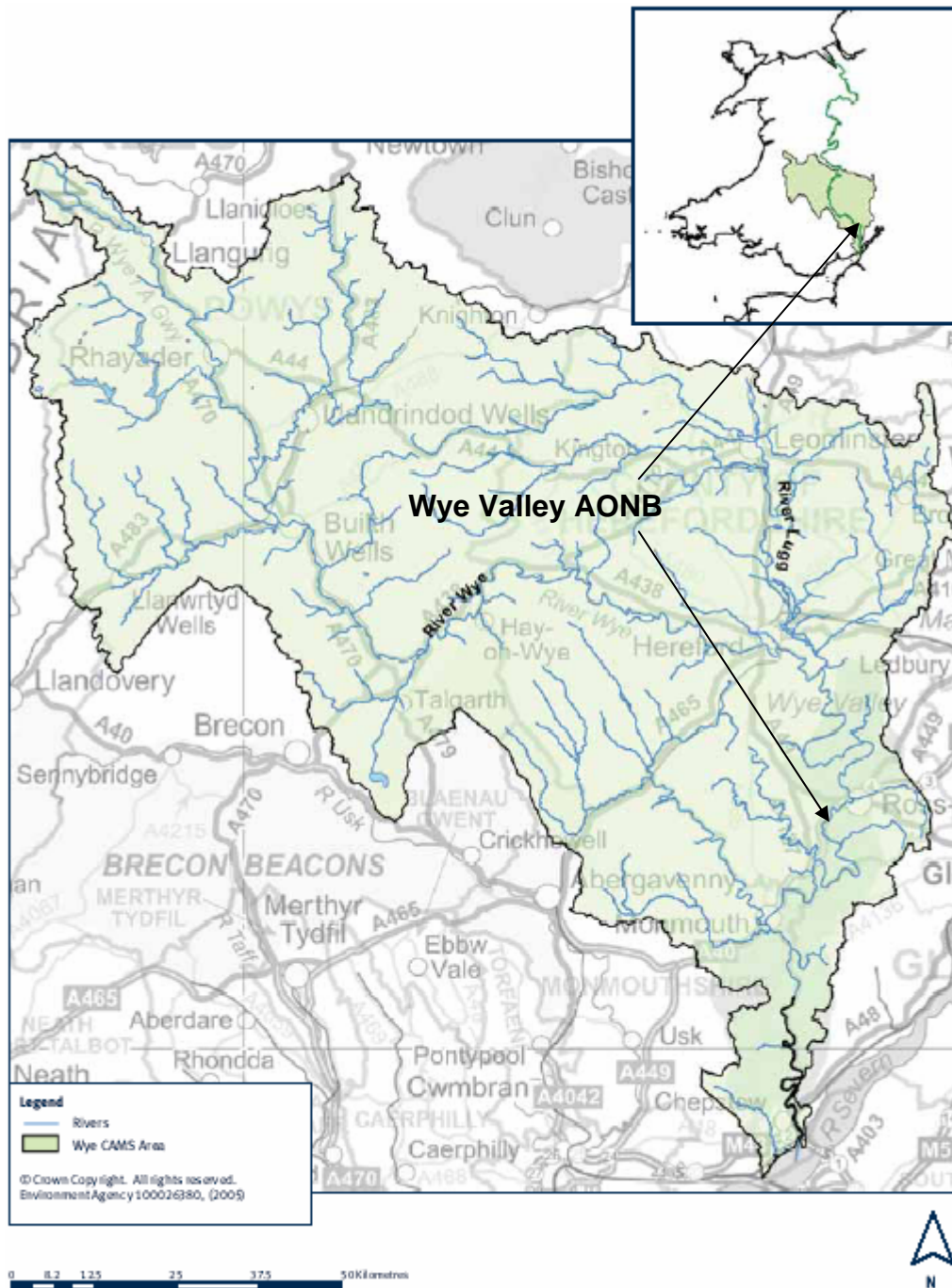
Nitrate Vulnerable Zone type	Area (sq km)	% of AONB area
Groundwater	0.928	0.87%
Surface Water & Groundwater	6.019	5.65%
Surface Water	44.982	42.22%
Existing NVZ	2.995	2.81%
Total	54.924	51.55%

Source: DEFRA (09/01/2003)

2.3.2 Catchment Abstraction Management Strategies

Catchment Abstraction Management Strategies (CAMS), as developed by the Environment Agency, are defined as strategies for the management of water resources at a local level. CAMS allow information on water resources and licensing practice to be made publicly available. They enable consideration of the balance between the needs of abstractors, other water users and the aquatic environment, in consultation with the local community and interested parties. CAMS are also used as a management tool for time-limited licences by identifying which should be renewed and, if so, on what terms. CAMS are produced on a six year cycle; this corresponds with the EU Water Framework Directive necessitating production of River Basin Management Plans on a six year cycle (Environment Agency, 2005).

The Wye Valley AONB will fall within the Environment Agency Wales 'Wye Catchment Abstraction Management Strategy', due for publication Spring 2008 and a further review in 2014. In the meantime, copies of 'The Wye CAMS Consultation Document' are available from the Environment Agency Wales website and South East Wales office.



Source: *The Wye CAMS Consultation Document, Environment Agency (2005)*

Figure 2.3.1 Location of Wye Valley AONB within Wye CAMS area

2.3.3 Water Resources Strategy

The water resources strategy for England and Wales (2001 - 2026) considers current and future societal and environmental water resource needs, in light of the potential effects of climate change and changing social values. The strategy concludes with a series of actions that aim to provide sufficient water for society and improve the environment (Environment Agency, 2006).

The Wye Valley AONB lies within the Environment Agency Water Resources Strategy for Wales. The strategy covers all of Wales and the sections of the Dee and Wye catchments which lie in England (Fig 2.3.2). The Wales strategy, '*Water Resources for the Future: A Summary of the Strategy for Wales*' (2001) is available from the Environment Agency website (see link: <http://www.environment-agency.gov.uk/subjects/waterres/>) and the Wales and area offices. The strategy is due for update 2026.

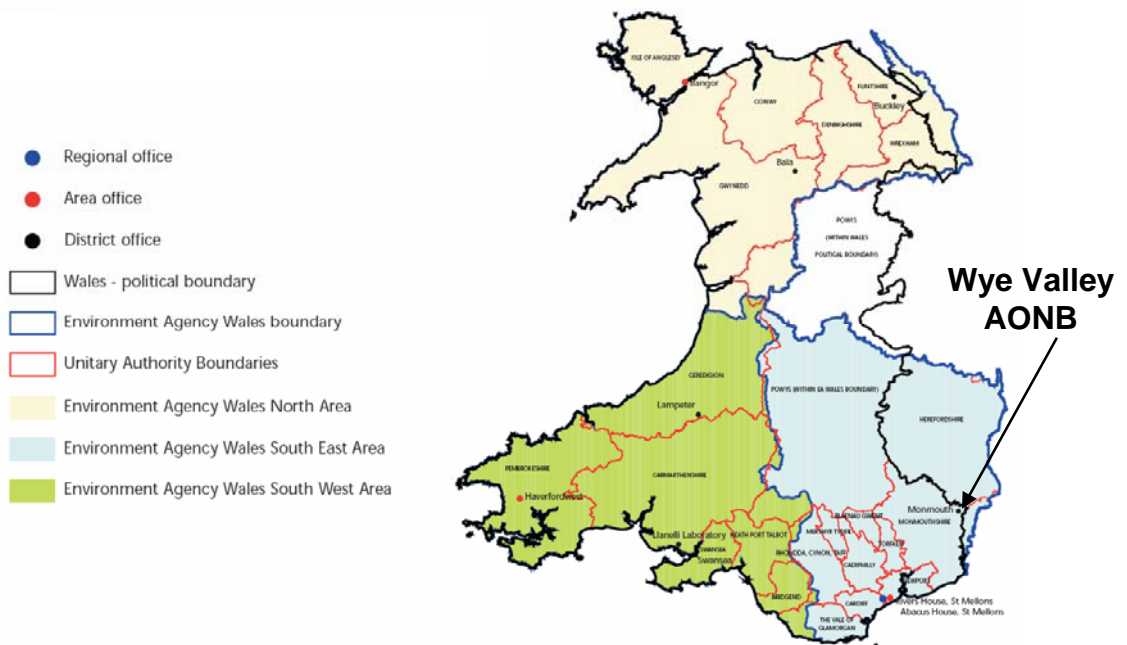
The strategy recognises that water can play an important role in defining the essential character of AONBs in Wales. The Wye Valley AONB is not referred to specifically within the strategy; however a number of themes have been identified as points of interest:

- Water is often regarded as an abundant resource in Wales, however uneven distribution in rainfall and variability in underlying geology means plentiful supply is not ubiquitous.
- Existing licensed water abstractions ideally needs to be reduced by up to 13 million litres of water per day (Ml/d). Public water supply is recommended to be increased by up to 7 Ml/d above 2001 levels, in order to ensure reliability.
- For water management purposes, the AONB is in the South East Wales Area, with the tributaries of the River Wye, River Monnow, River Lugg and River Frome within the AONB and in close proximity (< 5 km from AONB boundary).
- Hydropower represents the most significant water use in Wales, accounting for over 55 per cent of total licensed abstractions. Industry and commerce abstract a further 24 per cent and the remainder is largely

fed into public water supply. Nearly half of which is transferred out of Wales, for usage in the West Midlands and on Merseyside. Major abstractors (i.e. towns and cities) in the locality of the AONB are Hereford, Ross-on-Wye, Monmouth, Chepstow, Newport, Cardiff and Gloucester.

- o Additional abstractions during the summer, particularly in agricultural areas, compromises reliable water availability in Wales. However, there is capacity for improved efficiency on farms, and farmers will be urged to increase their winter water storage and consider crop suitability. Furthermore, the strategy highlights aims to improve supply by reducing mains leakages; improve household, industrial and commercial usage efficiency; and increase household metering.

Source: 'Water Resources for the Future: A Summary of the Strategy for Wales' (Environment Agency, 2001)



Source: Wales Water Resources Strategy, Environment Agency (2001)

Figure 2.3.2 The Wye Valley AONB within the Wales Water Resources Strategy

2.3.4 Air Quality Archive

Since 1997 local authorities in the UK have undertaken review and assessment of air quality in their area. The purpose of such work facilitates authorities in fulfilling their statutory duty to meet national air quality objectives (UK Air Quality Archive, 2002). In any place where objectives are unlikely to be met, an Air Quality Management Area (AQMA) is declared and action plan assigned. The progress of each local authority in making review and assessment, and information on any AQMAs and status of any action plans is collated by the UK Air Quality Archive and available from their website (see link: <http://www.airquality.co.uk/archive/laqm/laqm.php>). There are currently no AQMAs within the Wye Valley AONB. Note however, that although two AQMAs exist within Herefordshire Council area, and one exists within the Monmouthshire County area, none extend within the AONB boundary (Table 2.3.2).

Table 2.3.2 Air Quality Management Areas in the Wye Valley AONB

AREA	AQMAs declared	Pollutants	Year designated	Local authority contact	Local authority website
Forest of Dean DC	None at present	-	-	ron.beddis@fdean.gov.uk	http://www.fdean.gov.uk/
Herefordshire Council	Hereford City*	Nitrogen Dioxide (NO ₂)	2001	mwillimont@herefordshire.gov.uk	http://www.herefordshire.gov.uk/environment/pollution/2264.asp
	Bargates* (Leominster)	Nitrogen Dioxide (NO ₂)	unknown		
Monmouthshire County	Usk	Nitrogen Dioxide (NO ₂)	2005	bernardtyson@monmouthshire.gov.uk	http://www.monmouthshire.gov.uk/

* Outside of AONB boundary

Source: UK Air Quality Archive (Accessed 11/05/07)

The UK Air Quality Archive also has a set of maps to assist local authorities in support of review and assessment of local air quality. These maps are referred to in the LAQM TG(03) update. The maps depict estimated

background annual mean air pollutant concentrations (NO_x, NO₂, PM₁₀, PM₁₀ secondary) at a 1 km by 1 km grid resolution for 2004. Maps of projected concentrations, of the following, are also available: NO_x (2005, 2010), NO₂ (2005, 2010), PM₁₀ (2005, 2010). The data are provided as a single file for each local authority (Microsoft Excel spreadsheet format). The Wye Valley AONB would therefore require consultation of the Herefordshire Council, Forest of Dean District Council and Monmouthshire County data. A geo-referenced map of the UK based on 1 km x 1 km grids is also available.

2.3.5 Atmospheric Emissions

The UK's National Atmospheric Emissions Inventory (NAEI) collates estimates of atmospheric emissions from UK sources, such as vehicles, power stations and industrial plant. Estimating emissions enables us to make informed decisions in reducing the negative impacts of human activities on our health and the environment (*NAEI, 2007*). Further background information on the NAEI is available from the website (see link: <http://www.naei.org.uk/index.php>).

Estimated emissions from the postcode area at the centroid of the Wye Valley AONB will be examined. This will provide an indicator of atmospheric emissions in the AONB. The centroid postcode area for the Wye Valley AONB is HR9 6DZ. Table 2.3.3 summarises the average emissions around the postcode HR9 6DZ in tonnes per annum per km² from all sources that are likely to influence local air quality. Emissions from major point sources within a 10 km and 20 km radius of the postcode HR9 6DZ are shown in Tables 2.3.4 and 2.3.5 respectively. Emissions from major point sources are typically emitted at higher levels from chimneys or elevated vents (*NAEI, 2006*).

Table 2.3.3 Average atmospheric emissions (in tonnes per annum per km²) for postcode HR9 6DZ for 2003

Pollutant	Sector											Total Emission
	Combustion: energy production & transfer	Combustion: commercial, residential & agricultural	Combustion: industrial	Production processes	Extraction & distribution of fossil fuels	Solvent use	Road transport	Other transport & machinery	Waste treatment & disposal	Agriculture	Nature, land use change & other	
1,3-butadiene	-	-	-	-	-	-	0.0047	0.00060	-	-	-	0.0053
Benzo[a]pyrene	-	0.0026	0.000035	0.000029	-	-	0.0015	0.000018	0.00095	-	0.00078	0.0059
Benzene	-	0.0066	-	-	0.00049	-	0.0086	0.0027	0.00086	-	-	0.019
Carbon Monoxide	-	1.8	0.0024	-	-	-	3.7	0.19	0.099	0.090	0.34	6.2
Carbon Dioxide as C	-	50	5.8	-	-	-	98	0.91	-	0.92	3.4	159
Lead	-	0.028	0.028	-	-	-	0.0060	0.00017	-	-	-	0.062
Nitrogen Oxides as NO2	-	0.21	0.030	-	-	-	1.6	0.035	0.0027	0.0026	0.012	1.9
PM10 (Particulate Matter < 10µm)	-	0.11	0.0037	0.0024	-	0.0054	0.12	0.0035	0.028	0.0027	0.026	0.30
Sulphur Dioxide	-	0.16	0.017	-	-	-	0.0074	0.0021	0.00016	-	-	0.19
Non Methane VOC	-	0.072	0.00022	0.066	0.044	0.55	0.45	0.043	0.027	-	1.6	2.9

Source: NAEI (2007)

Table 2.3.4 Major point source emissions (in tonnes per annum per km²) within 10 km radius of the postcode HR9 6DZ for 2003

Operator	Site name	1,3 Butadiene	Benzene	Benzo[a]pyrene	CO	CO ₂	NO _x	SO ₂	PM ₁₀	Pb	VOC	Authorisation
Bradley, Bradley, & Ashly	Monument Colliery	-	-	-	-	-	-	-	0.0050 ^M	-	-	-
Broadmoor Brickworks Ltd	Whimsey	-	-	-	-	5931 ^M	-	-	28 ^M	-	-	-
Coleford Brick and Tile Co Ltd	Hankwell	-	-	-	-	594 ^M	-	-	28 ^M	-	-	-
Deans Foods Ltd	Clearwell	-	-	-	-	-	-	-	1.3 ^M	-	-	-
Engelhard Sales Ltd	Cinderford	-	-	-	-	-	-	-	0.011 ^M	0.050 ^M	-	AS8074
Forest of Dean Crematorium	Forest of Dean	-	-	-	0.10 ^M	-	0.23 ^M	0.041 ^M	0.000019 ^M	-	0.0097 ^M	-
Glaxosmithkline Services UnLtd	Coleford	-	-	-	-	1726 ^M	-	-	-	-	-	-
Safeway Stores Ltd	Ross On Wye	0.0022 ^M	0.026 ^M	-	-	-	-	-	-	-	15 ^M	-

^M figures generated by modelling

Source: NAEI (2007)

Table 2.3.5 Major point source emissions (in tonnes per annum per km²) within 20 km radius of the postcode HR9 6DZ for 2003

Operator	Site name	1,3 Butadiene	Benzene	Benzo[a]pyrene	CO	CO ₂	NO _x	SO ₂	PM ₁₀	Pb	VOC	Authorisation
Bradley, Bradley, & Ashly	Monument Colliery	-	-	-	-	-	-	-	0.0050 ^M	-	-	-
Broadmoor Brickworks Ltd	Whimsey	-	-	-	-	5931 ^M	-	-	28 ^M	-	-	-
Coleford Brick and Tile Co Ltd	Hankwell	-	-	-	-	594 ^M	-	-	28 ^M	-	-	-
Deans Foods Ltd	Clearwell	-	-	-	-	-	-	-	1.3 ^M	-	-	-
Elite Plastics Ltd	Rotherwas	-	-	-	-	-	-	-	0.078 ^M	-	11 ^M	-
Engelhard Sales Ltd	Cinderford	-	-	-	-	-	-	-	0.011 ^M	0.050 ^M	-	AS8074
Forest of Dean Crematorium	Forest of Dean	-	-	-	0.10 ^M	-	0.23 ^M	0.041 ^M	0.000019 ^M	-	0.0097 ^M	-
Glaxosmithkline Services UnLtd	Coleford	-	-	-	-	1726 ^M	-	-	-	-	-	-
J.R Crompton Ltd	Lydney	-	-	-	-	6348 ^M	-	-	-	-	-	-
Purton Carbons Ltd	Berkeley	-	-	-	-	-	-	-	-	-	0.20 ^M	AA9539
Safeway Stores Ltd	Ross On Wye	0.0022 ^M	0.026 ^M	-	-	-	-	-	-	-	15 ^M	-
Sundeala Ltd	Dursley	-	-	-	-	839 ^M	-	-	-	-	-	-
Tesco Stores Ltd	Lydney High Street	0.0024 ^M	0.027 ^M	-	-	-	-	-	-	-	16 ^M	-

^M figures generated by modelling

Source: NAEI (2007)

2.4 Archaeological features

2.4.1 Scheduled Ancient Monuments

Table 2.4.1 Scheduled Ancient Monuments in Wye Valley AONB

England	81*
Wales	42
TOTAL	123

*43 of these sites in England are sections of Offa's Dyke

Source: English Heritage (2007), Cadw (2007)

2.5 Listed Buildings, Parks and Gardens

2.5.1 Listed Buildings

Table 2.5.1 Listed Buildings in Wye Valley AONB

GRADE	Number of properties			% Properties by Grade In AONB
	England	Wales	TOTAL	
I	17	4	21	2.19
II*	39	26	65	6.78
II	702	170	872	91.02
De-listed	5	-	5	
Total*	758	200	958	100.00%

* Total does not include de-listed buildings

Source: English Heritage (2007), Cadw (2007)

3. ECONOMIC PROFILE

3.1 House prices

Land Registry is the government department responsible for the registration of title to land in England and Wales and record dealings (such as sales and mortgages) with registered land. Land Registry produce monthly House Price Index (HPI) statistics, based on actual price paid, using a data set of completed sales. This data set is a record of all residential property transactions made in England and Wales since April 2000. It currently contains details of over eight million sales, of these; approximately 1.7 million are identifiable matched pairs. These pairs provide the basis for the repeat-sales regression analysis used to compile the index (Land registry, 2007). House price statistics are given for the national, regional, county/unitary authority, metropolitan district and London boroughs. Data are released with approximately a one month lag time and available from the website (see link: www.landregistry.gov.uk/houseprices).

The Wye Valley AONB lies within the counties of Herefordshire, Gloucestershire and Monmouthshire. Table 3.1.1 summarises the HPI statistics of these areas for February 2007. All three AONB counties experienced annual house price increases, in line with both regional and national trends. Herefordshire experienced the highest annual change at +9.5 per cent, compared to Monmouthshire with the lowest at +5.1 per cent, both of which are above the regional annual change of +5.0 per cent for the West Midlands and +6.7 per cent for Wales. Average house prices are higher in all three AONB counties (Herefordshire: £191,694; Gloucestershire: £186,151; and Monmouthshire: £189,611) compared to the West Midlands (£150,145), Wales (£136,081) and England and Wales (£176,728) as a whole. There is no AONB-specific data available at present.

Table 3.1.1 House price change and average house price in February 2007

AREA	HPI (index)	Monthly change (%)	Annual change (%)	Average price (£)
Herefordshire	218.3	+0.7	+9.5	191,694
Gloucestershire	204.0	+1.1	+8.7	186,151
Monmouthshire	223.5	-0.1	+5.1	189,611
West Midlands Region	218.2	+0.3	+5.0	150,145
Wales	241.5	-1.9	+6.7	136,081
England and Wales	214.9	+0.9	+8.4	176,728

Source: House Price Index, Land Registry (2007)

3.2 Second homes

The 2007 Census Test (aimed at informing selection of final questions for the 2011 Census) will include a new question on second addresses. It is intended that it will identify the numbers of people with a regular second address, and the purpose and frequency of its use. Consequently, if the question proves effective in the test and is adopted then it ought to provide a reliable future second home-related data source. It will also exist at a more detailed resolution since Census data has to be cut to output areas within the Wye Valley AONB boundary. Table 3.2.1 (reproduced from Tables 2.1.5a and 2.1.5b) provides some limited data on second homes, within the AONB, from the 2001 Census.

Table 3.2.1 Location of second homes in England and Wales

AREA	Second residences / holiday homes	
	Number	Percentage*
England & Wales	150,718	0.67
England	135,202	0.64
West Midlands Region	5,720	0.26
Herefordshire (U.A.)	709	0.92
South West Region	38,381	1.76
Gloucestershire	2,303	0.93
Forest of Dean D.C.	278	0.83
Wales	15,516	1.22
Monmouthshire (U.A.)	280	0.76
Wye Valley AONB	202	1.72

*As a percentage of all household spaces

Source: 2001 Census, Casweb

3.3 Rooms per household and persons per room

3.3.1 Rooms per household

Table 3.3.1 Number of rooms per household (2001)

AREA	Number of rooms per household				
	1	2	3 - 4	5 - 7	7+
England	181,503	516,355	5,965,224	9,734,972	4,053,373
West Midlands Region	11,479	37,505	549,182	1,131,460	424,046
Herefordshire (U.A.)	355	1,356	17,182	32,842	22,706
South West Region	14,318	43,500	567,857	964,437	495,872
Gloucestershire	1,337	4,594	61,382	108,529	62,033
Forest of Dean D.C.	79	384	7,367	15,653	8,970
Wales	5,155	17,039	275,317	637,550	273,987
Monmouthshire (U.A.)	110	523	6,916	15,920	11,700
Wye Valley AONB	13	179	2,491	4,460	4,072

Source: 2001 Census, Census Area Statistics

Table 3.3.2 Number of rooms per household (2001) – Percentages

AREA	Number of rooms per household				
	1	2	3 - 4	5 - 7	7+
England	0.89	2.52	29.17	47.60	19.82
West Midlands Region	0.53	1.74	25.50	52.54	19.69
Herefordshire (U.A.)	0.48	1.82	23.08	44.12	30.50
South West Region	0.69	2.09	27.22	46.23	23.77
Gloucestershire	0.56	1.93	25.80	45.62	26.08
Forest of Dean D.C.	0.24	1.18	22.70	48.23	27.64
Wales	0.43	1.41	22.77	52.73	22.66
Monmouthshire (U.A.)	0.31	1.49	19.67	45.27	33.27
Wye Valley AONB	0.11	1.60	22.21	39.77	36.31

Source: 2001 Census, Census Area Statistics

3.3.2 Persons per room

Table 3.3.3 Number of persons per room (2001)

AREA	Number of persons per room			
	Up to 0.5	0.5 – 1.0	1.0 – 1.5	Over 1.5
England	14,545,916	5,518,751	269,925	116,835
West Midlands Region	1,528,748	585,960	29,643	9,321
Herefordshire (U.A.)	57,260	16,390	578	157
South West Region	1,559,178	505,852	16,183	4771
Gloucestershire	178,985	56,443	1,897	545
Forest of Dean D.C.	24,122	8,085	302	45
Wales	888,972	306,404	10,644	3,029
Monmouthshire (U.A.)	27,351	7,571	228	51
Wye Valley AONB	8,857	2,198	80	15

Source: 2001 Census, Census Area Statistics

Table 3.3.4 Number of persons per room (2001) – Percentages

AREA	Number of persons per room			
	Up to 0.5	0.5 – 1.0	1.0 – 1.5	Over 1.5
England	71.12	26.98	1.32	0.57
West Midlands Region	70.98	27.21	1.38	0.43
Herefordshire (U.A.)	76.98	22.03	0.78	0.21
South West Region	74.75	24.25	0.78	0.23
Gloucestershire	75.24	23.73	0.80	0.23
Forest of Dean D.C.	74.10	24.84	0.93	0.14
Wales	73.53	25.34	0.88	0.25
Monmouthshire (U.A.)	77.70	21.51	0.65	0.14
Wye Valley AONB	79.43	19.71	0.72	0.13

Source: 2001 Census, Census Area Statistics

3.4 Income levels

Earnings can be used as an indicator of household income. Earnings data is available based on people's geographic area of residence, or on people's place of work. Residence data will be considered in this report; since it reflects the income levels of those living within the AONB rather than commuting patterns.

Tables 3.4.1 and 3.4.2 show the median earnings in pounds sterling for employees living in the area who are on adult rates of pay and whose pay was not affected by absence. Figures are collated to local authority level and are not currently available at AONB level. The earnings figures come from the Annual Survey of Hours and Earnings (ASHE), published annually by National Statistics. The ASHE is based on a 1 per cent sample of employees, information on whose earnings and hours is obtained from employers. The survey does not cover self-employed. Information relates to a pay period in April.

The earnings data collected relates to gross pay before tax, national insurance or other deductions, and excludes payments in kind. It is restricted to earnings relating to the survey pay period and so excludes payments of arrears from another period made during the survey period; any payments due as a result of a pay settlement but not yet paid at the time of the survey will also be excluded (NOMIS, 2007).

Table 3.4.1 Earnings by residence (2006)

Type of worker	Forest of Dean DC	Herefordshire County	Monmouthshire	South West Region	West Midlands Region	Wales	England	England and Wales	Great Britain
Gross weekly pay (£)									
All full-time	470.2	387.9	470.8	423.5	421.1	408.0	454.4	451.6	449.6
Male full-time	506.3	457.6	526.5	471.2	459.5	448.4	496.6	493.2	490.5
Female full-time	354.2	306.7	378.5	358.8	360.0	353.7	390.6	388.0	387.6
Hourly pay (£)									
All full-time	11.32	9.11	11.76	10.53	10.51	10.16	11.37	11.30	11.26
Male full-time	11.60	10.00	12.86	11.35	11.12	10.81	12.03	11.98	11.91
Female full-time	9.81	7.71	9.32	9.39	9.61	9.33	10.38	10.32	10.28

Source: Figures derived from NOMIS (Accessed 26/04/07)

Table 3.4.2 Gross weekly pay of full time workers in pounds sterling (2002-2006)

Year	Forest of Dean DC	Herefordshire County	Monmouth-shire	South West Region	West Midlands Region	Wales	England	England and Wales	Great Britain
2002	343.7	346.6	412.5	367.1	366.0	353.5	397.2	394.8	392.7
2003	357.1	352.3	425.4	383.9	378.9	368.5	411.3	408.8	406.2
2004	389.8	364.9	415.1	396.9	392.9	382.9	425.9	423.2	421.3
2005	414.7	365.3	494.9	406.0	404.7	393.4	437.3	435.2	432.8
2006	470.2	387.9	470.8	423.5	421.1	408.0	454.4	451.6	449.6

Source: Figures derived from NOMIS (Accessed 26/04/07)

3.5 Housing affordability

The standard method for assessing housing affordability is to compare the relationship between the lower quartile house price (i.e. the price level that 25 per cent of houses fall under) and the lower quartile household income (the income level that 25 per cent of households fall under). The ratio of these two figures provides a good indicator of affordability. It reflects the difficulties facing the majority of would-be buyers that aim to enter the housing market, who are likely to be on lower incomes and seeking lower priced properties (*Housing Corporation, 2006*).

The Housing Corporation is the government agency that funds new affordable homes and regulates housing associations in England. Table 3.5.1 summarises information related to homes provided by the Social Housing Grant, in Gloucestershire and Herefordshire, between 1997 and 2006. No data are available for Wales, hence Monmouthshire is omitted. The 2006 - 2008 data are estimates that were based on forecasts which were current at the time of publication. Further information is available from the Housing Corporation website (see link: <http://www.housingcorp.gov.uk/>).

Table 3.5.1 Affordable housing in Gloucestershire and Herefordshire (2006)

	Gloucestershire	Herefordshire
Number of homes provided for rent in the last nine years	3,280	901
Number of homes to be provided for rent in 2006-08	544	47
Number of homes provided for low-cost ownership in the last nine years	893	315
Number of homes to be provided for low-cost ownership in 2006-08	291	19
Number of rural homes provided in the last nine years	721	351
Number of rural homes to be provided in 2006-08	163	8
Number of families housed in the last nine years	1,818	549
Number of families to be housed in 2006-08	552	34
Number of 3+ bedroom homes to be provided in 2006-08	214	11
Proportion of homes to meet EcoHomes 'Very Good' standard in 2006-08	98%	100%
Number of housing association homes in a decent condition	16,542	9,031
Proportion of housing association homes in a decent condition	85.6%	84.4%
Total amount spent by the Corporation in the last nine years	£119,581,299	£30,267,649
Total amount to be spent in 2006-08	£22,426,703	£4,979,590

Source: Housing Corporation (2006)

The Housing Corporation also produces an annual allocation (or outturn) statement of affordable housing for each region. Table 3.5.2 details the National Affordable Housing Programme (NAHP) allocations made in the AONB local authorities of the South West and West Midland regions for 2006 - 2008. The figures reflect national affordable housing goals combined with the priorities of the regional housing board. Information is based on a static data set from 8th February 2006, and excludes adjustments made since this date. The data excludes reserves (unless otherwise stated) and Open Market Homebuy and Social Homebuy Allocations. Data includes nil grant units. Homebuy refers to housing owned by the occupier whereby purchase is assisted by an equity loan from the Registered Social Landlord (RSL). No rent is charged on the outstanding equity (*Housing Corporation, 2006*). Further tables summarising and listing the allocations can be downloaded as Microsoft Excel files from the

West Midlands region section of the Housing Corporation Website (see link: <http://www.housingcorp.gov.uk/server/show/nav.399>).

Table 3.5.2 National Affordable Housing Programme allocations (2006-2008)

HOUSING MARKET AREA	Local Authority	Approved Development Programme								TOTAL	
		Intermediate Rent		Low Cost Home Ownership		Housing for Rent		Works to RSL Stock			
		HC Grant (£)	Homes	HC Grant (£)	Homes	HC Grant (£)	Homes	HC Grant (£)	Homes	HC Grant (£)	Homes
South West: Gloucester & Cheltenham	Forest of Dean DC	-	-	261,000	27	2,010,998	76	-	-	2,271,998	103
West Midlands: West	Herefordshire	-	-	1,235,184	37	5,163,451	76	-	-	6,398,635	113
SOUTH WEST TOTAL		120,000	8	40,820,915	2,149	247,738,281	5,600	4,858,064	-	293,537,260	7,757
WEST MIDLANDS TOTAL		235,000	6	31,958,791	1,576	116,100,497	2,335	1,499,250	27	149,793,538	3,944

HC - Housing Corporation
RSL - Registered Social Landlord

Source: Housing Corporation (2006)

3.6 Deprivation

The Index of Multiple Deprivation 2004 (IMD 2004) for England was commissioned by The Office of the Deputy Prime Minister (ODPM). It updates the Indices of Deprivation 2000, with the same approach, structure and methodology but making use of more up-to-date data and incorporating new measures to make use of new and improved data sources. The IMD 2004 was constructed by combining seven weighted domains that use a variety of indicators of deprivation drawn from different sources:

○ Income deprivation	22.5%
○ Employment deprivation	22.5%
○ Health deprivation and disability	13.5%
○ Education, skills and training deprivation	13.5%
○ Barriers to housing and services	9.3%
○ Crime	9.3%
○ Living Environment deprivation	9.3%

IMD 2004 is a measure of multiple deprivation at the small area level. The model of multiple deprivation which underpins the IMD 2004 is based on the idea of distinct dimensions of deprivation which can be recognised and measured separately. These are experienced by individuals living in an area and people may be counted in one or more of the domains, depending on the number of types of deprivation that they experience. The overall IMD is conceptualised as a weighted area level aggregation of these specific dimensions of deprivation.

As well as reporting at local authority level, the smallest unit for which IMD 2004 is available is lower layer Super Output Area, which each contain around 1,500 people. For each SOA, results are presented in the form of:

- Overall score: based on a combination of the indices for each domain.
- Rank: 1 being the most deprived SOA and 32482 being the least deprived SOA.

No AONB-specific data is available so results have been obtained for the relevant local authorities. Figures for Wales are unavailable so the results relate only to the section of the Wye Valley AONB in England and do not include Monmouthshire. Table 3.6.1 shows that both Herefordshire Unitary Authority and Forest of Dean District Council (Gloucestershire) are within the 3rd Quartile of all authorities within England and so compare favourably with the national levels of deprivation.

Table 3.6.1 *Index of Multiple Deprivation 2004 for Local Authorities*

LOCAL AUTHORITY	Deprivation Score	Deprivation Rank*	% of LA within AONB
Herefordshire U.A.	15.65	202	45.42
Forest of Dean D.C.	15.93	195	18.41
Monmouthshire U.A.	n/a	n/a	35.93

* out of 354 local authorities (354 being least deprived, 1 being most deprived)

Source: Office of the Deputy Prime Minister, Indices of Deprivation (2004)

These local authority scores mask the considerable variability within the areas, so results have also been gathered for all SOAs wholly or partly within the AONB boundary and a weighted average calculated based on the percentage of the SOA which is within the AONB. This is then compared with the rank for all SOAs to indicate the levels of deprivation in the AONB in relation to the rest of England. Table 3.6.2 shows that of the 27 SOAs in the AONB, 6 are in the 2nd Quartile, 17 are in the 3rd Quartile and 4 are in the 4th Quartile.

Overall, the AONB itself is equivalent to a rank of approximately 18777, which puts it within the 3rd Quartile (16241-24362). Because of the methodology used, these results are only indicative of the level of deprivation within the AONB rather than providing actual values.

Table 3.6.2 Index of Multiple Deprivation 2004 for Super Output Areas in the AONB

Super Output Area	Deprivation Score	Deprivation Rank*	Quartile	% of SOA within AONB
E01022248	11.02	22661	Q3	19.68
E01022263	16.03	17140	Q3	66.70
E01022234	14.93	18224	Q3	70.71
E01014050	13.93	19230	Q3	10.31
E01014059	16.39	16792	Q3	13.34
E01014032	10.05	23885	Q3	75.12
E01014049	14.13	19027	Q3	89.69
E01014060	12.32	21103	Q3	6.38
E01014026	17.75	15628	Q2	21.59
E01014053	15.22	17924	Q3	67.02
E01013990	8.9	25268	Q4	57.78
E01014054	13.9	19264	Q3	26.83
E01022274	14.43	18728	Q3	34.38
E01014031	16.54	16643	Q3	85.03
E01022251	20.69	13333	Q2	45.88
E01014061	6.01	28929	Q4	17.76
E01013991	21.06	13045	Q2	8.86
E01022275	9.04	25099	Q4	45.55
E01022264	17.33	15981	Q2	5.71
E01022242	20.87	13185	Q2	34.74
E01022253	15.3	17832	Q3	28.01
E01014066	15.66	17498	Q3	100.00
E01014067	4.02	31008	Q4	100.00
E01014063	15.17	17968	Q3	93.81
E01014062	12.63	20759	Q3	94.74
E01014065	12.41	21006	Q3	100.00
E01014064	22.78	11876	Q2	100.00
Weighted Average for Wye Valley AONB	14.37	18777	Q3	-

* out of 32482 SOAs (32482 being least deprived, 1 being most deprived)

Source: Office of the Deputy Prime Minister, *Indices of Deprivation (2004)*

3.7 Employment

Tables 3.7.1a to 3.7.4b) are derived from the 2001 Census, redistributed to the AONB boundary based on the percentage area of each Output Area contained within the AONB. Tables are included for both absolute figures and percentages of the specified population.

Table 3.7.1a Economic activity of residents

AREA	People aged 16-74									
	Economically active					Economically inactive				
	Employees		Self-employed	Un-employed	Full-time student	Retired	Student	Looking after home/family	Permanently sick/disabled	Other
	Part-time	Full-time								
England & Wales	4,430,831	15,250,199	3,114,490	1,261,343	965,341	5,118,950	1,766,784	2,448,856	2,076,243	1,174,401
England	4,196,041	14,499,241	2,954,988	1,188,855	917,582	4,811,595	1,660,564	2,316,229	1,884,901	1,102,095
West Midlands Region	451,787	1,523,848	279,631	142,782	93,765	525,418	173,622	247,113	215,493	127,325
Herefordshire (U.A.)	16,923	45,077	17,119	3,370	2,422	20,108	3,569	7,776	5,401	3,059
South West Region	467,618	1,381,392	356,431	90,803	90,022	547,082	137,947	215,714	159,564	87,885
Gloucestershire	53,596	170,008	39,762	10,414	10,564	57,505	13,939	24,043	15,183	9,685
Forest of Dean D.C.	7,612	22,439	6,351	1,712	1,274	8,615	1,855	3,696	2,737	1,437
Wales	234,790	750,958	159,502	72,488	47,759	307,355	106,220	132,627	191,342	72,306
Monmouthshire (U.A.)	7,795	23,087	6,380	1,597	1,157	9,492	2,271	3,717	3,503	1,792
Wye Valley AONB	2,387	6,810	2,716	505	330	3,236	527	1,278	704	456

AREA	Unemployed people aged 16-74			
	Aged 16-24	Aged 50 and over	Who have never worked	Who are long-term unemployed
Eng & Wales	326,719	234,670	116,752	382,388
Eng	305,452	221,511	110,263	359,728
W Mids	38,369	26,682	14,367	45,668
Hfds	823	793	165	952
S West	22,462	19,884	4,949	24,221
Glos	2,494	2,349	575	2,961
FD DC	442	389	126	487
Wales	21,267	13,159	6,489	22,660
Mnmth	481	353	105	445
WV AONB	107	146	24	162

Source: Census 2001, Casweb

Table 3.7.1b Economic activity of residents - Percentages

AREA	People aged 16-74									
	Economically active					Economically inactive				
	Employees		Self-employed	Un-employed	Full-time student	Retired	Student	Looking after home/family	Permanently sick/disabled	Other
	Part-time	Full-time								
England & Wales	11.78	40.55	8.28	3.35	2.57	13.61	4.70	6.51	5.52	3.12
England	11.81	40.81	8.32	3.35	2.58	13.54	4.67	6.52	5.30	3.10
West Midlands Region	11.95	40.31	7.40	3.78	2.48	13.90	4.59	6.54	5.70	3.37
Herefordshire (U.A.)	13.56	36.11	13.71	2.70	1.94	16.11	2.86	6.23	4.33	2.45
South West Region	13.23	39.08	10.08	2.57	2.55	15.48	3.90	6.10	4.51	2.49
Gloucestershire	13.24	42.01	9.83	2.57	2.61	14.21	3.44	5.94	3.75	2.39
Forest of Dean D.C.	13.19	38.87	11.00	2.97	2.21	14.92	3.21	6.40	4.74	2.49
Wales	11.31	36.18	7.69	3.49	2.30	14.81	5.12	6.39	9.22	3.48
Monmouthshire (U.A.)	12.82	37.98	10.49	2.63	1.90	15.61	3.74	6.11	5.76	2.95
Wye Valley AONB	12.60	35.94	14.33	2.67	1.74	17.08	2.78	6.74	3.72	2.41

AREA	Unemployed people aged 16-74			
	Aged 16-24	Aged 50 and over	Who have never worked	Who are long-term unemployed
Eng & Wales	25.90	18.60	9.26	30.32
Eng	25.69	18.63	9.27	30.26
W Mids	26.87	18.69	10.06	31.98
Hfds	24.42	23.53	4.90	28.25
S West	24.74	21.90	5.45	26.67
Glos	23.95	22.56	5.52	28.43
FD DC	25.82	22.72	7.36	28.45
Wales	29.34	18.15	8.95	31.26
Mnmth	30.12	22.10	6.57	27.86
WV AONB	21.19	28.91	4.75	32.08

Source: Census 2001, Casweb

Table 3.7.2a Industry of employment

AREA	All people 16-74 in Employment	Agriculture, hunting and forestry	Fishing	Mining and quarrying	Manufacturing	Electricity, gas and water supply	Construction	Wholesale and retail trade, repair of motor vehicles
England & Wales	23,627,752	355,242	5,768	59,391	3,534,146	171,695	1,600,059	3,975,371
England	22,441,498	326,117	5,396	55,481	3,328,437	159,619	1,515,996	3,782,043
West Midlands Region	2,334,567	35,153	123	3,242	485,547	20,094	153,466	406,242
Herefordshire (U.A.)	81,290	5,440	6	198	14,158	367	6,239	14,921
South West Region	2,286,108	56,932	1,812	7,573	318,894	17,604	165,428	391,820
Gloucestershire	272,945	6,341	85	631	47,807	3,078	18,681	43,414
Forest of Dean D.C.	267,373	5,469	19	255	54,143	2,075	16,838	49,187
Wales	1,186,254	29,125	372	3,910	205,709	12,076	84,063	193,328
Monmouthshire (U.A.)	38,313	1,536	13	70	5,987	186	2,368	6,451
Wye Valley AONB	12,194	635	11	14	2,195	47	782	2,004

AREA	Hotels and catering	Transport, storage and communication	Financial intermediation	Real estate, renting and business activities	Public administration and defence	Education	Health and social work	Other
Eng & Wales	1,125,429	1,655,384	1,117,011	3,065,284	1,351,471	1,832,881	2,554,943	1,223,677
Eng	1,061,617	1,590,031	1,078,082	2,964,468	1,270,755	1,736,497	2,400,698	1,166,261
W Mids	107,523	147,041	79,431	257,382	112,146	182,211	246,710	98,256
Hfds	3,867	3,811	1,577	7,698	4,052	6,027	9,421	3,508
S West	128,037	141,506	97,367	261,225	161,011	172,768	252,112	112,019
Glos	12,729	14,638	13,538	34,058	17,359	20,144	27,804	12,638
FD DC	11,574	13,934	8,194	32,928	13,188	20,516	27,803	11,250
Wales	63,812	65,353	38,929	100,816	80,716	96,384	154,245	57,416
Mnmth	2,019	2,450	1,232	4,055	2,146	3,203	4,889	1,708
WV AONB	744	662	342	1,508	495	952	1,199	604

Source: Census 2001, Casweb

Table 3.7.2b Industry of employment - Percentages

AREA	All people 16-74 in Employment	Agriculture, hunting and forestry	Fishing	Mining and quarrying	Manufacturing	Electricity, gas and water supply	Construction	Wholesale and retail trade, repair of motor vehicles
England & Wales	-	1.50	0.02	0.25	14.96	0.73	6.77	16.83
England	-	1.45	0.02	0.25	14.83	0.71	6.76	16.85
West Midlands Region	-	1.51	0.01	0.14	20.80	0.86	6.57	17.40
Herefordshire (U.A.)	-	6.69	0.01	0.24	17.42	0.45	7.67	18.36
South West Region	-	2.49	0.08	0.33	13.95	0.77	7.24	17.14
Gloucestershire	-	2.32	0.03	0.23	17.52	1.13	6.84	15.91
Forest of Dean D.C.	-	2.05	0.01	0.10	20.25	0.78	6.30	18.40
Wales	-	2.46	0.03	0.33	17.34	1.02	7.09	16.30
Monmouthshire (U.A.)	-	4.01	0.03	0.18	15.63	0.49	6.18	16.84
Wye Valley AONB	-	5.21	0.09	0.11	18.00	0.39	6.41	16.43

AREA	Hotels and catering	Transport, storage and communication	Financial intermediation	Real estate, renting and business activities	Public administration and defence	Education	Health and social work	Other
Eng & Wales	4.76	7.01	4.73	12.97	5.72	7.76	10.81	5.18
Eng	4.73	7.09	4.80	13.21	5.66	7.74	10.70	5.20
W Mids	4.61	6.30	3.40	11.02	4.80	7.80	10.57	4.21
Hfds	4.76	4.69	1.94	9.47	4.98	7.41	11.59	4.32
S West	5.60	6.19	4.26	11.43	7.04	7.56	11.03	4.90
Glos	4.66	5.36	4.96	12.48	6.36	7.38	10.19	4.63
FD DC	4.33	5.21	3.06	12.32	4.93	7.67	10.40	4.21
Wales	5.38	5.51	3.28	8.50	6.80	8.13	13.00	4.84
Mnmth	5.27	6.39	3.22	10.58	5.60	8.36	12.76	4.46
WV AONB	6.10	5.43	2.80	12.37	4.06	7.81	9.83	4.95

Source: Census 2001, Casweb

Table 3.7.3a Occupational groups

AREA	Managers and senior officials	Professional	Associate professional and technical	Admin and secretarial	Skilled trades	Personal service	Sales and customer service	Process, plant and machine operatives	Elemental
England & Wales	3,570,069	2,639,365	3,256,877	3,148,893	2,751,249	1,633,592	1,812,500	2,010,090	2,805,119
England	3,424,899	2,515,679	3,104,993	3,004,721	2,591,875	1,545,367	1,717,796	1,889,126	2,647,042
West Midlands Region	327,466	233,725	279,180	297,437	309,778	155,813	173,541	254,327	303,300
Herefordshire (U.A.)	12,447	7,932	9,306	8,608	13,125	6,034	5,792	7,486	10,559
South West Region	332,533	235,938	310,273	291,707	303,960	163,838	183,955	185,008	278,896
Gloucestershire	41,622	29,785	37,565	37,218	33,963	17,816	19,372	24,255	31,349
Forest of Dean D.C.	5,262	3,389	4,579	4,326	5,654	2,654	2,294	4,498	4,893
Wales	145,170	123,686	151,884	144,172	159,374	88,225	94,704	120,964	158,077
Monmouthshire (U.A.)	6,599	5,214	5,104	4,277	4,653	2,488	2,446	2,780	4,752
Wye Valley AONB	2,436	1,518	1,417	1,181	1,637	760	722	1,035	1,474

Source: Census 2001, Casweb

Table 3.7.3b Occupational groups - Percentages

AREA	Managers and senior officials	Professional	Associate professional and technical	Administrative and secretarial	Skilled trades	Personal service	Sales and customer service	Process, plant and machine operatives	Elemental
England & Wales	15.11	11.17	13.78	13.33	11.64	6.91	7.67	8.51	11.87
England	15.26	11.21	13.84	13.39	11.55	6.89	7.65	8.42	11.80
West Midlands Region	14.03	10.01	11.96	12.74	13.27	6.67	7.43	10.89	12.99
Herefordshire (U.A.)	15.31	9.76	11.45	10.59	16.15	7.42	7.13	9.21	12.99
South West Region	14.55	10.32	13.57	12.76	13.30	7.17	8.05	8.09	12.20
Gloucestershire	15.25	10.91	13.76	13.64	12.44	6.53	7.10	8.89	11.49
Forest of Dean D.C.	14.01	9.03	12.19	11.52	15.06	7.07	6.11	11.98	13.03
Wales	12.24	10.43	12.80	12.15	13.44	7.44	7.98	10.20	13.33
Monmouthshire (U.A.)	17.22	13.61	13.32	11.16	12.14	6.49	6.38	7.26	12.40
Wye Valley AONB	20.00	12.46	11.63	9.70	13.44	6.24	5.93	8.50	12.10

Source: Census 2001, Casweb

Table 3.7.4a Socio-Economic groups (National Statistics Classification)

AREA	All people aged 16-74	Large employers and higher managerial occupations	Higher professional occupations	Lower managerial and professional occupations	Intermediate occupations	Small employers and own account workers	Lower supervisory and technical occupations
England & Wales	37,607,438	1,289,207	1,893,407	6,990,083	3,532,894	2,626,067	2,687,927
England	35,532,091	1,243,919	1,816,039	6,656,918	3,366,759	2,479,472	2,526,120
West Midlands Region	3,780,784	116,704	152,336	632,720	330,249	245,579	290,867
Herefordshire (U.A.)	124,824	3,710	5,074	22,147	8,908	15,040	9,464
South West Region	3,534,458	106,098	165,091	659,891	322,192	310,163	267,073
Gloucestershire	404,699	14,618	20,774	81,648	38,341	32,952	30,629
Forest of Dean D.C.	57,728	1,676	2,235	9,983	4,717	5,687	4,776
Wales	2,075,347	45,288	77,368	333,165	166,135	146,595	161,807
Monmouthshire (U.A.)	60,791	2,463	3,464	12,139	4,781	5,432	4,190
Wye Valley AONB	18,930	859	1,018	3,737	1,236	2,268	1,202

AREA	Semi-routine occupations	Routine occupations	Never worked	Long-term unemployed	Full-time students	Not classifiable
Eng & Wales	4,393,965	3,410,122	1,021,800	382,388	2,648,992	6,730,586
Eng	4,139,697	3,203,764	964,978	359,728	2,498,729	6,275,968
W Mids	497,971	401,302	122,742	45,668	259,382	685,264
Hfds	16,630	11,216	2,036	952	5,841	23,806
S West	435,076	313,616	54,209	24,221	222,827	654,001
Glos	49,549	35,033	6,198	2,961	23,892	68,104
FD DC	7,421	6,237	1,018	487	3,061	10,430
Wales	254,268	206,358	56,822	22,660	150,263	454,618
Mnmth	6,380	5,155	1,010	445	3,362	11,970
WV AONB	2,119	1,497	287	135	863	3,708

Source: Census 2001, Casweb

Table 3.7.4b Socio-Economic groups (National Statistics Classification) - Percentages

AREA	All people aged 16-74	Large employers and higher managerial occupations	Higher professional occupations	Lower managerial and professional occupations	Intermediate occupations	Small employers and own account workers	Lower supervisory and technical occupations
England & Wales	-	1.71	2.52	9.29	4.70	3.49	3.57
England	-	1.75	2.56	9.37	4.74	3.49	3.55
West Midlands Region	-	1.54	2.01	8.37	4.37	3.25	3.85
Herefordshire (U.A.)	-	1.49	2.03	8.87	3.57	6.02	3.79
South West Region	-	1.50	2.34	9.34	4.56	4.39	3.78
Gloucestershire	-	1.81	2.57	10.09	4.74	4.07	3.78
Forest of Dean D.C.	-	1.45	1.94	8.65	4.09	4.93	4.14
Wales	-	1.09	1.86	8.03	4.00	3.53	3.90
Monmouthshire (U.A.)	-	2.03	2.85	9.98	3.93	4.47	3.45
Wye Valley AONB	-	2.27	2.69	9.87	3.26	5.99	3.17

AREA	Semi-routine occupations	Routine occupations	Never worked	Long-term unemployed	Full-time students	Not classifiable
Eng & Wales	5.84	4.53	1.36	0.51	3.52	8.95
Eng	5.83	4.51	1.36	0.51	3.52	8.83
W Mids	6.59	5.31	1.62	0.60	3.43	9.06
Hfds	6.66	4.49	0.82	0.38	2.34	9.54
S West	6.15	4.44	0.77	0.34	3.15	9.25
Glos	6.12	4.33	0.77	0.37	2.95	8.41
FD DC	6.43	5.40	0.88	0.42	2.65	9.03
Wales	6.13	4.97	1.37	0.55	3.62	10.95
Mnmth	5.25	4.24	0.83	0.37	2.77	9.85
WV AONB	5.60	3.95	0.76	0.36	2.28	9.79

Source: Census 2001, Casweb

3.8 Agricultural employment

Agricultural Census relates to people working on farms within the AONB. Section 3.7 (Tables 3.7.3) details those people resident in the AONB who work in agriculture (whose actual place of employment may be outside the AONB). Table 3.8.1 details the numbers of agricultural workers according to employment type.

Table 3.8.1 *Agricultural employment in the Wye Valley AONB (2006)*

Employment Type	Number
Farmers – full time	182
Farmers – part time	267
Managers – full time	19
Managers – part time	6
Male Employees – full time	70
Male Employees – part time	44
Female Employees – full time	33
Female Employees – part time	28
Casual	592
Total Labour	1241
<i>Total Farm Holdings</i>	<i>430</i>

Source: June Agricultural Census, Defra (2006)

3.9 Social households

Section 2.1 (Table 2.1.7) details the number of AONB residents who live in rented housing provided by the local authority, housing association or other registered social landlords.

3.10 Business activity

VAT registrations and de-registrations are regarded as one of the best measures of business start-ups and closure patterns. They can be used as an indicator of the level of entrepreneurship and the health of a business population for a given area. As such they are used throughout local and regional economic planning (NOMIS, 2007).

Table 3.10.1 summarises the state of VAT registered businesses in 2005 for the local authorities relevant to the AONB. Tables 3.10.2 and 3.10.3 illustrate the number of VAT registrations and deregistrations between 1994 and 2005. Data is compiled from the DTI Small Business Service - 'VAT Registrations/Deregistrations by Industry'. Percentages represent proportion of stock at the end of the year. Note however, that the figures do not cover all business start-up and closures in their entirety. Some VAT exempt businesses and sectors operate below the threshold for VAT registration and therefore are not included. For example, at the beginning of 2005, when the VAT threshold was an annual turnover of £58,000; 1.8 million of the estimated 4.3 million enterprises in the UK were VAT-registered. Furthermore, some businesses voluntarily register for VAT despite their turnover falling below the threshold. During 2005, approximately a fifth of all registrations had turnover below the VAT threshold (NOMIS, 2007).

The number of VAT registered businesses, or 'business start-ups', in 2005 varies between local authorities (Table 3.10.1). Herefordshire County had the highest proportion of business start-ups at 7.5 per cent, whilst both Forest of Dean and Monmouthshire had registrations at 7.2 per cent. This is notably lower than the regional statistics of registrations at 8.6 per cent for the South West and 9.4 per cent for the West Midlands region. It also falls below the 9.7 per cent figure for Great Britain. Along with a lower number of business start-ups, Monmouthshire had most business closures with deregistrations at 7.4 per cent. Herefordshire County had the lowest proportion of business closures at 6.5 per cent. Each of the AONB local authorities saw less business closures compared to both the West Midlands region (8.1 per cent deregistrations) and

Great Britain as a whole (8.3 per cent deregistrations). However, the South West region had a lower figure at 7.3 per cent deregistrations.

Table 3.10.1 VAT registered businesses (2005)

	Forest of Dean D.C.		Herefordshire County		Monmouthshire County		South West (%)	West Midlands (%)	England (%)	Wales (%)	England and Wales (%)	Great Britain (%)
	Numbers	%	Numbers	%	Numbers	%						
Reg-istrations	230	7.2	635	7.5	260	7.2	8.6	9.4	9.8	7.9	9.7	9.7
Dereg-istrations	215	6.7	550	6.5	265	7.4	7.3	8.1	8.4	6.8	8.3	8.3
Stock (at end of year)	3,200	-	8,520	-	3,590	-	-	-	-	-	-	-

Source: Figures derived from NOMIS (Accessed 26/04/07)

Table 3.10.2 Business VAT Registrations (1994-2005)

YEAR	Forest of Dean D.C.	Herefordshire County	Monmouthshire County	South West	West Midlands	England	Wales	England and Wales	Great Britain
1994	235	505	270	14,490	13,750	145,675	6,315	151,985	163,430
1995	265	560	275	13,425	13,175	140,935	5,885	146,820	158,065
1996	245	555	275	14,335	13,235	144,820	6,130	150,950	162,340
1997	275	635	330	15,895	14,575	159,935	6,315	166,255	178,735
1998	245	610	250	15,670	14,730	160,360	6,165	166,520	178,460
1999	235	575	275	15,330	14,445	155,630	6,120	161,750	173,250
2000	230	615	250	15,380	14,595	157,815	6,290	164,105	175,450
2001	245	530	275	14,455	14,120	149,460	6,025	155,485	166,465
2002	280	590	280	15,555	14,600	155,770	6,430	162,200	173,330
2003	265	635	325	16,625	15,810	168,250	7,145	175,395	187,375
2004	280	590	320	15,495	15,160	160,565	7,040	167,605	179,580
2005	230	635	260	14,920	14,610	155,635	6,430	162,070	173,595

Source: Figures derived from NOMIS (Accessed 26/04/07)

Table 3.10.3 Business VAT Deregistrations (1994-2005)

YEAR	Forest of Dean D.C.	Herefordshire County	Monmouthshire County	South West	West Midlands	England	Wales	England and Wales	Great Britain
1994	270	615	320	15,860	14,275	151,045	7,945	158,995	170,595
1995	240	645	285	14,610	13,475	140,030	6,800	146,830	158,180
1996	240	575	265	13,240	12,515	130,705	6,380	137,085	147,930
1997	200	550	265	12,760	12,180	126,505	5,890	132,395	143,120
1998	225	570	245	12,680	12,070	126,325	5,920	132,240	142,960
1999	225	565	295	13,115	12,455	130,170	6,120	136,290	147,275
2000	230	520	245	13,765	12,350	136,230	5,770	142,000	152,760
2001	225	555	250	13,080	12,740	136,520	5,465	141,980	152,935
2002	245	500	310	13,810	13,130	142,375	6,425	148,800	159,625
2003	235	605	285	14,265	14,255	144,740	6,670	151,410	162,340
2004	220	555	240	13,680	13,860	142,870	6,015	148,885	159,805
2005	215	550	265	12,720	12,610	133,230	5,555	138,780	148,940

Source: Figures derived from NOMIS (Accessed 26/04/07)

3.11 Value of agricultural economy

No data is currently available at either AONB or local authority level.

3.12 Value of rural economy

'Consumption' has been described as the principal driver of economic performance, with consumers at the core of economic wellbeing. Consumers affect the economic health of a region through purchase of goods and services; as well as through investments, trading and owning assets, and volunteering (Commission for Rural Communities, 2007). 'The State of the Countryside 2007' report, compiled by the Commission for Rural Communities, reviews a number of indicators of the economic state of rural England. There is no single all-encompassing indicator for the value of rural economy. Consequently, a number of indicators are described, that together provide an overview of rural wealth in the region.

Indicators are compared based on the 'Rural/Urban District (Local Authority) Classification' from the Rural Atlas, as developed by DEFRA. The local authorities of Wye Valley AONB are classified as: Herefordshire (Rural 50) and Forest of Dean (Rural 80). 'Rural 50' is described as 'districts with at least 50 percent, but less than 80 percent, of their population in rural settlements and larger market towns'. 'Rural 80' refers to 'districts with at least 80 percent of their population in rural settlements and larger market towns' (DEFRA, 2005). The Rural Atlas does not cover Wales; therefore data pertaining to Monmouthshire was unavailable. However, according to the definition, Monmouthshire could be classified as 'Rural 50'. Therefore, the inference is that Wye Valley AONB averages out as a rural area according to the Rural Atlas, and is almost as rural as the highest classification. Further details on the methodology are available from the DEFRA website (see link: http://www.defra.gov.uk/rural/ruralstats/rural_atlas/atlas-by-geography.htm).

There is no AONB-specific data available at present.

Table 3.12.1 shows the sources of personal income for the rural districts identifiable in Wye Valley AONB. Note that ‘total mean income’ does not equate to the sum of the preceding mean income columns. The mean income in each column is calculated from the total income for each geographical category divided by the number of taxpayers with income from that named source. Some taxpayers receive income from more than one source and are therefore recorded in multiple columns (Commission for Rural Communities, 2007). Mean household and personal income is higher in rural areas compared to urban areas (Commission for Rural Communities, 2007).

Table 3.12.1 Mean personal income, from principal economic activities (2004-5)

Rural Atlas classification	Local Authority	Mean personal income (£)			
		Self-employment income	Employment income	Pension income	Total income
Rural 80	Forest of Dean	17,865	20,119	11,342	22,614
Rural 50	Herefordshire	18,552	21,515	11,369	23,485
Rural	-	18,153	20,705	11,353	22,979

Source: ‘Survey of Personal Incomes’ (HM Revenue and Customs, 2007)

On average, households in rural areas pay a slightly higher proportion of their income in taxes, compared to those living in mixed authorities, but less than urban areas (Commission for Rural Communities, 2007). Table 3.12.2 details the proportion of tax paid on incomes for the local authorities within the rural districts found in Wye Valley AONB. On average, residents of Rural 50 districts (Herefordshire), pay a marginally higher proportion of income as tax (18.1 per cent) compared to Rural 80 districts (Forest of Dean) (17.5 per cent).

Table 3.12.2 Proportion of tax paid on average personal income (2004-5)

Rural Atlas classification	Local Authority	Proportion of tax paid (%)
Rural 80	Forest of Dean	17.5
Rural 50	Herefordshire	18.1
Rural	-	17.8

Source: ‘Survey of Personal Incomes’ (HM Revenue and Customs, 2007)

Tables 3.12.3 and 3.12.4 summarise the headline economic statistics for rural districts in England. Total income and total tax are marginally higher in Rural 50

districts (Herefordshire) compared to Rural 80 districts (Forest of Dean) (Table 3.12.3). Income from self-employment and pensions is greater in Rural 80 districts, than in Rural 50 districts (Table 3.12.4). Employment income however, is higher in Rural 50, compared to Rural 80 districts.

Table 3.12.3 Total income and tax (2004-5)

Rural Atlas classification	Local Authority	Pounds (Billions)	
		Total income	Total tax
Rural 80	Forest of Dean	70.1	12.3
Rural 50	Herefordshire	73.5	13.3
Rural	-	143.1	25.4

Source: 'Survey of Personal Incomes' (HM Revenue and Customs, 2007)

Table 3.12.4 Total income from principal economic activities (2004-5)

Rural Atlas classification	Local Authority	Pounds (Billions)		
		Self-employment income	Employment income	Pension income
Rural 80	Forest of Dean	8.6	44.9	9.3
Rural 50	Herefordshire	7.6	50.1	9.0
Rural	-	16.2	94.5	18.3

Source: 'Survey of Personal Incomes' (HM Revenue and Customs, 2007)

Between 2002/3 and 2005/6, rural local authorities saw 209 per cent growth in the numbers of non-UK migrant workers. This was calculated from the number of National Insurance registrations by non-UK nationals (Commission for Rural Communities, 2007). Whereas mixed authorities experienced 123 per cent growth and urban authorities saw 67 per cent. Rural 50 districts (Herefordshire) experienced an increase of 191 per cent, whilst Rural 80 districts (Forest of Dean) saw even further growth at 228 per cent (Table 3.12.5).

Table 3.12.5 Percentage change in the number of National Insurance Number registrations in respect of non-UK nationals (2002/3-2005/6)

Rural Atlas classification	Local Authority	Change (%)
Rural 80	Forest of Dean	+227.9
Rural 50	Herefordshire	+190.7

Source: 'National Insurance Number Allocations to Overseas Nations Entering the UK' (DWP, 2006)

3.13 Value of tourism

Tourism generates a growing source of income across both the South West and West Midlands regions as a whole; annual expenditure however, varies between and fluctuates within counties (Table 3.13.1). Between 2000 and 2004, Gloucestershire experienced the highest turnover from tourism in 2003, at £296 million, whilst Herefordshire saw the lowest in 2001, at £46 million. Comparable data for South East Wales and Monmouthshire was not readily available.

Table 3.13.1 Annual spending of tourists in the South West and West Midlands Region (UK Residents)

AREA	Pounds (£ Millions)				
	2000	2001	2002	2003	2004
Gloucestershire	264	217	258	296	253
Herefordshire	89	46	68	68	86
South West	4,009	4,100	4,653	4,265	4,103
West Midlands Region	1,360	1,432	1,523	1,633	1,447
England	19,890	20,278	20,788	20,560	18,960

Source: United Kingdom Tourism Survey (UKTS) (2004)

The Heart of England tourist board collate tourism statistics for the Midlands region. The report, 'The Economic Impact of Tourism West Midlands Region 2002 - 2004' (Heart of England Tourism, 2007), summarises the state of tourism activity in the region and its constituent counties. Gloucestershire is excluded because of discrepancies between tourist board data collection

methods, and Monmouthshire is excluded due to lack of readily available data. There is no AONB-specific data available at present.

Table 3.13.2 estimates the total volume of visitors to Herefordshire and the West Midlands Region between 2002 and 2004. The volume of visitors to the West Midlands Region declined slightly over the three year period. This trend however, was not directly reflected in Herefordshire. Visitor numbers fluctuated in Herefordshire, with an increase in 2003 (2.2 per cent on 2002), followed by a drop to 2002 levels in 2004. Despite such variability in tourism figures, it is worth noting that a number of other indicators suggest a more positive future outlook for tourism in the region. For example, the continuous growth in both numbers of visitor attraction visits; and trips and spending by international visitors (according to the International Passenger Survey (IPS), 2005); and provisional results from the nationwide United Kingdom Tourism Survey (UKTS) for 2005 are positive (Heart of England Tourism, 2007).

Using the volume of visitors data and 'per head' expenditure data generated by national tourism data (UKTS, IPS) disaggregated down to regional level, it is possible to estimate the total value of tourism expenditure in the region (Heart of England Tourism, 2007), as summarised in Table 3.13.3. The value of tourism in Herefordshire witnessed an increase of around 3 per cent in 2003, when compared with 2002; this was followed in 2004 by a decrease of -1.6 per cent on 2003 (Table 3.13.3). The West Midlands Region as a whole however remained comparatively steady; with a slight increase in 2003 (0.8 per cent on 2002); however 2004 saw a return to just above 2002 levels.

Table 3.13.2 *Volume of visitors to Herefordshire and the West Midlands Region*

AREA	Visitors	Number of visitors (Millions)		
		2002	2003	2004
Herefordshire	Total	4.6	4.7 (+2.2%)	4.6 (-2.1%)
	Day	4.0	4.2 (+5.0%)	4.2 (0.0%)
	Overnight	0.6	0.4 (-33.3%)	0.4 (0.0%)
West Midlands Region	Total	103.8	102.2 (-1.5%)	102.0 (-0.2%)
	Day	90.3	89.7 (-0.7%)	90.5 (+0.9%)
	Overnight	13.4	12.5 (-6.7%)	11.5 (-8.0%)

(% change on previous year shown in brackets)

Source: *Heart of England Tourism (2007)*

Table 3.13.3 *Value of tourism in Herefordshire and the West Midlands Region*

AREA	Visitors	Pounds (Millions)		
		2002	2003	2004
Herefordshire	Total	180	186 (+3.3%)	183 (-1.6%)
	Day	98	104 (+6.1%)	104 (0.0%)
	Overnight	82	82 (0.0%)	79 (-3.7%)
West Midlands Region	Total	4,491	4,525 (+0.8%)	4,492 (-0.7%)
	Day	2,532	2,444 (-3.5%)	2,472 (+1.1%)
	Overnight	1,959	2,081 (+6.2%)	2,020 (-2.9%)

(% change on previous year shown in brackets)

Source: *Heart of England Tourism (2007)*

The volume of visitors (Table 3.13.2) and the economic value of tourism (Table 3.13.3) are clearly inextricably linked to the state of employment in the sector. Table 3.13.4 shows that employment within the tourism sector declined between 2002 and 2004, both regionally and in Herefordshire. Herefordshire saw the greatest drop in employment in 2003 (-8.2 per cent on 2002), whereas the region as a whole fared worse in 2004 (-4.2 per cent on 2003). These figures roughly correspond with the aforementioned figures for visitor numbers and economic value.

Table 3.13.4 *Employment in the tourism sector in Herefordshire and the West Midlands Region*

AREA	Total employment		
	2002	2003	2004
Herefordshire	6,158	5,656 (-8.2%)	5,557 (-1.8%)
West Midlands Region	131,774	131,599 (-0.1%)	126,078 (-4.2%)

(% change on previous year shown in brackets)

Source: *Heart of England Tourism (2007)*

3.14 Business support

Business support exists in the form of financial assistance and free, or subsidised, services for new businesses looking to start up and established businesses seeking further development. There is a range of business grants and support schemes available to businesses within the AONB. Eligibility does vary, according to location, business sector and support needs. Business support available to AONB based businesses is summarised in Table 3.14.1. Note that since many are county- or local authority- based initiatives, the results have been collated for 2 sample locations within either AONB county.

Table 3.14.1 *Total number of business grants and support schemes available in the Wye Valley AONB*

AREA	Total number of schemes available			
	Grants	Awards	Loans	Consultancy
Fownhope (Herefordshire)	163	43	67	187
Trelleck (Monmouthshire)	175	50	68	260
Staunton (Gloucestershire)	149	42	70	176

Source: *Business Link (Accessed 2/04/07)*

4. SOCIAL PROFILE

4.1 Public service access

No data is currently available at either AONB or local authority level.

4.2 Public transport provision

No data is currently available at either AONB or local authority level.

4.3 Transport use

4.3.1 Travel to work

Table 4.3.1a *Travel to work*

AREA	Work mainly from home	Usually travel to work by:									
		Under-ground metro, light rail, tram	Train	Bus, minibus, coach	Motorbike scooter moped	Driving car or van	Passenger in car or van	Taxi or minicab	Bicycle	On foot	Other
England & Wales	2,170,547	710,083	964,642	1,747,683	258,344	13,050,529	1,477,211	122,478	650,977	2,364,633	110,627
England	2,055,224	709,386	950,023	1,685,361	249,456	12,324,166	1,370,685	116,503	634,588	2,241,901	104,205
Wales	115,323	697	14,619	62,322	8,888	72,6363	10,6526	5,975	16,389	122,732	6,422
West Midlands Region	208,823	4,262	35,408	204,347	20,844	1,400,069	167,936	10,240	52,545	222,347	7,746
Gloucestershire	29,220	261	1,729	10,499	3,325	167,808	17,031	491	11,417	30,060	1,104
Forest of Dean D.C.	4,551	18	135	1,091	427	24,523	2,722	49	500	3,335	198
Herefordshire (U.A.)	12,379	61	426	2,372	841	46,944	4,665	271	3,415	9,479	436
Monmouthshire (U.A.)	4946	12	485	635	365	24645	2552	140	486	3819	202
Wye Valley AONB	2,106	1	63	158	114	7,466	668	46	160	1,358	67

AREA	Public transport users	
	With car or van	Without car or van
England & Wales	2,361,906	1,041,777
England	2,307,988	1,018,494
Wales	53,918	23,283
West Midlands Region	163,911	79,115
Gloucestershire	9,665	2,728
Forest of Dean D.C.	1,035	195
Herefordshire (U.A.)	2,197	659
Monmouthshire	936	180
Wye Valley AONB	186	25

Source: Census 2001, Key Statistics

Table 4.3.1b Travel to work – Percentages

AREA	Work mainly from home	Usually travel to work by:									
		Under-ground metro, light rail, tram	Train	Bus, minibus, coach	Motorbike scooter moped	Driving car or van	Passenger in car or van	Taxi or minicab	Bicycle	On foot	Other
England & Wales	10.12	3.31	4.50	8.14	1.20	60.82	6.88	0.57	3.03	11.02	0.52
England	9.16	3.16	4.23	7.51	1.11	54.92	6.11	0.52	2.83	9.99	0.46
Wales	9.72	0.06	1.23	5.25	0.75	61.23	8.98	0.50	1.38	10.35	0.54
West Midlands Region	8.94	0.18	1.52	8.75	0.89	59.97	7.19	0.44	2.25	9.52	0.33
Gloucestershire	10.71	0.10	0.63	3.85	1.22	61.48	6.24	0.18	4.18	11.01	0.40
Forest of Dean D.C.	12.12	0.05	0.36	2.91	1.14	65.31	7.25	0.13	1.33	8.88	0.53
Herefordshire (U.A.)	15.23	0.08	0.52	2.92	1.03	57.75	5.74	0.33	4.20	11.66	0.54
Monmouthshire (U.A.)	12.92	0.03	1.27	1.66	0.95	64.37	6.67	0.37	1.27	9.97	0.53
Wye Valley AONB	17.25	0.01	0.52	1.29	0.93	61.16	5.47	0.38	1.31	11.12	0.55

AREA	Public transport users	
	With car or van	Without car or van
England & Wales	69.39	30.61
England	69.38	30.62
Wales	69.84	30.16
West Midlands Region	67.45	32.55
Gloucestershire	77.99	22.01
Forest of Dean D.C.	84.15	15.85
Herefordshire (U.A.)	76.93	23.07
Monmouthshire	83.87	16.13
Wye Valley AONB	88.15	11.85

Source: Census 2001, Key Statistics

4.4 Change in traffic flows

The Department for Transport requires that each local authority produce a Local Transport Plan (LTP). LTPs outline strategies aimed at reducing congestion, this has a significant role within AONBs. The Wye Valley AONB falls within the remit of the following plans; Gloucestershire Local Transport Plan, Herefordshire Local Transport Plan and Monmouthshire Local Transport Plan. These are available for download from the relevant local authority websites, as follows;

Gloucestershire Council: www.gloucestershire.gov.uk

Herefordshire Council: www.herefordshire.gov.uk

Monmouthshire Council: <http://www.monmouthshire.gov.uk>

Beyond these LTPs, there are no specific data available regarding traffic flows in the AONB.

4.5 Number of services

See Section 4.1 - Public service access

4.6 Brownfield land use

Historically, Wales has had more of a problem with derelict land compared to England. Over 50 per cent of the reclaimed and derelict land in Wales is associated with the coal industry. Other derelict land in Wales relates to slate quarrying and mining, former docklands and railways, ex-military land and general industrial sites. In England, the Government has vowed at least 60 per cent of new homes to be built on brownfield land by 2008. Thus, providing much-needed new homes whilst minimising pressure on the greenbelt. The Welsh National Assembly have stated that previously developed (or brownfield) land should, wherever possible, be used in preference to greenfield sites.

House building on 'brownfield' (previously developed) land in the West Midlands region has occurred at a similar level to that across England as a whole (Table 4.6.1). Between 2001 and 2004, homes built on brownfield made up an average

of 66 per cent across the West Midlands and 64 per cent nationally (excluding conversions). Since 1999, the former county of Hereford and Worcester has increasingly used brownfield sites for house building. Between 2001 and 2004 an average of 56 per cent of homes in the former county of Hereford and Worcester were built on brownfield. Comparable data for South East Wales and Monmouthshire was not readily available.

Planning strategy in the Wye Valley AONB is set out in a number of local authority planning documents. Gloucestershire County Council's Structure Plan states preference for the use of brownfield sites for development where possible. Monmouth Borough's Local Plan strategy is to 'encourage the use of derelict, under used and vacant urban land/buildings for employment uses, subject to detailed planning considerations' and to establish Chepstow as a main urban area to focus strategic developments for housing, employment and related development. Similarly, the Forest of Dean District Council Local Plan adopts the principle that 'priority must be given wherever possible to the use of land other than greenfield sites for new housing. This will be achieved by making allocations where possible on land that has already been developed and which is suitable and available for an alternative new use', although it acknowledges that in practice many of these brownfield sites have already been developed. Similarly, the Herefordshire Unitary Development Plan targets any housing development to small pockets within existing villages or towns within the AONB, such as Ross-on-Wye. The re-use and adaptation of rural buildings is also preferred for commercial purposes, agricultural diversification and industrial development, as well as for tourism, sport and recreation.

Table 4.6.1 Percentage of homes built on previously developed land (brownfield) in England 1994-2004

Government Office Region	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004P	Av. 01-04	Inc. all conversions	
													2003	2004P
South West	35	37	35	34	38	40	45	49	49	58	54	53	65	62
West Midlands Region	49	53	50	56	54	54	55	60	67	69	71	66	72	74
England	51	54	54	53	55	56	58	60	64	66	68	64	-	-
England (incl. conversions)	54	57	57	56	58	59	61	63	67	69	70	67	69	70

Figures from 1999 have been updated and may not correspond with previous years' data

P = predicted

Source: *State of the Region Update, West Midlands Regional Observatory (2006)*