

Economic Possibilities Across England and Wales: The NICE Index of Localities and Regions



School of Geography
and Planning

Ysgol Daearyddiaeth
a Chynllunio



Nottingham
Business School

Nottingham Trent University

Robert Huggins (Cardiff University)

Piers Thompson (Nottingham Trent University)

**The Spatial Distribution of Networks, Innovation, Creativity
and Entrepreneurship (NICE) across England and Wales**

August 2025

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Executive Summary

1. This report introduces the NICE Index, which represents a novel approach to measuring economic possibilities across England and Wales, combining Networks, Innovation, Creativity, and Entrepreneurship to capture regional and local capacity for economic transformation.
2. The NICE methodology employs dual-scale analysis at Local Authority District and County/Unitary Authority levels, using equal weighting across four component indices with standardised indicators to ensure no single dimension dominates the composite measure.
3. The spatial analysis reveals extreme polarisation in economic possibilities, with scores ranging from 8.47 (City of London) to -0.76 (Merthyr Tydfil), and only 35.2% of areas achieving positive NICE scores while 64.8% score negatively.
4. London dominates the NICE Index with the City of London ranking highest and 9 of the top 15 areas being London boroughs, accounting for 28.6% of all positive-scoring areas despite representing a fraction of total localities.
5. A clear regional hierarchy emerges with London (1.84), South East (0.68), and East of England (0.45) forming the high-performing core, while Wales (-0.46) and North East (-0.41) occupy the bottom positions.
6. The 'golden triangle' of London, Cambridge, and Oxford is confirmed as the UK's primary innovation corridor, with university cities consistently outperforming other areas and demonstrating significant knowledge spillover effects.
7. Bottom performers are predominantly post-industrial towns and peripheral areas including Merthyr Tydfil, Blackpool, Blaenau Gwent, North East Lincolnshire, and Carlisle, reflecting persistent structural and behavioural barriers to economic renewal.
8. London leads across all four NICE domains with particularly strong performance in Creativity (1.99) and Entrepreneurship (3.34), while the West Midlands shows a distinctive profile ranking second on Innovation despite weaker Networks and Creativity performance.
9. Wales ranks lowest across Networks, Innovation, and Entrepreneurship dimensions, with only marginally better Creativity performance, indicating systemic challenges in developing foundational economic capacities.
10. The analysis reveals the emergence of 'innovation deserts' in large areas with limited entrepreneurial ecosystems, weak business networks, and constrained access to creative infrastructure, particularly affecting rural and post-industrial regions.
11. A strong positive relationship exists between NICE Index scores and Gross Value Added (GVA) per capita, confirming that behavioural attributes of networks, innovation, creativity, and entrepreneurship serve as foundational conditions for wealth generation.
12. Geographic patterns demonstrate path dependency in post-industrial areas showing persistent innovation deficits, while network exclusion affects businesses in low-performing areas, creating barriers to national and international connectivity.
13. The concentration of economic possibilities in Southern England, especially London and the South East, suggests an accelerated brain drain as entrepreneurs and creatives migrate from low-NICE to high-NICE regions, potentially reinforcing existing disparities.
14. The findings challenge current policy approaches, suggesting that the UK Government's 2025 Industrial Strategy risks reinforcing disparities in localities lacking foundational economic capacities, highlighting the need for place-sensitive

interventions targeting behavioural and structural barriers to economic possibility creation.

15. Based on the NICE analysis, it is clear that the UK requires a fundamental shift from traditional infrastructure-focused approaches to one that prioritises Networks, Creativity, Innovation, and Entrepreneurship (NICE) as a foundation for inclusive growth, recognising that behavioural barriers rather than physical constraints are often primary obstacles to regional prosperity.
16. Post-industrial and rural areas have developed self-limiting mindsets rooted in narratives of decline that must be actively countered through behavioural interventions, choice architecture redesign, and forward-looking narrative building that highlights local successes and possibilities rather than historical failures.
17. Places such as Hartlepool, Middlesbrough, Blackpool, North Lincolnshire, Stoke-on-Trent, Kingston upon Hull, Isle of Wight, and County Durham, along with many Welsh communities, exhibit severe deficits across different NICE dimensions and require the most urgent and intensive support to break cycles of economic stagnation.
18. Schools and lifelong learning institutions must integrate creative and entrepreneurial curricula alongside teacher development programmes to nurture the psychological resources necessary for network participation, imaginative risk-taking, innovative thinking, and venture creation across all age groups.
19. The recently established *Council of the Nations and Regions* should seek to coordinate investment across departmental budgets to address specific component deficits, directing network building grants to the UK's weakest areas.
20. The Council should publish annual NICE dashboards that hold local and central actors accountable for behavioural outcomes alongside infrastructure metrics, while curating national storytelling campaigns that elevate local innovators and creatives from low NICE places to reinforce the psychological shift towards new possibilities.

1. Introduction

This report proposes that differences in regional and local development are reflected in the variety of economic possibilities that regions offer their citizens. To explore this, we have developed a new set of indicators to analyse local areas and regions across England and Wales. These indicators measure the key elements of economic possibilities — networks, innovation, creativity, and entrepreneurship - together forming the NICE Index.

Building on recent advances in regional development theory, the concept of possibility offers a fresh way to understand how economic change unfolds across places¹. Within economics the idea of possibility is not new: in his classic essay *Economic Possibilities for Our Grandchildren*, John Maynard Keynes proposed a future where technological progress would reduce the need for work², giving people more time for leisure and personal fulfilment. However, Keynes also warned that such transformations come with transitional challenges, rather than guaranteed outcomes.

More recently, scholars have revisited the notion of economic possibilities, highlighting how many of Keynes' optimistic visions have instead become precarious, shaped by growing inequalities³. Unlike opportunities, which are often limited and context-dependent, possibilities are open, dynamic, and form the essential foundation from which new opportunities can arise⁴.

¹ Huggins, R. and Thompson, P. (2025) 'Behavioural theory and regional development: nurturing cultures of possibility', *Spatial Economic Analysis*. doi: 10.1080/17421772.2025.2474769

² Keynes, J. M. (1932) 'Economic possibilities for our grandchildren', in *Essays in Persuasion*, New York, NY: Harcourt Brace, pp. 358-373.

³ Ebert, N. (2023) 'From Keynes' possibilities to contemporary precarities: reflections on the origins of our economically and politically precarious times', *Sociology Lens*, 36 (2), 185-197.

Pecchi, L. and Piga, G. (Eds.) (2010) *Revisiting Keynes: Economic Possibilities for Our Grandchildren*. Cambridge, MA: MIT Press.

⁴ Baron, R. A. (2023) 'How entrepreneurs turn the possible into the real - and sometimes change the world', *Possibility Studies & Society*, 1 (1-2), 9-14.

1.1. Policy Context

Across advanced economies such as the UK spatial inequalities have deepened, with many regions trapped in ‘development traps’ that limit their ability to regenerate economic dynamism or improve prosperity⁵. These inequalities arise not only from structural conditions but also from behavioural and technological factors. For example, skilled workers tend to migrate from poorer to richer regions, while technological advances often benefit already prosperous areas, intensifying uneven development⁶. Such dynamics can foster a culture of ‘learned helplessness,’ where communities feel disempowered and unable to change their circumstances, reinforcing cycles of socioeconomic decline⁷.

These trends are particularly evident in the UK, which shows some of the highest levels of regional inequality among OECD countries. The UK’s weak national economic performance is largely geographic, reflecting prolonged stagnation in many regional economies⁸. The 2008 financial crisis further accelerated private investment withdrawal outside London, deepening regional disparities⁹. Consequently, real income growth in many UK localities, including parts of Birmingham, lags behind numerous European regions, with living standards below those in areas of Malta and Slovenia¹⁰.

Persistent policy failures have consistently revealed structural weaknesses in UK regional development approaches¹¹. Analysts describe the UK’s spatial policymaking as ‘hyper-active incrementalism’ – short-term, fragmented, and overly centralised – contributing to incoherence and poor outcomes¹². Additionally, a space-neutral, neoclassical framework has limited the policy’s ability to address the diverse economic trajectories and institutional needs of different regions¹³.

⁵ Diemer, A. Iammarino, S. Rodríguez-Pose, A. and Storper, M. (2022) ‘The regional development trap in Europe’, *Economic Geography*, 98 (5), 487-509.

⁶ Bathelt, H. Buchholz, M. and Storper, M. (2024) ‘The nature, causes, and consequences of inter-regional inequality’, *Journal of Economic Geography*, 24 (3), 353-374.

⁷ Huggins, R. Stuetzer, M. Obschonka, M. and Thompson, P. (2021) ‘Historical industrialisation, path dependence and contemporary culture: the lasting imprint of economic heritage on local communities’, *Journal of Economic Geography*, 21 (6), 841-867.

⁸ McCann, P. (2024) ‘Levelling up: the need for an institutionally coordinated approach to regional and national productivity’, *Regional Studies*, 58 (5), 1145-1156.

⁹ Daams, M. N. McCann, P. Veneri, P. and Barkham, R. (2024) ‘Capital shocks, the great recession, and UK regional divergence’, *Regional Studies*, 58 (12), 2256-2275

¹⁰ NIESR (2025) *UK Living Standards Review 2025*, London: National Institute of Economic and Social Research.

¹¹ Bailey, D. and Hildreth, P. (2024) ‘Place, devolution and industrial strategy: three key tests for labour’, *Contemporary Social Science*, 19 (4), 407-423.

¹² Diamond, P. Newman, J. Richards, D. Sanders, A. and Westwood, A. (2024) ‘Hyper-active incrementalism’ and the Westminster system of governance: why spatial policy has failed over time’, *British Journal of Politics and International Relations*, 26 (4), 1185-1210.

¹³ Bailey, D. and Hildreth, P. (2024) ‘Place, devolution and industrial strategy: three key tests for labour’, *Contemporary Social Science*, 19 (4), 407-423.

In 2025 the UK's Labour Government launched its new industrial strategy¹⁴. While the strategy's focus on locally contextualised clusters and investment-readiness is laudable, it presumes the existence of underlying economic capacities. However, in localities where the foundational elements of economic possibility - particularly the behavioural dimensions of networks, innovation, creativity, and entrepreneurship (as captured by the NICE Index) – are weak or absent, such interventions risk reinforcing existing disparities rather than fostering inclusive development. However, from a European perspective, the UK's lack of a coordinated, long-term, place-sensitive strategy stands out¹⁵. Moving forward, there is growing consensus on the need for policies that respond to behavioural diversity through tailored approaches addressing embedded regional development challenges¹⁶.

1.2. An Economic Possibilities Framework

As illustrated by Figure 1, the concept of NICE - networks, innovation, creativity, and entrepreneurship - captures a region's, and its constituent localities', ability to realise its economic potential through intentional action. At the core of this process is creativity, which involves generating new ideas that drive social and economic change¹⁷. Creativity is especially important in uncertain or challenging environments, as it not only produces novelty but also helps navigate and reshape unpredictability¹⁸. Importantly, creativity is both an individual and collective process, shaped by cultural and institutional contexts that influence how ideas develop and are valued¹⁹.

Innovation, closely linked to creativity, turns ideas into practical products, services, and processes that improve business competitiveness and support regional economic growth²⁰. It represents the application of creativity in ways that produce economic value and system-wide change²¹.

¹⁴ UK Government (2025) *The UK's Modern Industrial Strategy*, London: HM Stationary Office.

¹⁵ Fratesi, U. (2025) 'The four waves of regional policy: towards an era of trade-offs?', *Regional Studies*, 59 (1), 2436538. doi: 10.1080/00343404.2024.2436538

¹⁶ Huggins, R. Thompson, P. Beynon, M. Pickernell, D. and Jones, P. (2025) 'Levelling-up national economies through regional development? a panel fsQCA approach applied to Great Britain', *Annals of Regional Science*, 74 (1), 19. doi: 10.1007/s00168-024-01332-8

¹⁷ Glăveanu, V. P. (2020) *The Possible: A Sociocultural Theory*, Oxford: Oxford University Press.

¹⁸ Su, Y.-H. (2009) 'Idea creation: the need to develop creativity in lifelong learning practices', *International Journal of Lifelong Education*, 28 (6), 705-717.

¹⁹ Dow, G. T. (2021) 'Defining creativity', In J. A. Plucker (ed.), *Creativity and Innovation: Theory, Research, and Practice*, New York, NY: Routledge, pp. 5-22.

²⁰ Benner, M. (2024) 'System-level agency and its many shades: path development in a multidimensional innovation system', *Regional Studies*, 58 (1), 238-251.

²¹ Asheim, B. T. Lawton Smith, H. and Oughton, C. (2012) 'Regional innovation systems: theory, empirics and policy', *Regional Studies*, 45 (7), 875-891.

Entrepreneurship plays a vital role by providing the organisational structures in the form of the new ventures needed to mobilise and commercialise creative and innovative ideas, positioning entrepreneurs as key agents of possibility²². Although debates continue about what forms of entrepreneurship are most important for regional development²³, there is broad consensus that entrepreneurship links creative potential with real economic outcomes.

Finally, drawing on complexity economics, the NICE framework views regional possibilities as emerging from the dynamism of regional networks²⁴. This indicates that regional development is not a straightforward process but an ongoing, adaptive interaction among agents within culturally and psychologically defined ‘networks of possibility’ that facilitate relationship building and knowledge flow²⁵.

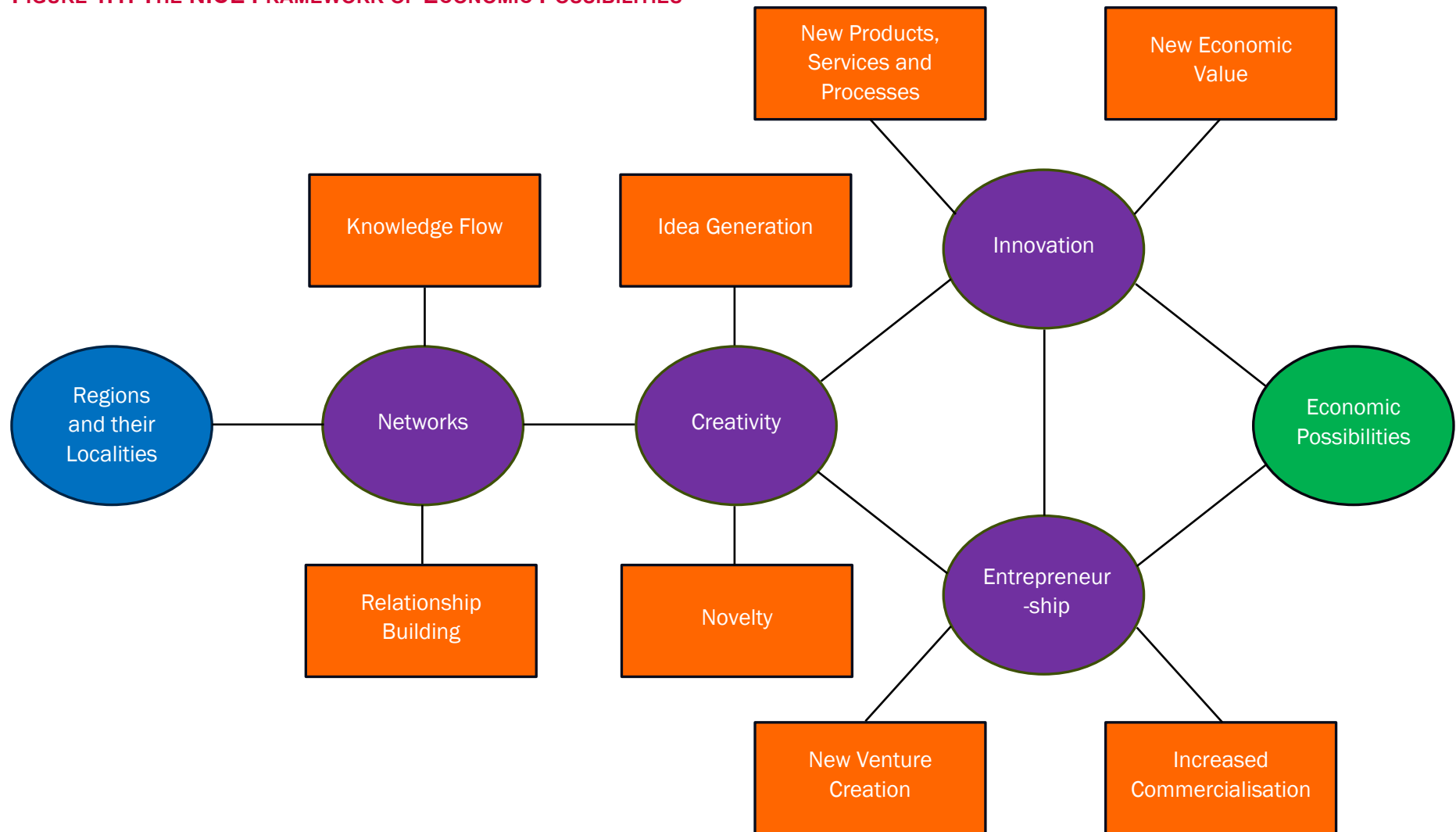
²² Kraus, S. McDowell, W. Ribeiro-Soriano, D. E. and Rodríguez-García, M. (2021) ‘The role of innovation and knowledge for entrepreneurship and regional development’, *Entrepreneurship and Regional Development*, 33 (3-4), 175-184.

²³ Baumgartner, D. Pütz, M. and Seidl, I. (2013) ‘What kind of entrepreneurship drives regional development in European non-core regions? A literature review on empirical entrepreneurship research’, *European Planning Studies*, 21 (8), 1095-1127.

²⁴ Martin, R. and Sunley, P. (2007) ‘Complexity thinking and evolutionary economic geography’, *Journal of Economic Geography*, 7 (5), 573-601.

²⁵ Huggins, R. and Thompson, P. (2023) ‘Human agency, network dynamics and regional development: the behavioural principles of new path creation’, *Regional Studies*, 57 (8), 1469-1481.

FIGURE 1.1: THE NICE FRAMEWORK OF ECONOMIC POSSIBILITIES



1.3. Structure of the Report

The remainder of this report begins by establishing the rationale for examining local and regional possibilities before detailing the methodology used to construct the NICE measure (Section 2). The analysis then examines the spatial patterns of the overall NICE Index across multiple geographical scales, from Local Authority Districts to County and Unitary Authorities, revealing the uneven geography of regional economic possibilities (Section 3). Subsequent sections provide detailed examinations of each component index: Networks (Section 4), Innovation (Section 5), Creativity (Section 6), and Entrepreneurship (Section 7), exploring their individual geographical distributions and identifying top and bottom performing areas. The report then investigates the relationship between the NICE Index and traditional economic performance measures, including Gross Value Added per capita and growth rates (Section 8). Finally, the study concludes with policy implications and recommendations for a new regional development agenda for the UK (Section 9). Seven appendices provide supporting data including data sources, detailed rankings, and regional breakdowns of component indices.

2. Estimating the NICE Measure

Having outlined the rationale for considering local and regional possibilities, this section presents the nature of the data and methods used to create a measure of possibility emergence and outcomes. The discussion begins by defining the spatial and geographical scale at which economic possibility is assessed (Sub-section 2.1). The indicators of networks, innovation, creativity, and entrepreneurship used to construct the NICE measure are described in Sub-section 2.2. Finally, Sub-section 2.3 explains how these indicators are combined into a single composite measure.

2.1. Geographical Scale

The aim is to produce a measure of regional economic possibilities at a disaggregated spatial level to provide insights into the differences that exist across England and Wales. Ideally, the areas examined would align with both the geographies where local and regional development policy is determined and implemented, and with clearly defined functional economic areas. However, these criteria do not always align and can sometimes conflict.

In the UK, local government operates under a variety of administrative arrangements that differ between regions and also within regions. For example, larger urban areas are typically covered by unitary authorities responsible for most local functions that influence development. Whether a single unitary authority covers the entire agglomeration often depends on the size of the urban area. In contrast, more sparsely populated surrounding areas have traditionally operated under two-tier arrangements, with local authority districts situated within county areas, and responsibilities divided between tiers. The introduction of combined authorities has added further complexity, with larger areas - such as Greater Manchester - bringing together previously separate unitary authorities under a single administrative structure.

None of these administrative arrangements necessarily correspond to functional economic areas. High levels of commuting and business interactions often take place across administrative boundaries. While Travel to Work Areas (TTWAs) more closely reflect functional economic geographies, data at this level is less frequently available.

This report, therefore, examines regional economic possibilities at both the local authority district level and the unitary authority or county level. This decision is partly driven by data availability. While most indicators are available at the district level, some - particularly those relating to innovation - are only available at the broader county level.

Using both spatial scales enables a more nuanced analysis of differences between local areas, especially since local authority districts within a single county can vary significantly. For instance, Nottinghamshire includes affluent suburban areas such as Rushcliffe (which contains West Bridgford), former industrial towns like Mansfield, and more rural districts such as Newark and Sherwood. Given their contrasting characteristics, it is likely that the regional possibilities across these areas also differ considerably. However, when data is only available at the county level, the same value must be applied to all constituent districts within that county.

The inclusion of the broader county and unitary authority level ensures consistency in measurement across all indicators. In some cases, this more aggregated level may also better reflect functional economic areas, especially where geographically proximate and economically interconnected local districts engage in significant commuting or trading activity.

For those areas covered by unitary authority administrative arrangements, such as major English cities and areas of Wales, the same areas will appear in both the local authority district and county rankings. This is to ensure that all of England and Wales is covered by lists of areas.

The underlying indicators for the NICE measures will remain the same, but the NICE scores and rankings for these areas will differ across the two ranking lists. This is due to the indicators being standardised, with these standardised scores depending on the values for the other areas examined.

2.2. Indicators of NICE

The previous sub-section outlined the two spatial scales that NICE measures are generated for. The indicators used to capture regional possibilities at both spatial scales are the same but, as noted above, not all the indicators are available at the local authority district scale. In this instance, the county level value must be applied to all constituent local authority district areas. Other than this the same approach is used to create the measures.

Network Indicators

Given the desire for a measure that captures differences at a more spatially disaggregated level, the Network Index is based upon the network capital measures previously developed by Huggins and Thompson²⁶. These measures incorporate the estimated ties between regional enterprises and other enterprises, both within and outside the region, and the R&D intensity of enterprises. This is estimated by accounting for the age and sector of firms in the area in the Spring of 2020 as firms with different characteristics are found to network in different levels of intensity²⁷. The R&D intensity of the sector accounts for the value of the knowledge that these networks might allow access to²⁸. Two indicators based on this measure of regional network capital are incorporated, one scaled by the population and the other by the number enterprises present.

Innovation Indicators

The Innovation Index utilises R&D tax credit data to capture innovative activities being claimed for by enterprises in the tax year 2019/20. This indicator of innovation more directly reflects the innovative activities taking place rather than just focusing on those that yield a commercial outcome²⁹. This fits with regional possibilities where the process is equally important in terms of the learning taking place, not just the outcomes. The number of enterprises making tax credit claims and the R&D expenditure associated with these claims are both included as indicators. This allows for a measure that more broadly reflects the depth and spread of such activities (number of claims), as well as the total scale of such R&D expenditure.

Indicators are created with scaling by both population and number of enterprises to reflect innovation per resident and per enterprise. The former represents the level of engagement in innovation for the population as a whole, on average, whereas the latter corresponds with the concentration of innovative activity within enterprises located in the area, on average. Both are important in terms of the innovative ideas held by people and the extent to which enterprises are intensively engaged in such activities.

²⁶ Huggins, R. and Thompson, P. (2017) 'Networks and regional economic growth: a spatial analysis of knowledge ties', *Environment and Planning A*, 49 (6), 1247-1265.

²⁷ Huggins, R. Izushi, H. Prokop, D. and Thompson, P. (2014) 'Regional evolution and waves of growth: a knowledge-based perspective', *Expert Systems with Applications*, 41 (12), 5573-5586.

²⁸ Fitjar, R. D. and Rodríguez-Pose, A. (2015) 'Networking context and firm-level innovation: cooperation through the regional filter in Norway', *Geoforum*, 61 (1), 25-35.

Huggins, R. and Thompson, P. (2015) 'Entrepreneurship, innovation and regional growth: a network theory', *Small Business Economics*, 45 (1), 103-128.

²⁹ Cappelen, Å. Raknerud, A. and Rybalka, M. (2012) 'The effects of R&D tax credits on patenting and innovations', *Research Policy*, 41 (2), 334-345.

Creativity Indicators

The indicators of creativity are based on the concept of the Creative Class, which reflects those who are employed in occupations that are associated with generating new ideas that drives regional development³⁰. To produce indicators that measures these creative classes, the National Census undertaken in 2021 is used to gain access to a detailed breakdown of occupations. Three indicators of the creative classes are included: Creative Core (science, technology and engineering professionals along with those from education, architecture, libraries and media); Creative Professional (associate professional and technical positions from the Core, managers, plus legal, finance and health professionals); and Bohemian (artistic, design and sports roles) occupations.³¹ The indicators are based on the proportion of those in work that are included in each of these different groupings of the Creative Class.

Entrepreneurship Indicators

While recognising that entrepreneurial activities can occur in a variety of environments, such as public sector entrepreneurship or intrapreneurship, new venture creation is traditionally regarded as the primary indicator of entrepreneurial behaviour³². It would be possible to just focus on gross or net venture creation, but firm deaths may reflect a more dynamic business environment associated with creative destruction³³. As such, indicators based on gross firm births, gross firm deaths and net firm births are all included. The measures included are based on averages of the measures from 2011 to 2018, scaled by the population.

³⁰ Florida, R. (2002) *The Rise of the Creative Class*, New York, NY: Basic Books.

³¹ Florida, R. (2002) *The Rise of the Creative Class*, New York, NY: Basic Books.

Florida, R. (2002) 'Bohemia and economic geography', *Journal of Economic Geography*, 2 (1), 55-71.

Clifton, N. (2008) 'The "creative class" in the UK: an initial analysis', *Geografiska Annaler: Series B, Human Geography*, 90 (1), 63-82.

³² Nightingale, P. and Coad, A. (2014) 'Muppets and gazelles: political and methodological biases in entrepreneurship research', *Industrial and Corporate Change*, 23 (1), 113-143.

Obschonka, M. Lee, N. Rodríguez-Pose, A. Eichstaedt, J. C. and Ebert, T. (2020) 'Big data methods, social media, and the psychology of entrepreneurial regions: capturing cross-county personality traits and their impact on entrepreneurship in the USA', *Small Business Economics*, 55 (3), 567-588.

³³ Kacher, N. and Weiler, S. (2024) 'Business dynamism and regional growth across the business cycle: implications for recovery from the COVID-19 crisis', *Regional Science Policy and Practice*, 16 (1), 12698. doi: 10.1111/rsp3.12698

2.3. Establishing a Combined NICE Measure

We produce an overall NICE measure to represent regional and local economic possibilities by initially generating four sub-indices for each of networks, innovation, creativity and entrepreneurship. To ensure that no single indicator dominates, the values are standardised so that each indicator has a mean of zero and variance of one. Within the sub-indices the individual indicators are all given an equal weighting.

The four sub-indices are then combined with each given an equal weighting in the final overall NICE measure with zero indicating the mean average score for index generated. Table 2.1 presents the indicators discussed in sub-section 2.2 above, and their weightings.

TABLE 2.1: NICE MEASURE BASED ON SUB-INDICES

Sub-Index	Weighting of Sub-Index in Overall Measure	Indicator	Weighting of Indicator within Sub-Index
Networks	0.25	Network Capital per 10,000 Population	0.5
		Network Capital per 10,000 Enterprises	0.5
Innovation	0.25	R&D Tax Credit Applications per 10,000 Population	0.25
		Expenditure Associated with Tax Credit Applications per 10,000 Population	0.25
		R&D Tax Credit Applications per 10,000 Enterprises	0.25
		Expenditure Associated with Tax Credit Applications per 10,000 Enterprises	0.25
Creativity	0.25	Proportion of those in Employment in Creative Core Occupations (SOC 211-216; 231; 232; 245; 247; 249)	0.333
		Proportion of those in Employment in Creative Professional Occupations (SOC 111-125; 221-225; 241 – 244; 246; 248; 311-323)	0.333
		Proportion of those in Employment in Bohemian Occupations (SOC 341 – 343)	0.333
Entrepreneurship	0.25	Gross Firm Births per 10,000 Population	0.333
		Firm Deaths per 10,000 Population	0.333
		Net Firm Births per 10,000 Population	0.333

Notes: SOC refers to the Standard Occupational Classification.

3. Geographical Distribution of NICE

This section presents the spatial patterns of the NICE measure across England and Wales, offering insight into how regional differences in Networks, Innovation, Creativity, and Entrepreneurship manifest themselves geographically. By mapping NICE across multiple spatial scales - from Local Authority Districts (LADs) to County and Unitary Authorities - the analysis identifies both granular local variations and broader regional trends. The aim is to illuminate the uneven geography of regional economic possibilities, and to consider how different types of localities in England and Wales contribute to the UK's economic position.

3.1. NICE at the Local Authority District Scale

As illustrated by Figure 3.1 and Tables 3.1 and 3.2, at the LAD level the NICE measure reveals stark contrasts across England and Wales. **The City of London** sits at the top of the rankings with a NICE score of 8.47, far surpassing all other areas (Mean Average = 0). This score clearly reflects its role as a globally connected financial and cultural hub with dense institutional networks and high levels of entrepreneurial and creative activity.

Other high-ranking LADs also cluster in innovation-intensive regions. These include **Cambridge** (rank 2, 2.43) and **South Cambridgeshire** (3, 2.15) in the East of England, and a series of London boroughs - **Camden** (4, 1.84), **Islington** (5, 1.73), **Hackney** (6, 1.72), and **Westminster** (7, 1.71). In the South East, **Oxford** (rank 8, 1.54) also features prominently. These locations combine dense social and institutional networks, high levels of creative and cultural infrastructure, and an economic ecosystem conducive to entrepreneurial emergence.

At the opposite end of the spectrum are LADs that have faced persistent structural and behavioural barriers to creating economic possibilities. The lowest-ranking districts include **Merthyr Tydfil** (Wales) (rank 330, -0.76), **Blackpool** (North West) (329, -0.74), **Blaenau Gwent** (Wales) (328, -0.73), **North East Lincolnshire** (Yorkshire and the Humber) (327, -0.70), and **Carlisle** (North West) (326, -0.69). These places often suffer from low institutional density, weak network connectivity, fragile entrepreneurial cultures, and limited access to cultural and creative infrastructure.

This granular perspective shows that regional potential is shaped not just by economic scale or urbanisation, but by localised conditions of institutional capacity, relational capital, and cultural embeddedness. High-scoring LADs are disproportionately located in the Greater South East - especially London and the Oxford–Cambridge arc - while many struggling areas are found in post-industrial towns, peripheral coastal communities, and rural districts, particularly in Wales and the North of England.

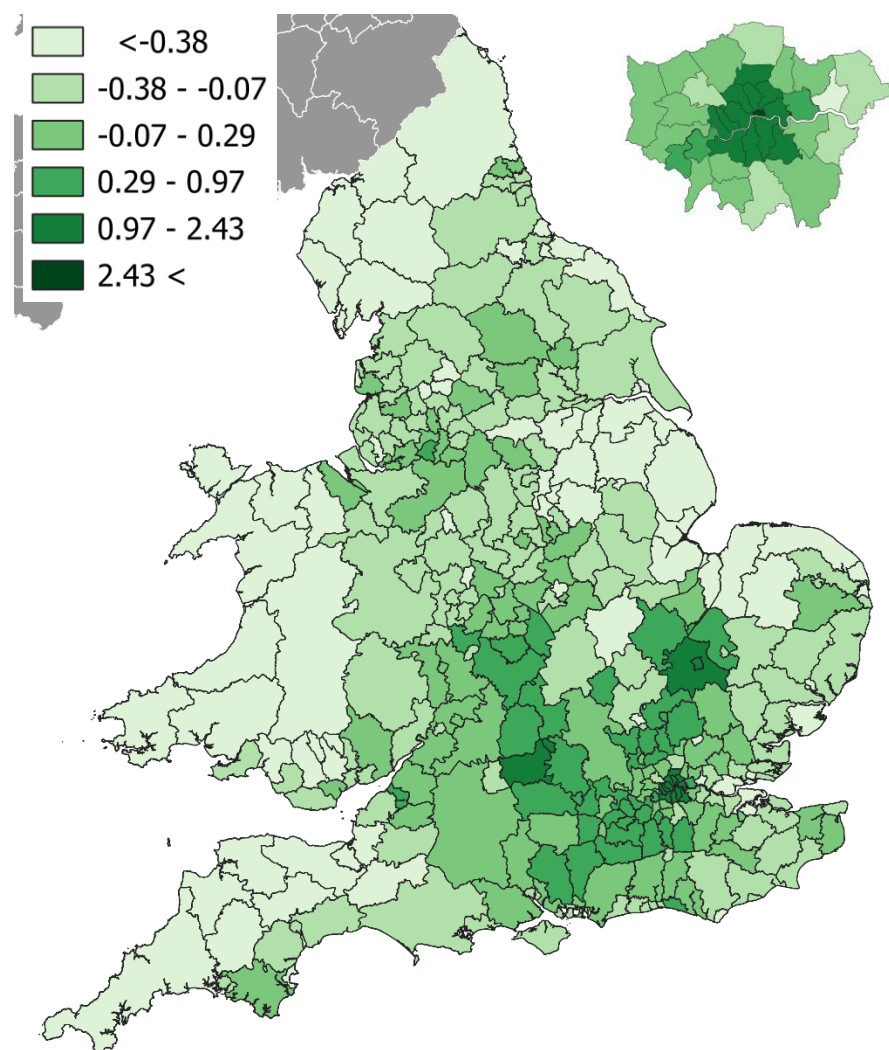
TABLE 3.1: TOP 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY NICE ECONOMIC POSSIBILITIES

Rank	Local Authority District/Unitary Authority Area	Region	NICE
1	City of London	London	8.474
2	Cambridge	East of England	2.432
3	South Cambridgeshire	East of England	2.149
4	Camden	London	1.836
5	Islington	London	1.734
6	Hackney	London	1.715
7	Westminster	London	1.711
8	Oxford	South East	1.540
9	Kensington and Chelsea	London	1.446
10	Hammersmith and Fulham	London	1.380

TABLE 3.2: BOTTOM 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY NICE ECONOMIC POSSIBILITIES

Rank	Local Authority District/Unitary Authority Area	Region	NICE
321	North Lincolnshire	Yorkshire and Humber	-0.664
322	Eden	North West	-0.668
323	Hartlepool	North East	-0.685
324	Boston	East Midlands	-0.689
325	Anglesey	Wales	-0.690
326	Carlisle	North West	-0.694
327	North East Lincolnshire	Yorkshire and Humber	-0.703
328	Blaenau Gwent	Wales	-0.726
329	Blackpool	North West	-0.741
330	Merthyr Tydfil	Wales	-0.759

FIGURE 3.1: NICE MEASURE AT THE LOCAL AUTHORITY DISTRICT AREA LEVEL



3.2. NICE at the County Scale

At the broader County and Unitary Authority scale, the NICE index again reveals a strong spatial concentration of innovation-led potential in Southern England, particularly around London and the wider South East (see Figure 3.2). As shown by Table 3.3, **Inner London** ranks highest with a NICE score of 3.61, indicating its density of innovation assets, creative clusters, elite institutions, and entrepreneurial networks. **Cambridgeshire** (2.28), **Windsor and Maidenhead** (2.03), and **Wokingham** (1.70) also feature prominently, indicating how regional possibilities extend across the wider Greater South East. Other high-ranking areas include **Reading** (1.59), **Oxfordshire** (1.56), and **Surrey** (1.38), all of which reflect well-established patterns of innovation infrastructure, human capital density, and proximity to leading research institutions.

In contrast (Table 3.4), many of the lowest-ranked counties and unitary authorities are located in Wales, the North, and Yorkshire and the Humber. Areas such as **Blaenau Gwent** (−1.25), **Merthyr Tydfil** (−1.10), and **Anglesey** (−1.02) exemplify the compounding effects of economic peripherality, institutional fragility, and limited connectivity. **Blackpool** (−0.97), **Neath Port Talbot** (−0.94), and **Hartlepool** (−0.93) further represent localities where persistent disadvantage inhibits the emergence of regional economic possibilities.

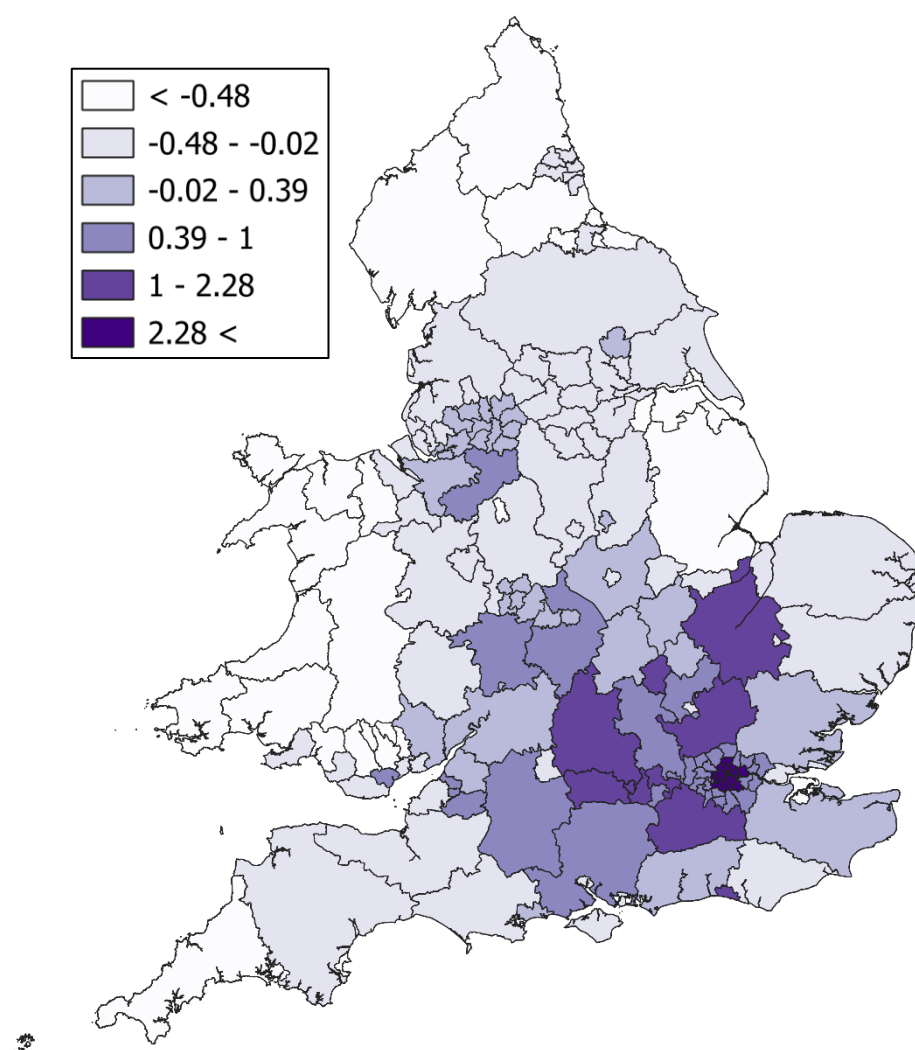
TABLE 3.3: TOP 10 COUNTY AND UNITARY AUTHORITY AREAS BY REGIONAL POSSIBILITIES

Rank	County/Unitary Authority Area	Region	NICE
1	Inner London	London	3.605
2	Cambridgeshire	East of England	2.277
3	Windsor and Maidenhead	South East	2.025
4	Wokingham	South East	1.699
5	Reading	South East	1.593
6	Oxfordshire	South East	1.555
7	Surrey	South East	1.375
8	Hertfordshire	East of England	1.314
9	Brighton and Hove	South East	1.248
10	Milton Keynes	South East	1.220

TABLE 3.4: BOTTOM 10 COUNTY AND UNITARY AUTHORITY AREAS BY REGIONAL POSSIBILITIES

Rank	County/Unitary Authority Area	Region	NICE
102	Powys	Wales	-0.841
103	North Lincolnshire	Yorkshire and the Humber	-0.863
104	North East Lincolnshire	Yorkshire and the Humber	-0.881
105	Ceredigion	Wales	-0.896
106	Hartlepool	North East	-0.926
107	Neath Port Talbot	Wales	-0.935
108	Blackpool	North West	-0.973
109	Isle of Anglesey	Wales	-1.019
110	Merthyr Tydfil	Wales	-1.104
111	Blaenau Gwent	Wales	-1.247

FIGURE 3.2: NICE MEASURE AT THE COUNTY AND UNITARY AUTHORITY AREA LEVEL



3.3. Regional Comparisons

This sub-section presents a comparative overview of the English regions and Wales based on their performance across the NICE Index and its four constituent sub-indices: Networks, Innovation, Creativity, and Entrepreneurship. The data, summarised in Table 3.5, reflect population-weighted averages for each region, providing insight into the relative behavioural and structural development capacities across different parts of the country.

The results confirm a sharp regional hierarchy in NICE scores, with **London** ranking highest by a considerable margin (1.84), followed by the **South East** (0.68) and the **East of England** (0.45). These three regions form a high-performing core within the UK, collectively characterised by strong social and economic networks, vibrant innovation ecosystems, dense concentrations of creative and cultural activity, and high levels of entrepreneurial engagement.

The **West Midlands** (0.08) and **North West** (0.01) occupy a middle tier, with scores close to the average area nationally. These regions benefit from the presence of dynamic urban centres such as Birmingham and Manchester, but also exhibit internal disparities that moderate their overall performance.

The remaining five regions - **South West**, **East Midlands**, **Yorkshire and the Humber**, **North East**, and **Wales** - all have negative NICE scores, indicating behavioural development profiles below the average area nationally. Notably, **Wales** (−0.46) and the **North East** (−0.41) occupy the lowest two positions, suggesting persistent structural and cultural barriers to the emergence of networked, innovative, creative, and entrepreneurial dynamics.

Analysing the individual indices reveals important variation beneath the overall NICE rankings.

- **London** leads across all four domains, with particularly strong performance in **Creativity** (1.99) and **Entrepreneurship** (3.34), further reinforcing its position as the UK's primary agglomeration of knowledge-intensive and high-value activity.
- The **South East** and **East of England** consistently rank second and third respectively across most dimensions, indicating the spatial extension of London's economic and behavioural influence.
- The **West Midlands** presents a distinctive profile: although it ranks fourth overall, it scores **second on the Innovation Index** (0.53), ahead of all regions except London. However, weaker performance in Networks and Creativity limits its NICE composite score.
- The **North West** occupies mid-ranking positions across most indices, reflecting a balance of relatively strong urban economies (e.g., Greater Manchester) and more constrained peripheral areas.

- The **South West** and **East Midlands** both underperform on Innovation and Entrepreneurship, though the South West ranks **fourth on the Creativity Index** (0.30), suggesting the presence of culturally vibrant sub-regions, particularly around cities such as Bristol and Bath.
- The **North East** shows marginally positive performance on the **Innovation Index** (0.05), but has the **lowest Network score** (−0.58), pointing to limitations in relational infrastructure and connectivity.
- **Wales** ranks lowest on Networks, Innovation, and Entrepreneurship, with a slightly better showing on the **Creativity Index** (−0.27; 7th place). This suggests a degree of cultural capital that has not yet translated into wider economic outcomes possibilities.

3.4. The Polarisation of Economic Possibilities

The NICE measure reveals significant polarisation in economic possibilities across regions and localities within England and Wales, with extreme disparities between the highest and lowest performing areas. The NICE measure spans from 8.47 (City of London) to −0.76 (Merthyr Tydfil) - a total range of 9.23 points, with 116 LAD areas having positive NICE scores (35.2%), while 214 areas have negative scores (64.8%). Key features of the geographic concentration of economic possibilities are summarised as follows:

London as an Innovation Hub

- 9 of the top 15 LAD areas are London boroughs, reflecting dense business networks and creative industries.
- London accounts for 22 of the 77 positive-scoring areas (28.6%).
- Average London NICE score: 0.41, indicating networks and ecosystems of innovation, creativity and entrepreneurship.

South East Innovation Corridor

- Combined London and South East regions hold 56 of the top 100 positions.
- Results confirm the 'golden triangle' of innovation around London, Cambridge, and Oxford.
- Strong performance reflects knowledge spillovers, university-industry links, and dense professional networks.

Possibility-Rich Regions

- London: Strong business networks, creative industries, and financial services
- South East: Strong connectivity and knowledge spillovers.
- East of England: Mixed performance, with Cambridge leading but rural areas lagging.

Possibility-Poor Regions

- Wales: 16 of 22 Welsh authority areas in the bottom half of the rankings and possess limited entrepreneurial networks.
- North East: All 8 authorities below the median, reflecting post-industrial transition challenges.
- Yorkshire and Humber: 12 of 15 authorities below the median, despite the presence of Leeds and Sheffield.

The Possibility Divide

- *Possibility Leaders* (Ranks 1-50, NICE scores: 8.47 to 0.27): dominated by financial centres, university cities, and creative industry hubs; strong entrepreneurial ecosystems with dense business networks; high levels of knowledge workers and creative professionals.
- *Possibility Laggards* (Ranks 281-330, NICE scores: -0.44 to -0.76): primarily post-industrial areas with limited entrepreneurial infrastructure; weak business networks and low levels of creative industries, high concentration in former mining/manufacturing regions.

Structural Analysis

- Major cities show varied capacity: Cambridge (2nd), Oxford (8th) excel, while traditional industrial cities like Stoke-on-Trent (303rd) struggle.
- Rural areas span from innovation-rich (South Cambridgeshire, 3rd - benefiting from Cambridge spillovers) to innovation-poor (rural Wales and Northern England).

Network Effects and Agglomeration

- Clear correlation with proximity to London and major innovation centres.
- University towns consistently outperform, demonstrating knowledge spillover effects.
- Post-industrial areas show persistent innovation deficits, suggesting path dependency in economic development.

Implications

The analysis reveals significant spatial inequality in creative, entrepreneurial and innovative capacity across England and Wales. Networks, innovation infrastructure, creativity, and entrepreneurship are heavily concentrated in London, the South East, and select university cities. This is likely to create:

- *Innovation Deserts*: Large areas with limited entrepreneurial ecosystems, few business networks, and weak innovation infrastructure.
- *Brain Drain Acceleration*: Entrepreneurs, creatives and innovators will migrate from low-NICE areas to high-NICE regions, reinforcing disparities.
- *Economic Development Constraints*: Areas with weak economic foundations will struggle to adapt to economic transitions.
- *Network Exclusion*: Businesses in low-NICE areas face barriers accessing national and international networks.

TABLE 3.5: REGIONAL NICE AND INDIVIDUAL INDEX VALUES AND RANKS

	NICE	NICE Rank	Network Index	Network Rank	Innovation Index	Innovation Rank	Creativity Index	Creativity Rank	Entrepreneurship Index	Entrepreneurship Rank
London	1.839	1	1.038	1	0.992	1	1.988	1	3.339	1
South East	0.683	2	0.907	2	0.441	3	0.817	2	0.566	2
East of England	0.452	3	0.678	3	0.283	4	0.317	3	0.530	3
West Midlands	0.081	4	0.037	4	0.532	2	-0.277	9	0.032	5
North West	0.010	5	-0.130	7	0.026	6	-0.044	5	0.187	4
South West	-0.011	6	-0.078	5	-0.174	9	0.300	4	-0.093	7
East Midlands	-0.107	7	-0.091	6	-0.034	8	-0.275	8	-0.028	6
Yorkshire and Humber	-0.219	8	-0.330	8	-0.005	7	-0.257	6	-0.285	8
North East	-0.407	9	-0.581	9	0.052	5	-0.415	10	-0.685	10
Wales	-0.455	10	-0.655	10	-0.256	10	-0.266	7	-0.645	9

Notes: Regional values are averages based on constituent county and unitary authority area values weighted by population.

4. Network Index

This section considers the geographical distribution of the Network Index that enters the overall NICE Measure. The section firstly provides an overview of the geographical distribution of the Network Index, before then going on to highlight the top ranked local authority district areas, and then the county and unitary authority areas. The Network Index captures the extent and quality of social and institutional linkages that support innovation, creativity, and entrepreneurial activity within places.

4.1. Geographical Distribution of the Network Index

Figures 4.1 and 4.2 illustrate the spatial variation in the Network Index across Local Authority Districts and County/Unitary Authority areas. High-scoring areas are generally concentrated in and around key knowledge regions such as the **South East**, **East of England**, and parts of **London**, where dense social infrastructure, proximity to leading universities, and strong economic interconnections support high levels of networked activity.

Conversely, areas with low Network Index scores are typically found in peripheral rural or post-industrial locations, particularly in parts of **Wales**, the **North West**, and the **South West**. These places often exhibit lower levels of connectivity - both physical and relational - and more limited institutional capacity for fostering collaboration and innovation.

FIGURE 4.1: NETWORK INDEX AT THE LOCAL AUTHORITY DISTRICT AREA LEVEL

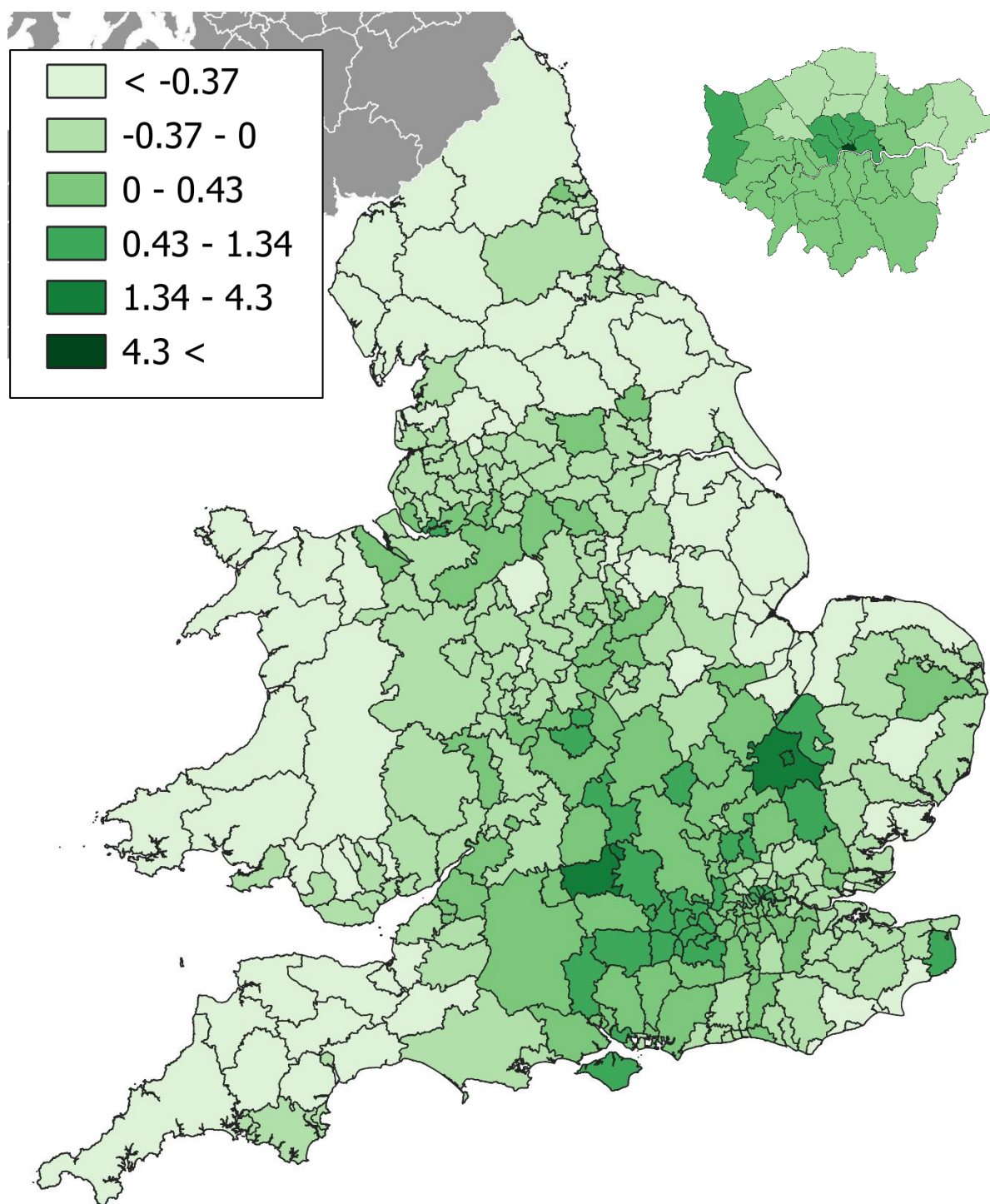
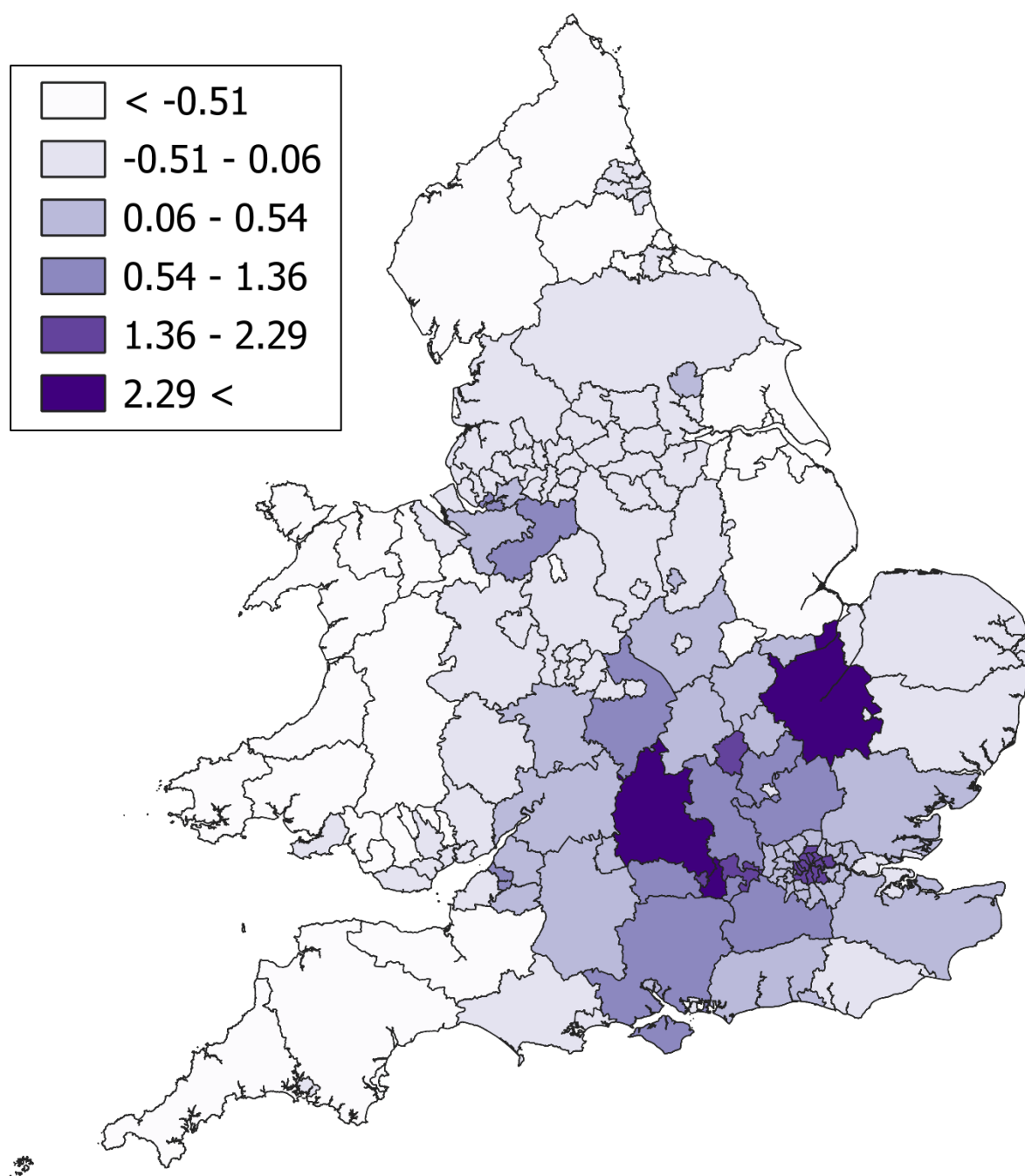


FIGURE 4.2: NETWORK INDEX AT THE COUNTY AND UNITARY AUTHORITY AREA LEVEL



4.2. Top and Bottom Ranked Local Authority District Areas by the Network Index

Table 4.1 highlights the top 10 Local Authority Districts and Unitary Authorities according to their Network Index scores. The **City of London** ranks first with a high score of 9.35, reflecting its role as a global financial and business hub with highly embedded institutional and professional networks. **Cambridge** (4.30) and **South Cambridgeshire** (4.07) follow, benefitting from their integration within a globally recognised innovation ecosystem anchored by the University of Cambridge.

Other high performers include **Oxford** (3.03), **Vale of White Horse** (2.10), and **Wokingham** (1.28), all located in the **South East**, where proximity to academic institutions, strong transport links, and embedded innovation systems underpin high levels of regional connectivity.

TABLE 4.1: TOP 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY THE NETWORK INDEX

Rank	Local Authority District/Unitary Authority Area	Region	Network Index
1	City of London	London	9.348
2	Cambridge	East of England	4.300
3	South Cambridgeshire	East of England	4.070
4	Oxford	South East	3.033
5	Vale of White Horse	South East	2.101
6	Stevenage	East of England	1.336
7	Wokingham	South East	1.277
8	Dover	South East	1.123
9	Warwick	West Midlands	1.042
10	Slough	South East	1.007

In contrast, the bottom 10 areas listed in Table 4.2 include largely rural or peripheral locations such as **Eden** (-0.93) in the **North West**, **West Devon** (-0.87) in the **South West**, and **Powys** (-0.81) in **Wales**. **Merthyr Tydfil** (-0.77) and **Ceredigion** (-0.80), also in **Wales**, represent areas where limited institutional reach, geographical remoteness, and socio-economic constraints contribute to significantly weaker network environments.

TABLE 4.2: BOTTOM 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY THE NETWORK INDEX

Rank	Local Authority District/Unitary Authority Area	Region	Networks Index
321	Ribble Valley	North West	-0.698
322	North Devon	South West	-0.710
323	Torridge	South West	-0.723
324	Carlisle	North West	-0.740
325	North Norfolk	East of England	-0.742
326	Merthyr Tydfil	Wales	-0.766
327	Ceredigion	Wales	-0.796
328	Powys	Wales	-0.814
329	West Devon	South West	-0.868
330	Eden	North West	-0.931

4.3. Top and Bottom Ranked County and Unitary Authority Areas by the Network Index

At the county and unitary authority level, Table 4.3 indicates that Cambridgeshire leads with a score of 4.05, followed by **Wokingham** (3.04), **Oxfordshire** (2.70), and **Windsor and Maidenhead** (2.29). These areas form part of a wider arc of innovation across the **South East** and **East of England**, characterised by high-skilled labour markets, active knowledge transfer networks, and supportive governance structures. **Inner London**, with a score of 1.95, also ranks highly, although slightly below the leading counties, likely due to the complexity and fragmentation of its institutional arrangements despite its dense urban fabric.

TABLE 4.3: TOP 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE NETWORK INDEX

Rank	County/Unitary Authority Area	Region	Network Index
1	Cambridgeshire	East of England	4.048
2	Wokingham	South East	3.037
3	Oxfordshire	South East	2.701
4	Windsor and Maidenhead	South East	2.287
5	Slough	South East	2.056
6	Inner London	London	1.945
7	Milton Keynes	South East	1.703
8	Reading	South East	1.572
9	Bracknell Forest	South East	1.359
10	Hertfordshire	East of England	1.350

At the other end of the spectrum (Table 4.4), **Merthyr Tydfil** again ranks lowest with a score of -1.55 , reflecting consistent underperformance in network strength. Other Welsh areas such as **Blaenau Gwent** (-1.42), **Neath Port Talbot** (-1.29), and **Ceredigion** (-1.25) are similarly positioned, pointing to persistent connectivity challenges in parts of Wales. Northern areas such as **Middlesbrough** (-1.15) and **Blackpool** (-1.16) also feature among the bottom-ranked, indicating the broader regional inequalities in the UK's networked infrastructure for innovation and enterprise.

TABLE 4.4: BOTTOM 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE NETWORK INDEX

Rank	County/Unitary Authority Area	Region	Network Index
102	Isle of Anglesey	Wales	-0.958
103	Hartlepool	North East	-1.007
104	Conwy	Wales	-1.012
105	Middlesbrough	North East	-1.152
106	Blackpool	North West	-1.163
107	Powys	Wales	-1.191
108	Ceredigion	Wales	-1.245
109	Neath Port Talbot	Wales	-1.286
110	Blaenau Gwent	Wales	-1.416
111	Merthyr Tydfil	Wales	-1.549

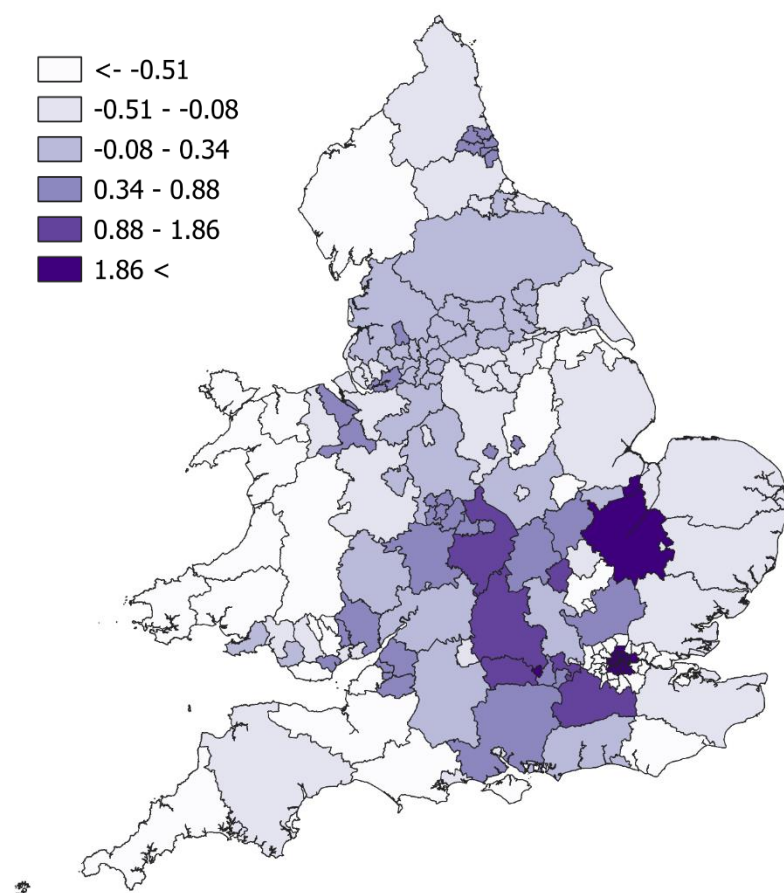
5. Innovation Index

This section analyses the geographical distribution of the Innovation Index, capturing the extent to which areas across the UK demonstrate the capacity to generate and sustain innovation activity. The section begins by examining broad spatial patterns, before identifying the highest and lowest scoring County and Unitary Authority areas.

5.1. Geographical Distribution of the Innovation Index

Figure 5.1 presents the spatial distribution of the Innovation Index at the County and Unitary Authority level. A clear geographical divide is evident, with innovation-intensive areas heavily concentrated in the Greater South East, particularly around the so-called ‘Golden Triangle’ of **Oxford**, **Cambridge**, and **London**. These locations benefit from a critical mass of research institutions, high levels of private and public investment in innovation, and a dense ecosystem of innovative firms and networks.

FIGURE 5.1: INNOVATION INDEX AT THE COUNTY AND UNITARY AUTHORITY AREA LEVEL



5.2. Top and Bottom Ranked County and Unitary Authority Areas by the Innovation Index

As shown by Table 5.1, the highest scoring area is **Cambridgeshire** (3.59), followed closely by **Inner London** (3.51) and **Reading** (2.61), which reflects their prominent roles within the UK's national innovation system. These areas are home to world-leading universities, science parks, and a concentration of knowledge-intensive industries.

TABLE 5.1: TOP 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE INNOVATION INDEX

Rank	County/Unitary Authority Area	Region	Innovation Index
1	Cambridgeshire	East of England	3.587
2	Inner London	London	3.509
3	Reading	South East	2.611
4	Oxfordshire	South East	1.857
5	Windsor and Maidenhead	South East	1.491
6	Warwickshire	West Midlands	1.445
7	Milton Keynes	South East	1.167
8	Surrey	South East	1.154
9	West Berkshire	South East	1.115
10	Hertfordshire	East of England	0.878

Table 5.2 highlights the ten lowest scoring areas. The **Isle of Anglesey**, with a score of -1.31 , ranks last on the Innovation Index, followed closely by **Thurrock** (-1.29), **Ceredigion** (-1.27), and **Gwynedd** (-1.18). Several of these areas - particularly in Wales - face structural disadvantages including geographic remoteness, a limited innovation infrastructure, and constrained access to skilled labour. **Blackpool** (-1.06) and **North Lincolnshire** (-1.07) further exemplify the innovation challenges facing many post-industrial regions in the **North West** and **Yorkshire and the Humber**, while areas such as **Conwy** (-1.16), **Hartlepool** (-1.18), and **Pembrokeshire** (-1.01) also rank among the lowest performers, highlighting the broad regional disparities in innovation performance across the UK.

TABLE 5.2: BOTTOM 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE INNOVATION INDEX

Rank	County/Unitary Authority Area	Region	Innovation Index
102	Isle of Wight	South East	-0.912
103	Pembrokeshire	Wales	-1.013
104	Blackpool	North West	-1.062
105	North Lincolnshire	Yorkshire and the Humber	-1.065
106	Conwy	Wales	-1.164
107	Hartlepool	North East	-1.179
108	Gwynedd	Wales	-1.183
109	Ceredigion	Wales	-1.272
110	Thurrock	East of England	-1.287
111	Isle of Anglesey	Wales	-1.314

6. Creativity Index

This section presents the distribution of Creativity Index scores across Local Authority Districts and County/Unitary Authority areas. It is found that the spatial geography of creativity in the UK is notably shaped by the gravitational pull of metropolitan centres - particularly London and its surrounding areas - as well as a select number of culturally vibrant cities in the South East, East of England, and South West.

6.1. Geographical Distribution of the Creativity Index

As illustrated by Figures 6.1 and 6.2, **London** dominates the upper echelons of the Creativity Index, with a number of boroughs achieving exceptionally high scores. These areas benefit from dense cultural infrastructure, global creative networks, high diversity, and strong local demand for creative goods and services. Outside of London, **Cambridge** also scores highly, underpinned by its rich intellectual and artistic capital. Conversely, many of the lowest-scoring areas on the Creativity Index are located in post-industrial or rural regions that struggle to retain or attract creative talent and investment. These include parts of the **East Midlands**, **West Midlands**, and **Yorkshire and the Humber**, where structural economic challenges and weaker cultural institutions constrain the development of creative ecosystems.

FIGURE 6.1: CREATIVITY INDEX AT THE LOCAL AUTHORITY DISTRICT AREA LEVEL

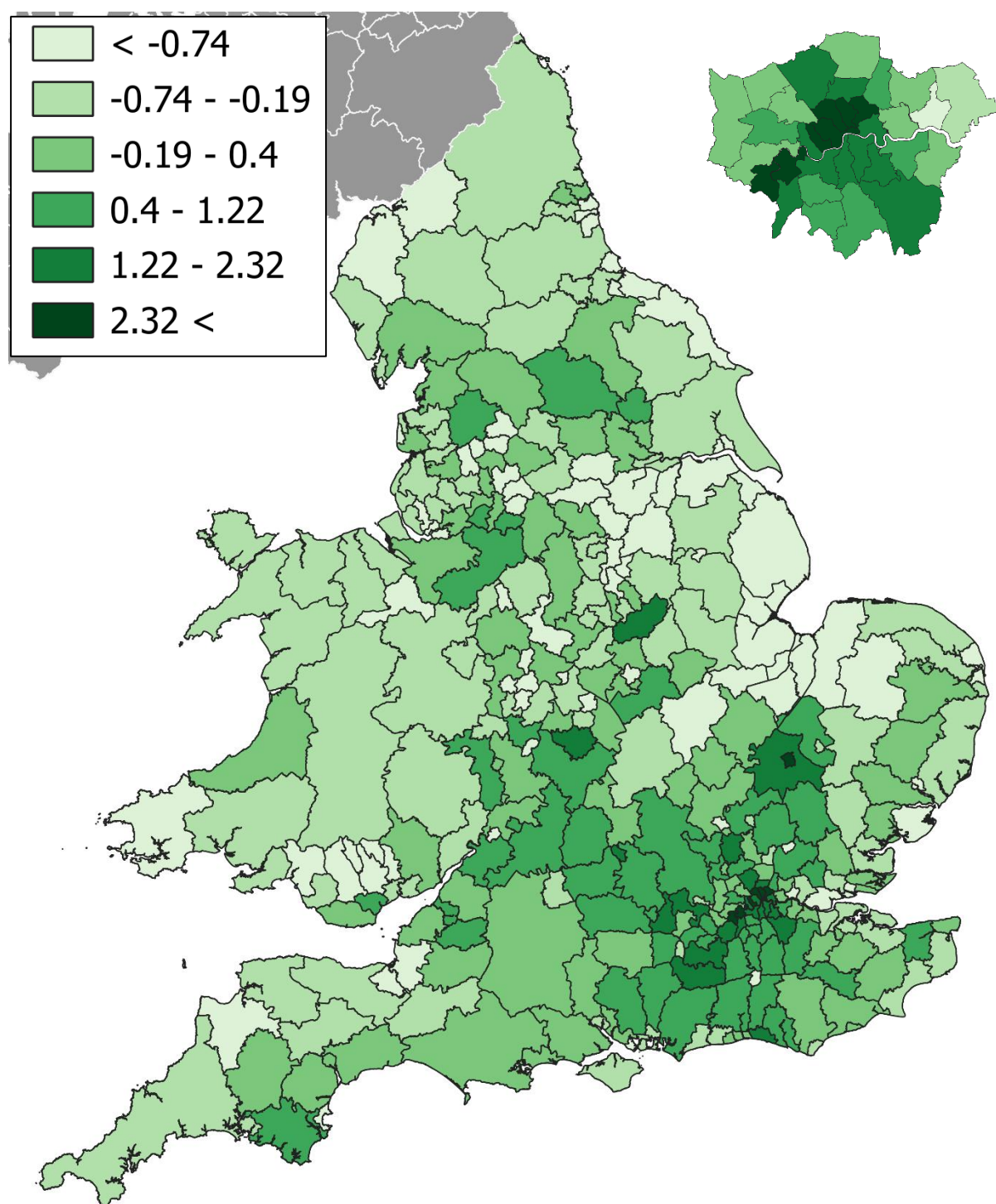
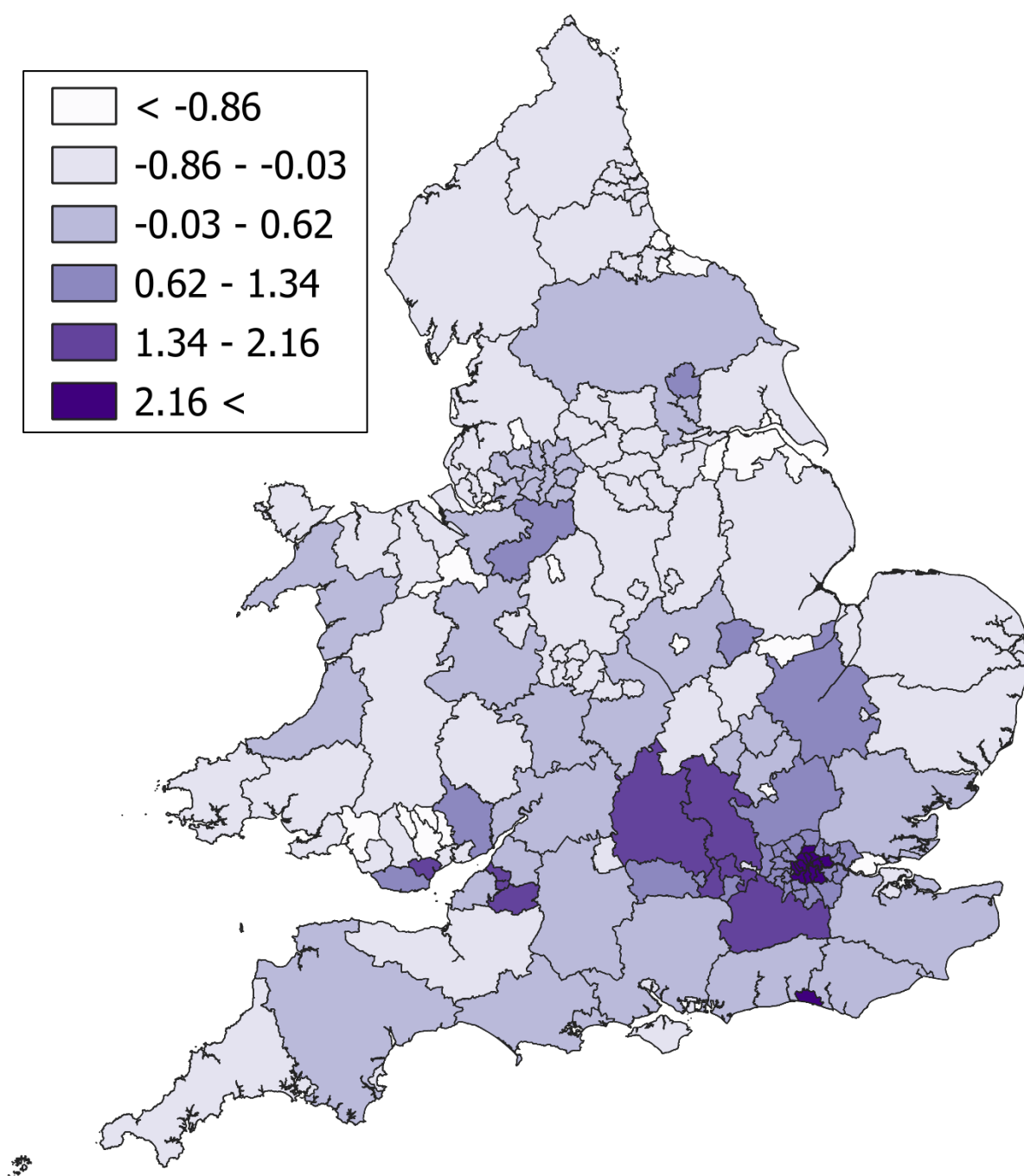


FIGURE 6.2: CREATIVITY INDEX AT THE COUNTY AND UNITARY AUTHORITY AREA LEVEL



6.2. Top and Bottom Ranked Local Authority District Areas by the Creativity Index

The **City of London** tops the rankings among Local Authority District areas with a Creativity Index score of 3.83. It is followed closely by several Inner London boroughs - **Hackney** (3.17), **Camden** (3.13), and **Islington** (3.01) - which have undergone significant cultural regeneration and now act as international hubs for creative and digital industries. **Richmond upon Thames** (2.95), **Kensington and Chelsea** (2.63), and **Westminster** (2.32) also perform strongly, reflecting their mix of historic cultural capital and high-end creative economies. **Cambridge** (2.53) stands out as the only non-London locality in the top 10, benefitting from its university, cultural institutions, and design-led entrepreneurial activity.

TABLE 6.1: TOP 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY THE CREATIVITY INDEX

Rank	Local Authority District/Unitary Authority Area	Region	Creativity Index
1	City of London	London	3.831
2	Hackney	London	3.172
3	Camden	London	3.129
4	Islington	London	3.008
5	Richmond upon Thames	London	2.950
6	Kensington and Chelsea	London	2.633
7	Cambridge	East of England	2.530
8	Westminster	London	2.321
9	Hammersmith and Fulham	London	2.268
10	Wandsworth	London	2.253

At the opposite end of the scale, the bottom-ranked Local Authority District areas include **Boston** (−1.68), **Blaenau Gwent** (−1.49), and **Stoke-on-Trent** (−1.37) (Table 6.2). These places exhibit limited creative employment opportunities, underdeveloped cultural infrastructure, and fewer social or economic enablers of creative expression. Many of these areas also face overlapping socio-economic challenges, which further suppress the conditions needed to support creativity at scale.

TABLE 6.2: BOTTOM 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY THE CREATIVITY INDEX

Rank	Local Authority District/Unitary Authority Area	Region	Creativity Index
321	Merthyr Tydfil	Wales	-1.206
322	Mansfield	East Midlands	-1.215
323	Fenland	East of England	-1.254
324	Sandwell	West Midlands	-1.256
325	North East Lincolnshire	Yorkshire and Humber	-1.264
326	South Holland	East Midlands	-1.291
327	Kingston upon Hull, City of	Yorkshire and Humber	-1.367
328	Stoke-on-Trent	West Midlands	-1.373
329	Blaenau Gwent	Wales	-1.488
330	Boston	East Midlands	-1.682

6.3. Top and Bottom Ranked County and Unitary Authority Areas by the Creativity Index

At the County and Unitary Authority level, **Inner London** again leads the rankings with a score of 3.25, reflecting its unparalleled creative density and global reach (Table 6.3). **Brighton and Hove** (2.71) emerges as the highest-ranking area outside of London, known for its thriving arts scene, independent creative enterprises, and high levels of cultural engagement. Other strong performers include **Windsor and Maidenhead** (2.16), **Wokingham** (2.05), and **Surrey** (1.75), all in the South East, where affluence, education, and cultural demand converge to support creative ecosystems.

South West cities like **Bristol** (1.70) and **Bath and North East Somerset** (1.66) also feature prominently, reflecting the region's growing reputation as a hub for media, design, and artistic activity. **Oxfordshire** (1.49), **Buckinghamshire** (1.48), and **Cambridgeshire** (1.34) round out the top ten, further highlighting the strong correlation between knowledge-rich environments and creative output.

TABLE 6.3: TOP 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE CREATIVITY INDEX

Rank	County/Unitary Authority Area	Region	Creativity Index
1	Inner London	London	3.251
2	Brighton and Hove	South East	2.714
3	Windsor and Maidenhead	South East	2.157
4	Wokingham	South East	2.053
5	Surrey	South East	1.752
6	Bristol	South West	1.702
7	Bath and North East Somerset	South West	1.657
8	Oxfordshire	South East	1.490
9	Buckinghamshire	South East	1.482
10	Cambridgeshire	East of England	1.343

By contrast, Table 6.4 highlights that the lowest scoring counties and unitary authorities include **Blaenau Gwent** (−1.68), **Stoke-on-Trent** (−1.52), and **Kingston upon Hull** (−1.51). These areas face deep-rooted economic and cultural challenges that constrain their creative potential. Other areas such as **North East Lincolnshire** (−1.37), **Merthyr Tydfil** (−1.31), and **Leicester** (−1.19) similarly struggle to generate or sustain vibrant creative economies, often due to limited cultural infrastructure and a narrower range of lifestyle and leisure amenities that typically attract creative professionals. Overall, these stark contrasts in Creativity Index scores indicate a highly uneven geography of cultural and creative capability across England and Wales.

TABLE 6.4: BOTTOM 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE CREATIVITY INDEX

Rank	County/Unitary Authority Area	Region	Creativity Index
102	North Lincolnshire	Yorkshire and the Humber	-0.986
103	Middlesbrough	North East	-1.027
104	Luton	East of England	-1.063
105	Blackpool	North West	-1.158
106	Leicester	East Midlands	-1.187
107	Merthyr Tydfil	Wales	-1.307
108	North East Lincolnshire	Yorkshire and the Humber	-1.373
109	Kingston upon Hull	Yorkshire and the Humber	-1.514
110	Stoke-on-Trent	West Midlands	-1.519
111	Blaenau Gwent	Wales	-1.680

7. Entrepreneurship Index

The final component of the NICE framework, the Entrepreneurship Index, captures the vitality of local business ecosystems and the capacity of regions to generate new economic activity through firm formation. The Index reflects patterns of business births and deaths and provides an insight into how well places enable individuals and enterprises to initiate and sustain economic ventures.

7.1. Geographical Distribution of the Entrepreneurship Index

Figures 7.1 and 7.2 illustrate the distribution of Entrepreneurship Index scores across Local Authority Districts and County/Unitary Authorities. Overall, the geography of entrepreneurship in the UK exhibits pronounced regional asymmetries, with a strong concentration in and around **London**, parts of the **South East**, and a small number of highly dynamic urban economies. In contrast, the bottom ten areas on the Entrepreneurship Index are largely rural or peripheral, with multiple entries from **Wales**.

FIGURE 7.1: ENTREPRENEURSHIP INDEX AT THE LOCAL AUTHORITY DISTRICT AREA LEVEL

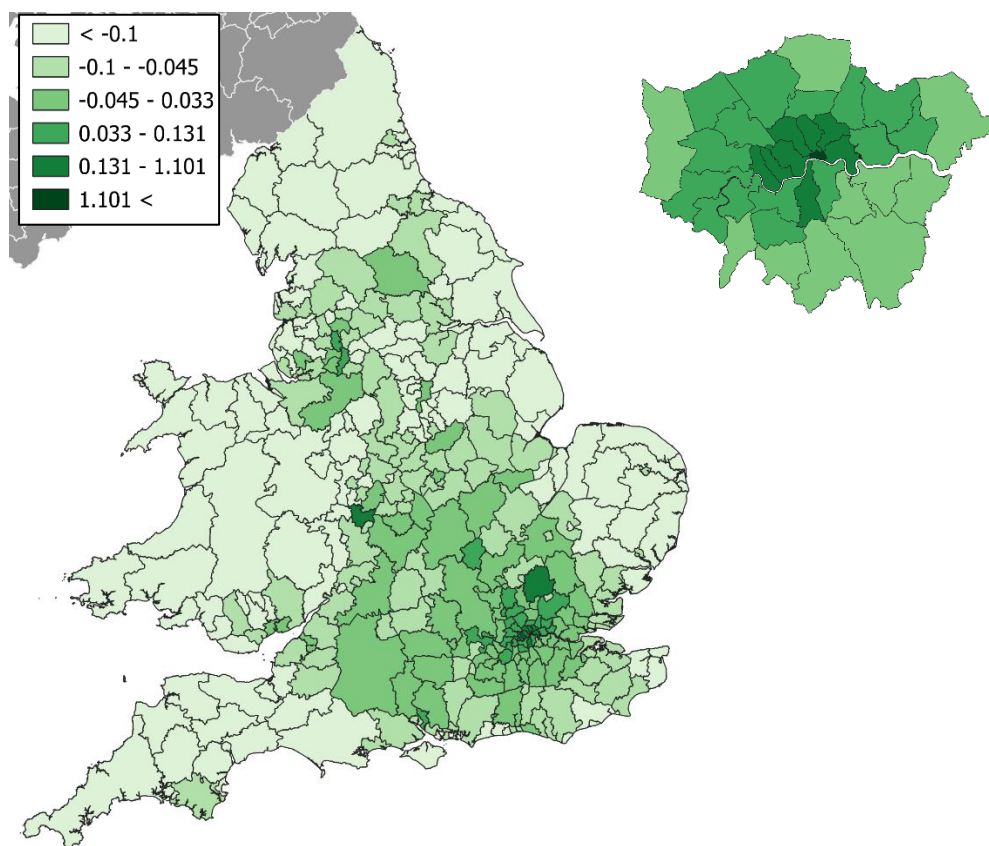
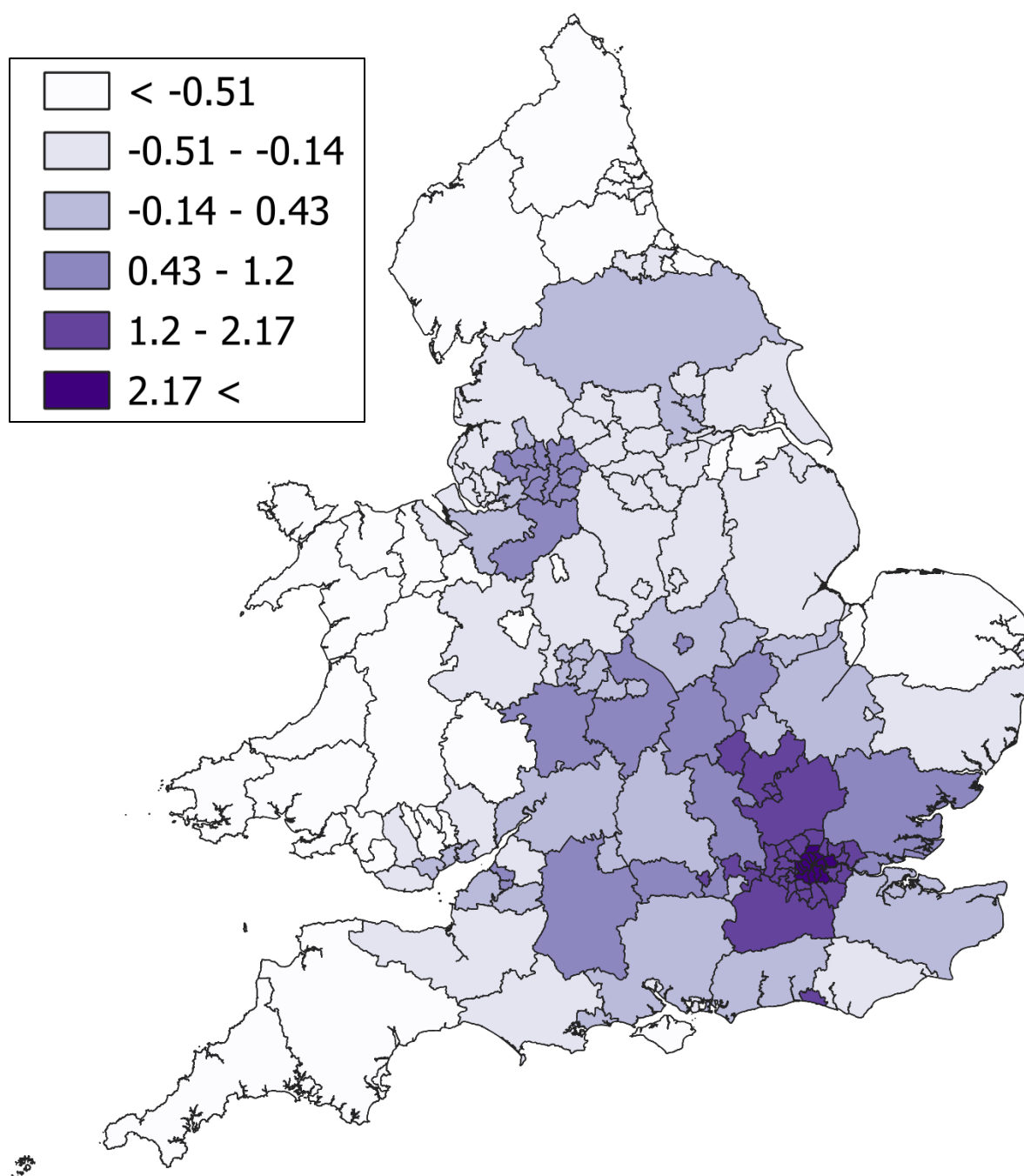


FIGURE 7.2: ENTREPRENEURSHIP INDEX AT THE COUNTY AND UNITARY AUTHORITY AREA LEVEL



7.2. Top and Bottom Ranked Local Authority District Areas by the Entrepreneurship Index

The **City of London** (17.98) dominates the Local Authority area rankings with an outlier score, reflecting its unique economic status and hyper-concentration of business registrations (Table 7.1). Other high-performing London boroughs include **Westminster** (1.10), **Camden** (0.57), **Islington** (0.42), and **Hackney** (0.35), all of which host strong ecosystems of startups, freelancers, and high-growth firms in digital, creative, and professional sectors.

Outside of London, **Bromsgrove** (0.32) is the highest-ranked area, suggesting the influence of localised entrepreneurial cultures supported by infrastructure and proximity to larger urban centres. **East Hertfordshire** (0.27), **Lambeth** (0.23), and **Tower Hamlets** (0.22) also feature in the top ten.

TABLE 7.1: TOP 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY THE ENTREPRENEURSHIP INDEX

Rank	Local Authority District/Unitary Authority		Entrepreneurship
	Area	Region	Index
1	City of London	London	17.976
2	Westminster	London	1.101
3	Camden	London	0.571
4	Islington	London	0.418
5	Hackney	London	0.345
6	Bromsgrove	West Midlands	0.317
7	Kensington and Chelsea	London	0.292
8	East Hertfordshire	East of England	0.270
9	Lambeth	London	0.229
10	Tower Hamlets	London	0.223

Sefton (−0.18), **Ceredigion** (−0.17), and **Blaenau Gwent** (−0.16) all rank among the lowest-scoring Local Authority areas, reflecting fragile business ecosystems, limited access to finance or support networks, and demographic challenges that constrain entrepreneurial activity (Table 7.2).

TABLE 7.2: BOTTOM 10 LOCAL AUTHORITY DISTRICT AND UNITARY AUTHORITY AREAS BY THE ENTREPRENEURSHIP INDEX

Rank	Local Authority District/Unitary Authority Area	Region	Entrepreneurship Index
321	Gwynedd	Wales	-0.147
322	Powys	Wales	-0.148
323	North Norfolk	East of England	-0.148
324	Eden	North West	-0.151
325	Neath Port Talbot	Wales	-0.156
326	East Lindsey	East Midlands	-0.157
327	Anglesey	Wales	-0.163
328	Blaenau Gwent	Wales	-0.163
329	Ceredigion	Wales	-0.167
330	Sefton	North West	-0.176

7.3. Top and Bottom Ranked County and Unitary Authority Areas by the Entrepreneurship Index

At the County and Unitary Authority level, **Inner London** once again leads the way, with a score of 5.72 (Table 7.3). Its position reflects not only the volume of entrepreneurial activity but also the density and diversity of sectors represented. **Windsor and Maidenhead** (2.17), **Outer London** (1.82), and **Hertfordshire** (1.76) also rank highly, indicating strong startup cultures in affluent and well-connected commuter regions.

Other high-scoring areas include **Central Bedfordshire** (1.67), **Milton Keynes** (1.63), and **Brighton and Hove** (1.63), all of which combine economic dynamism with skilled populations and supportive infrastructure. **Luton** (1.62), **Slough** (1.58), and **Reading** (1.37) round out the top ten, highlighting the entrepreneurial potential of towns and cities along key transport corridors in the **South East**.

TABLE 7.3: TOP 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE ENTREPRENEURSHIP INDEX

Rank	County/Unitary Authority Area	Region	Entrepreneurship Index
1	Inner London	London	5.715
2	Windsor and Maidenhead	South East	2.166
3	Outer London	London	1.818
4	Hertfordshire	East of England	1.757
5	Central Bedfordshire	East of England	1.667
6	Milton Keynes	South East	1.631
7	Brighton and Hove	South East	1.627
8	Luton	East of England	1.620
9	Slough	South East	1.579
10	Reading	South East	1.370

As shown by Table 7.4, the bottom of the rankings is dominated by Welsh authority areas, many of which face significant economic constraints. **Blaenau Gwent** (–1.35), **Neath Port Talbot** (–1.26), and **Isle of Anglesey** (–1.25) exhibit low rates of business creation and survival, often linked to structural economic decline and demographic ageing. Other poorly performing areas include **Ceredigion** (–1.17), **Torfaen** (–1.06), and **County Durham** (–0.92), which together reflect a wider regional pattern of limited entrepreneurial capability outside of metropolitan growth zones.

Taken together, these findings indicate a persistent entrepreneurial divide across parts of the UK. While a small number of areas demonstrate vibrant, resilient business ecosystems, many others struggle to establish the foundational conditions necessary for sustained entrepreneurial activity.

TABLE 7.4: BOTTOM 10 COUNTY AND UNITARY AUTHORITY AREAS BY THE ENTREPRENEURSHIP INDEX

Rank	County/Unitary Authority Area	Region	Entrepreneurship Index
102	Caerphilly	Wales	-0.901
103	Carmarthenshire	Wales	-0.916
104	County Durham	North East	-0.924
105	Powys	Wales	-0.940
106	Gwynedd	Wales	-1.018
107	Torfaen	Wales	-1.057
108	Ceredigion	Wales	-1.166
109	Isle of Anglesey	Wales	-1.249
110	Neath Port Talbot	Wales	-1.257
111	Blaenau Gwent	Wales	-1.351

8. NICE and Economic Performance

This section analyses the relationship between the NICE Index and traditional measures of regional economic performance, focusing on Gross Value Added (GVA) per capita and GVA growth. The aim is to assess whether combined higher levels of networks, innovation, creativity, and entrepreneurship are associated with stronger economic outcomes across localities in England and Wales. While the NICE Index does not measure economic output directly, it may capture behavioural and structural capacities that underlie long-term economic development trajectories.

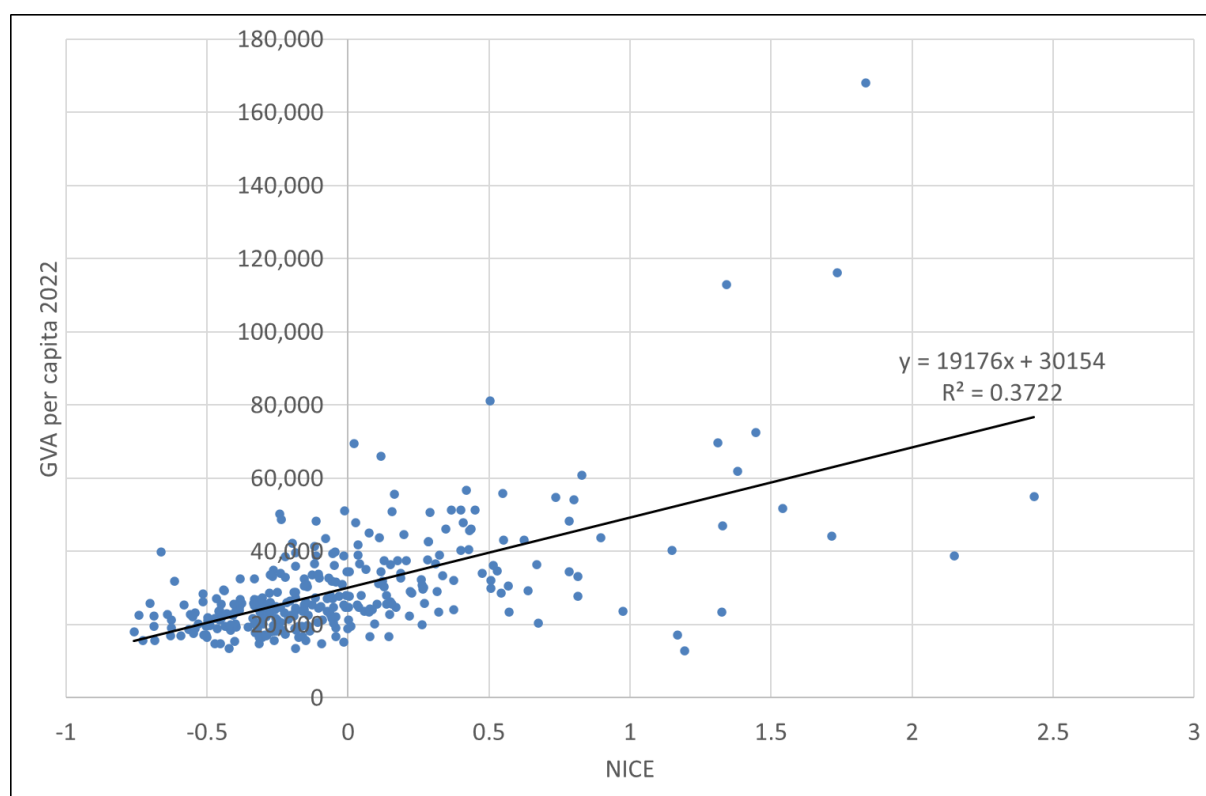
8.1. NICE and GVA per capita

Figure 8.1 plots NICE Index scores against Gross Value Added (GVA) per capita for 2022. The analysis excludes extreme outliers - namely the City of London and Westminster - whose GVA levels are disproportionately high due to the concentration of financial services and corporate headquarters. In addition, data limitations prevent the inclusion of several recently reorganised local authorities in Northumbria, North Yorkshire, and Somerset.

Despite these exclusions, a clear and positive relationship emerges. Local areas with higher NICE scores tend to report higher GVA per capita, suggesting that behavioural attributes aligned with networks, innovation, creativity, and entrepreneurship are linked to more productive local economies. Notably, this relationship is visible not only in London and the South East but also in other relatively high-performing urban centres such as Cambridge, Bristol, and Edinburgh.

This alignment makes clear the role of NICE components as foundational conditions for wealth generation. Regions with rich social and professional networks, robust innovation systems, and vibrant creative and entrepreneurial ecosystems tend to produce and capture greater economic value. Conversely, areas with lower NICE scores - many of which are found in peripheral, post-industrial, or rural settings - tend to exhibit lower GVA per capita, reflecting structural constraints on both behavioural capabilities and economic output.

FIGURE 8.1: GROSS VALUE ADDED (GVA) PER CAPITA (2022) AND NICE



Notes: The extreme outliers of the City of London and Westminster are excluded. It was also not possible to include the local authorities in Northumbria, North Yorkshire and Somerset

8.2. NICE and Real GVA Growth

Figures 8.2 and 8.3 present the relationship between NICE Index scores and real GVA growth over the period 2010–2022, both in aggregate and per capita terms. This period encompasses the aftermath of the global financial crisis, the UK’s departure from the EU, and the economic shock of the COVID-19 pandemic, offering a view of medium-term economic resilience and dynamism.

Figure 8.2, which maps overall growth in real GVA, indicates a moderate but discernible association: areas with higher NICE scores generally experienced stronger economic growth over the 12-year period. This suggests that the behavioural foundations captured by the NICE framework not only align with static indicators of economic output but may also support longer-term adaptive capacity and expansion.

Figure 8.3, which adjusts for population change by focusing on real GVA per capita, reinforces this pattern. While the relationship is somewhat weaker, reflecting demographic shifts and the complexities of migration, it remains consistent: areas with higher NICE scores are more likely to have generated economic growth per person. This supports the argument that NICE capabilities contribute to inclusive and sustainable development trajectories, not just aggregate expansion.

These findings point to the importance of investing in the softer and systemic conditions that underpin economic development. Enhancing regional potential through stronger networks, deeper innovation ecosystems, cultural vibrancy, and entrepreneurial capability is likely to represent a more sustainable route to growth than narrow sectoral interventions or purely infrastructural investments alone.

FIGURE 8.2: GROWTH IN REAL GROSS VALUE ADDED (GVA) AND NICE (2010-2022)

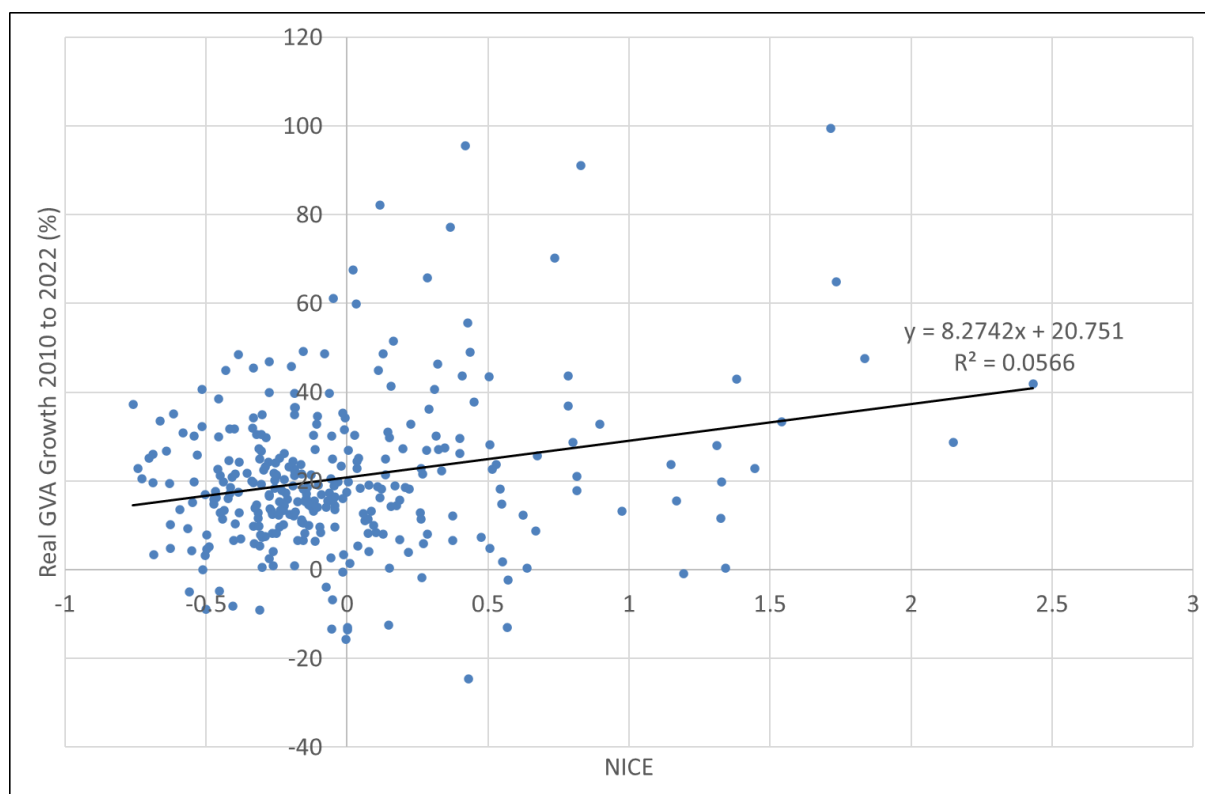
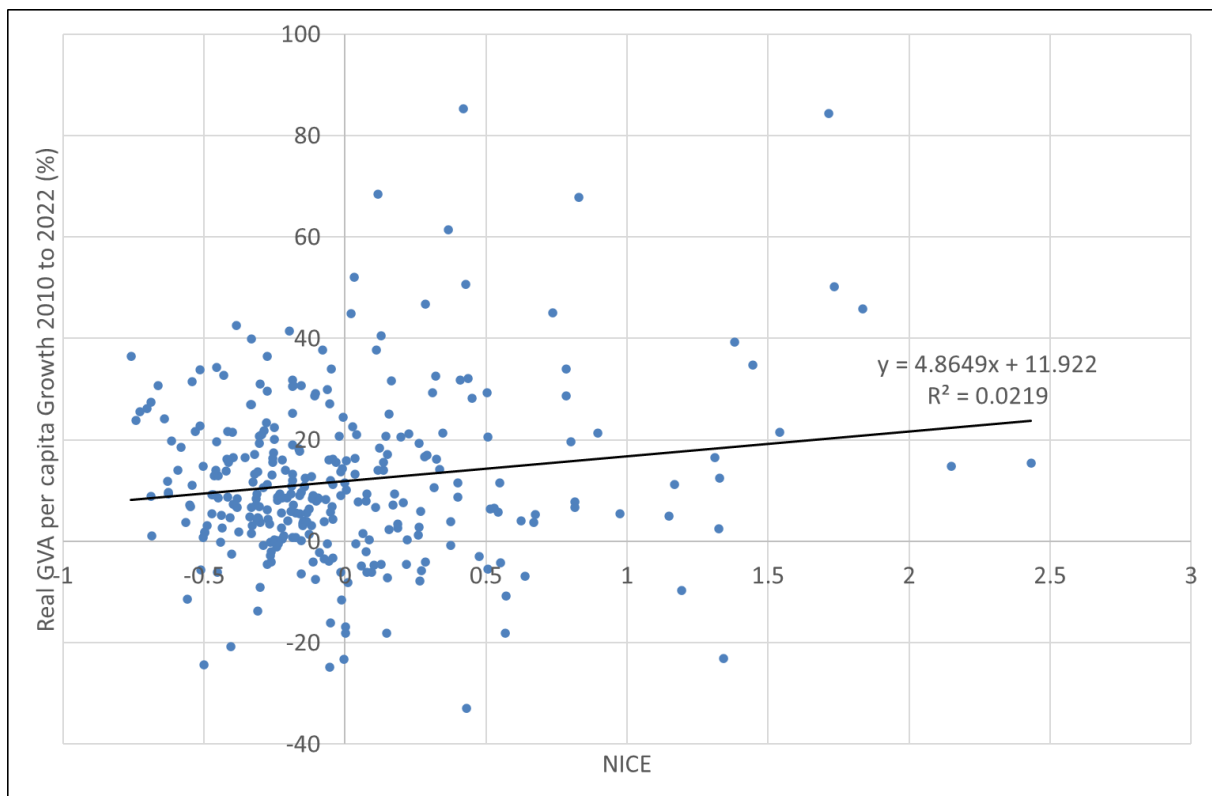


FIGURE 8.3: GROWTH IN REAL GROSS VALUE ADDED (GVA) PER CAPITA AND NICE (2010-2022)



9. Conclusions and Policy Considerations

The NICE index established in this report — measuring Networks, Innovation, Creativity, and Entrepreneurship — reveals a polarised geography of economic capacity across England and Wales. At its core, the analysis shows a concentration of creative, entrepreneurial and innovative potential in **London** and the **Greater South East**. Affluent counties in the **South East** benefit from dense networks, strong institutions, and vibrant cultural and creative ecosystems. In contrast, there are many post-industrial, rural, and economically struggling areas, particularly in **Wales**, the **North East**, and parts of the **Midlands**, which score considerably lower. These regions suffer from weak network connectivity, limited innovation infrastructure, and a cultural and institutional distance from the dynamics that drive creative and entrepreneurial growth.

The scale of disparity is substantial as top-ranked areas outperform the lowest-ranked by more than elevenfold when accounting for negative values. This uneven distribution poses a dual challenge. Socially, it restricts access to opportunity for individuals in low-performing regions; economically, it represents a major inefficiency, squandering the unrealised potential of vast areas of the country.

The findings suggest that tackling these inequalities requires more than investment in physical infrastructure. Lagging regions need long-term, targeted support to build social capital, foster local innovation systems, and develop entrepreneurial cultures. These behavioural and institutional foundations are essential to activating regional potential.

By mapping NICE at multiple spatial levels, the analysis highlights the structural, cultural, and behavioural factors impacting upon regional development. It suggests a more nuanced, ecosystem-based approach to regional policy that prioritises enabling conditions for innovation, creativity and entrepreneurship across all parts of the UK, not just its economic cores.

9.1. Towards a NICE Centred Regional Development Agenda for the UK

The evidence in this study calls for a refreshed regional policy that places economic possibility — defined here as the capacity to build **Networks**, stimulate **Creativity**, drive **Innovation**, and sustain **Entrepreneurship** (NICE) — at the heart of UK development strategy. Traditional, top-down investments in physical infrastructure and institutions have clearly not overcome the behavioural barriers that impinge on how people recognise and act on opportunities. In post-industrial and rural areas, narratives of decline have hardened into self-limiting mindsets. **Policy must therefore address strengthening the four NICE pillars**, recognising that behavioural change is an essential pre-condition for inclusive growth. The following represents key themes to be addressed:

- **Shift mindsets** - Behavioural interventions should replace problem-ridden stories with forward-looking narratives that highlight local successes in network-building, creative endeavour, innovative problem-solving, and entrepreneurial achievement.
- **Recalibrate choice architectures** - By redesigning everyday environments — schools, community hubs, digital platforms — policymakers can guide individuals toward network participation, creative projects, innovation activities, and start-up ventures. Embedding ‘possibility thinking’ across these settings strengthens agency and self-efficacy³⁴.
- **Prioritise low-NICE localities for intensive support** - Places such as **Hartlepool, Middlesbrough, and Blackpool** (weak Networks), **North Lincolnshire** (low Innovation), **Stoke-on-Trent, Kingston upon Hull, and North-East Lincolnshire** (severe Creativity deficits), and the **Isle of Wight and County Durham** (lagging Entrepreneurship), along with many places in **Wales**, demand the most urgent attention.
- **Harness education as a NICE pipeline** - Creative and entrepreneurial curricula, coupled with teacher development, nurture the psychological resources required for network participation, imaginative risk-taking, innovative thinking, and venture creation.
- **Further enable local institutions to act as NICE hubs** - Local governments, universities, cultural venues, and anchor firms should coordinate as network nodes that convene creatives, technologists, entrepreneurs, and civic leaders, as a means of embedding inclusive innovation and imagination in routine decision-making.

9.2. Key Policy Actions

Policy actions to effectively intervene across these themes should include:

- **Target NICE behavioural interventions in priority places** - Strengthen co-operative networks, encourage creative expression, spark innovative experimentation, and support entrepreneurial entry where these behaviours are weakest.
- **Reframe regional narratives through NICE storytelling** - Use place-branding and community media to celebrate local network champions, creative talents, innovators, and entrepreneurs, shifting identities from decline to possibility.
- **Reconfigure choice architectures to empower NICE activity** - Present clear routes into networking events, creative workshops, innovation competitions, and enterprise schemes; provide coaching and mentoring to ease participation.

³⁴ Craft, A. (2015) ‘Possibility thinking: from what is to what might be’, In R. Wegerif, L. Li and J. C. Kaufman (eds.), *The Routledge International Handbook of Research on Teaching Thinking*, Abingdon: Routledge, pp. 153-167.

- **Embed possibility thinking in education and lifelong learning** - Integrate projects that develop collaborative networks, creative problem-solving, innovation skills, and entrepreneurial mindsets throughout schooling and adult education.
- **Mobilise institutions as interconnected NICE platforms** - Forge cross-sector partnerships - linking schools, businesses, cultural bodies, and civic groups - to mainstream networking, creativity, innovation, and entrepreneurship in governance.

9.3. The Council of the Nations and Regions

To translate the above principles into action, the UK Government's recently established **Council of the Nations and Regions** should integrate these actions into its policy framework. The Council's cross-territorial mandate allows it to:

- **Coordinate investment** so that spending from across a range of relevant budgets can converge on the component level deficits identified above.
- **Address funding formulas** to match the sharpest gaps - for example, directing network-building grants to Hartlepool and Blackpool, creativity funds to Stoke-on-Trent and Kingston upon Hull, and scale-up finance to Isle of Wight high-potential firms.
- **Publish annual NICE dashboards** that hold local and central actors accountable for progress, making behavioural outcomes as visible as infrastructure metrics.
- **Curate national storytelling campaigns** that elevate local innovators and artists from low-NICE places, reinforcing the psychological shift towards new possibilities.

By championing these priorities, the Council can provide part of the strategic glue that has been missing from fragmented regional initiatives and turn the NICE framework into a practical policy agenda.

10.Appendix 1: Sources of Data

Table A1: NICE Measure based on Sub-Indices

Sub-Index	Weighting of Sub-Index in Overall Measure	Indicator	Data Source(s)	Weighting of Indicator within Sub-Index
Networks	0.25	Network Capital per 10,000 Population	Office for National Statistics – UK Business: Activity, Size and Location; Organisation for Economic Cooperation and Development - Business Enterprise R&D Expenditure by Industry; NOMIS – Midyear Population Estimates	0.5
		Network Capital per 10,000 Enterprises	Office for National Statistics – UK Business: Activity, Size and Location; Organisation for Economic Cooperation and Development - Business Enterprise R&D Expenditure by Industry	0.5
Innovation	0.25	R&D Tax Credit Applications per 10,000 Population	HM Revenue and Customs – R&D Tax Credits; NOMIS – Midyear Population Estimates	0.25
		Expenditure Associated with Tax Credit Applications per 10,000 Population	HM Revenue and Customs – R&D Tax Credits; NOMIS – Midyear Population Estimates	0.25
		R&D Tax Credit Applications per 10,000 Enterprises	HM Revenue and Customs – R&D Tax Credits; Office for National Statistics – UK Business: Activity, Size and Location	0.25
		Expenditure Associated with Tax Credit Applications per 10,000 Enterprises	HM Revenue and Customs – R&D Tax Credits; Office for National Statistics – UK Business: Activity, Size and Location	0.25

Table A1: continued

Sub-Index	Weighting of Sub-Index in Overall Measure	Indicator	Data Source(s)	Weighting of Indicator within Sub-Index
Creativity	0.25	Proportion of those in Employment in Creative Core Occupations (SOC 211-216; 231; 232; 245; 247; 249)	National Census – TS064 Occupation minor groups	0.333
		Proportion of those in Employment in Creative Professional Occupations (SOC 111-125; 221-225; 241 – 244; 246; 248; 311-323)	National Census – TS064 Occupation minor groups	0.333
		Proportion of those in Employment in Bohemian Occupations (SOC 341 – 343)	National Census – TS064 Occupation minor groups	0.333
Entrepreneurship	0.25	Gross Firm Births per 10,000 Population	Office for National Statistics – Business Demography; NOMIS – Midyear Population Estimates	0.333
		Firm Deaths per 10,000 Population	Office for National Statistics – Business Demography; NOMIS – Midyear Population Estimates	0.333
		Net Firm Births per 10,000 Population	Office for National Statistics – Business Demography; NOMIS – Midyear Population Estimates	0.333

11. Appendix 2: Local Authority District Area NICE Rankings

TABLE A2: FULL RANKINGS OF LOCAL AUTHORITY DISTRICT AREA NICE MEASURE

Rank	Local Authority District/Unitary Authority Area	Region	NICE
1	City of London	London	8.474
2	Cambridge	East of England	2.432
3	South Cambridgeshire	East of England	2.149
4	Camden	London	1.836
5	Islington	London	1.734
6	Hackney	London	1.715
7	Westminster	London	1.711
8	Oxford	South East	1.540
9	Kensington and Chelsea	London	1.446
10	Hammersmith and Fulham	London	1.380
11	Tower Hamlets	London	1.342
12	Lambeth	London	1.327
13	Wandsworth	London	1.326
14	Southwark	London	1.311
15	Lewisham	London	1.194
16	Haringey	London	1.167
17	Vale of White Horse	South East	1.148
18	East Cambridgeshire	East of England	0.974
19	Warwick	West Midlands	0.895
20	Reading	South East	0.830
21	South Oxfordshire	South East	0.816
22	Huntingdonshire	East of England	0.815
23	Windsor and Maidenhead	South East	0.802
24	Elmbridge	South East	0.785
25	St Albans	East of England	0.785
26	Wokingham	South East	0.736
27	Newham	London	0.675
28	Richmond upon Thames	London	0.668
29	Waverley	South East	0.638
30	Guildford	South East	0.623
31	Epsom and Ewell	South East	0.570
32	Woking	South East	0.568
33	Surrey Heath	South East	0.552
34	Mole Valley	South East	0.547
35	West Oxfordshire	South East	0.541
36	Cherwell	South East	0.529
37	Stratford-on-Avon	West Midlands	0.514

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
38	North Hertfordshire	East of England	0.506
39	East Hertfordshire	East of England	0.506
40	Runnymede	South East	0.502
41	Hart	South East	0.476
42	Three Rivers	East of England	0.451
43	Winchester	South East	0.436
44	Reigate and Banstead	South East	0.431
45	Brighton and Hove	South East	0.426
46	West Berkshire	South East	0.420
47	Hertsmere	East of England	0.409
48	Milton Keynes	South East	0.399
49	Bristol, City of	South West	0.399
50	Tandridge	South East	0.375
51	Stevenage	East of England	0.374
52	Welwyn Hatfield	East of England	0.365
53	Trafford	North West	0.346
54	Bromsgrove	West Midlands	0.335
55	Spelthorne	South East	0.324
56	East Hampshire	South East	0.322
57	Rugby	West Midlands	0.317
58	Dacorum	East of England	0.311
59	Watford	East of England	0.290
60	Bracknell Forest	South East	0.286
61	Basingstoke and Deane	South East	0.283
62	Cardiff	Wales	0.283
63	Bath and North East Somerset	South West	0.272
64	Test Valley	South East	0.268
65	Kingston upon Thames	London	0.264
66	Fareham	South East	0.262
67	Fenland	East of England	0.262
68	Buckinghamshire	South East	0.258
69	Rushcliffe	East Midlands	0.225
70	Uttlesford	East of England	0.220
71	Malvern Hills	West Midlands	0.218
72	Cheshire East	North West	0.205
73	Solihull	West Midlands	0.197
74	Eastleigh	South East	0.187
75	Cheltenham	South West	0.185
76	York	Yorkshire and Humber	0.175
77	Barnet	London	0.169
78	Manchester	North West	0.163

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
79	Mid Sussex	South East	0.155
80	South Gloucestershire	South West	0.155
81	Merton	London	0.151
82	Newcastle upon Tyne	North East	0.151
83	Bromley	London	0.146
84	Nuneaton and Bedworth	West Midlands	0.143
85	Stockport	North West	0.136
86	Stroud	South West	0.135
87	Coventry	West Midlands	0.128
88	Sevenoaks	South East	0.127
89	New Forest	South East	0.121
90	Tunbridge Wells	South East	0.116
91	Rushmoor	South East	0.115
92	Warrington	North West	0.111
93	Chichester	South East	0.109
94	Horsham	South East	0.102
95	Greenwich	London	0.093
96	Charnwood	East Midlands	0.087
97	Waltham Forest	London	0.078
98	Ealing	London	0.077
99	Cotswold	South West	0.075
100	Monmouthshire	Wales	0.074
101	Nottingham	East Midlands	0.062
102	Harborough	East Midlands	0.058
103	Wiltshire	South West	0.047
104	Halton	North West	0.042
105	Dover	South East	0.038
106	Brentwood	East of England	0.036
107	Leeds	Yorkshire and Humber	0.034
108	North Tyneside	North East	0.033
109	North Warwickshire	West Midlands	0.028
110	Slough	South East	0.021
111	Harrow	London	0.010
112	Birmingham	West Midlands	0.005
113	Chelmsford	East of England	0.004
114	Havant	South East	0.003
115	Broxbourne	East of England	0.001
116	Harrogate	Yorkshire and Humber	0.000
117	Bury	North West	-0.001
118	Fylde	North West	-0.004
119	Lichfield	West Midlands	-0.007

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
120	Wychavon	West Midlands	-0.011
121	Hounslow	London	-0.013
122	Tewkesbury	South West	-0.015
123	Canterbury	South East	-0.015
124	Oadby and Wigston	East Midlands	-0.016
125	Flintshire	Wales	-0.021
126	Sheffield	Yorkshire and Humber	-0.031
127	Broxtowe	East Midlands	-0.043
128	Epping Forest	East of England	-0.043
129	High Peak	East Midlands	-0.043
130	Redbridge	London	-0.044
131	Tonbridge and Malling	South East	-0.045
132	Salford	North West	-0.050
133	Hinckley and Bosworth	East Midlands	-0.051
134	Sutton	London	-0.051
135	Chorley	North West	-0.052
136	Hillingdon	London	-0.054
137	Calderdale	Yorkshire and Humber	-0.056
138	Lewes	South East	-0.056
139	Derby	East Midlands	-0.057
140	South Norfolk	East of England	-0.063
141	South Hams	South West	-0.063
142	Worcester	West Midlands	-0.069
143	Gateshead	North East	-0.073
144	Croydon	London	-0.075
145	Worthing	South East	-0.080
146	Central Bedfordshire	East of England	-0.091
147	Gosport	South East	-0.094
148	Derbyshire Dales	East Midlands	-0.095
149	Ribble Valley	North West	-0.104
150	Dartford	South East	-0.104
151	Redditch	West Midlands	-0.104
152	South Staffordshire	West Midlands	-0.107
153	Blaby	East Midlands	-0.114
154	Exeter	South West	-0.114
155	Selby	Yorkshire and Humber	-0.116
156	Stafford	West Midlands	-0.116
157	Cheshire West & Chester	North West	-0.119
158	North West Leicestershire	East Midlands	-0.120
159	Liverpool	North West	-0.127
160	Bedford	East of England	-0.129

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
161	Wealden	South East	-0.135
162	Dudley	West Midlands	-0.135
163	Craven	Yorkshire and Humber	-0.140
164	Lancaster	North West	-0.140
165	Stockton-on-Tees	North East	-0.144
166	Adur	South East	-0.144
167	Norwich	East of England	-0.148
168	Brent	London	-0.149
169	Wyre Forest	West Midlands	-0.150
170	Bournemouth, Christchurch and Poole	South West	-0.155
171	South Derbyshire	East Midlands	-0.155
172	Telford and Wrekin	West Midlands	-0.155
173	Enfield	London	-0.156
174	Herefordshire, County of	West Midlands	-0.161
175	Rossendale	North West	-0.161
176	Swansea	Wales	-0.162
177	Kirklees	Yorkshire and Humber	-0.165
178	Maldon	East of England	-0.176
179	The Vale of Glamorgan	Wales	-0.176
180	Mendip	South West	-0.181
181	Rochford	East of England	-0.184
182	Bridgend	Wales	-0.185
183	West Lancashire	North West	-0.185
184	Southampton	South East	-0.186
185	Melton	East Midlands	-0.186
186	North Somerset	South West	-0.187
187	Blackburn with Darwen	North West	-0.187
188	South Tyneside	North East	-0.187
189	Portsmouth	South East	-0.188
190	Wirral	North West	-0.191
191	Bolton	North West	-0.191
192	Maidstone	South East	-0.193
193	South Ribble	North West	-0.198
194	Hambleton	Yorkshire and Humber	-0.201
195	Wolverhampton	West Midlands	-0.204
196	Colchester	East of England	-0.207
197	Newcastle-under-Lyme	West Midlands	-0.212
198	Ashford	South East	-0.217
199	Peterborough	East of England	-0.222
200	Thanet	South East	-0.223
201	Basildon	East of England	-0.223

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
202	Forest of Dean	South West	-0.225
203	Walsall	West Midlands	-0.226
204	Rochdale	North West	-0.231
205	Swindon	South West	-0.238
206	West Northamptonshire	East Midlands	-0.239
207	Bradford	Yorkshire and Humber	-0.240
208	Rutland	East Midlands	-0.241
209	Crawley	South East	-0.242
210	Babergh	East of England	-0.251
211	Staffordshire Moorlands	West Midlands	-0.251
212	Wrexham	Wales	-0.252
213	Wigan	North West	-0.254
214	Amber Valley	East Midlands	-0.256
215	Isle of Wight	South East	-0.258
216	Shropshire	West Midlands	-0.259
217	Tameside	North West	-0.262
218	Southend-on-Sea	East of England	-0.263
219	Sandwell	West Midlands	-0.265
220	East Staffordshire	West Midlands	-0.266
221	Preston	North West	-0.268
222	Oldham	North West	-0.274
223	Broadland	East of England	-0.275
224	Mid Suffolk	East of England	-0.276
225	Braintree	East of England	-0.277
226	Plymouth	South West	-0.277
227	Bexley	London	-0.277
228	Chesterfield	East Midlands	-0.279
229	Wyre	North West	-0.288
230	Arun	South East	-0.289
231	South Kesteven	East Midlands	-0.290
232	Ryedale	Yorkshire and Humber	-0.291
233	Erewash	East Midlands	-0.297
234	East Suffolk	East of England	-0.301
235	County Durham	North East	-0.302
236	Gloucester	South West	-0.302
237	Teignbridge	South West	-0.303
238	North East Derbyshire	East Midlands	-0.305
239	Newport	Wales	-0.305
240	Shepway	South East	-0.308
241	St. Helens	North West	-0.310
242	Wakefield	Yorkshire and Humber	-0.311

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
243	Sunderland	North East	-0.311
244	East Devon	South West	-0.313
245	Dorset	South West	-0.314
246	Gedling	East Midlands	-0.316
247	Rother	South East	-0.316
248	North Kesteven	East Midlands	-0.320
249	Hastings	South East	-0.321
250	Torfaen	Wales	-0.326
251	Sefton	North West	-0.330
252	West Suffolk	East of England	-0.331
253	Havering	London	-0.332
254	Tamworth	West Midlands	-0.332
255	Gravesham	South East	-0.333
256	East Riding of Yorkshire	Yorkshire and Humber	-0.335
257	Swale	South East	-0.337
258	Rotherham	Yorkshire and Humber	-0.354
259	Richmondshire	Yorkshire and Humber	-0.359
260	Kingston upon Hull, City of	Yorkshire and Humber	-0.378
261	Ipswich	East of England	-0.381
262	South Lakeland	North West	-0.383
263	Leicester	East Midlands	-0.384
264	Burnley	North West	-0.384
265	Darlington	North East	-0.385
266	Somerset West and Taunton	South West	-0.393
267	Northumberland	North East	-0.396
268	Cannock Chase	West Midlands	-0.397
269	West Lindsey	East Midlands	-0.401
270	West Devon	South West	-0.402
271	Harlow	East of England	-0.404
272	North Northamptonshire	East Midlands	-0.408
273	Denbighshire	Wales	-0.413
274	Scarborough	Yorkshire and Humber	-0.415
275	Mid Devon	South West	-0.417
276	Pendle	North West	-0.418
277	South Somerset	South West	-0.420
278	Barnsley	Yorkshire and Humber	-0.420
279	Castle Point	East of England	-0.421
280	Newark and Sherwood	East Midlands	-0.430
281	Breckland	East of England	-0.436
282	Luton	East of England	-0.438
283	Lincoln	East Midlands	-0.441

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
284	Eastbourne	South East	-0.449
285	Knowsley	North West	-0.451
286	Redcar and Cleveland	North East	-0.453
287	Doncaster	Yorkshire and Humber	-0.456
288	Cornwall	South West	-0.457
289	Medway	South East	-0.458
290	Hyndburn	North West	-0.464
291	North Devon	South West	-0.466
292	Tendring	East of England	-0.471
293	Bassetlaw	East Midlands	-0.473
294	Rhondda, Cynon, Taff	Wales	-0.489
295	Sedgemoor	South West	-0.489
296	King`s Lynn and West Norfolk	East of England	-0.498
297	Great Yarmouth	East of England	-0.498
298	Barking and Dagenham	London	-0.499
299	Neath Port Talbot	Wales	-0.504
300	North Norfolk	East of England	-0.504
301	Torbay	South West	-0.511
302	Bolsover	East Midlands	-0.514
303	Stoke-on-Trent	West Midlands	-0.515
304	Carmarthenshire	Wales	-0.532
305	Middlesbrough	North East	-0.542
306	Caerphilly	Wales	-0.544
307	Torridge	South West	-0.549
308	Gwynedd	Wales	-0.552
309	Ashfield	East Midlands	-0.561
310	East Lindsey	East Midlands	-0.564
311	Barrow-in-Furness	North West	-0.575
312	South Holland	East Midlands	-0.581
313	Conwy	Wales	-0.592
314	Thurrock	East of England	-0.616
315	Powys	Wales	-0.626
316	Ceredigion	Wales	-0.627
317	Copeland	North West	-0.627
318	Mansfield	East Midlands	-0.629
319	Pembrokeshire	Wales	-0.639
320	Allerdale	North West	-0.643
321	North Lincolnshire	Yorkshire and Humber	-0.664
322	Eden	North West	-0.668
323	Hartlepool	North East	-0.685
324	Boston	East Midlands	-0.689

TABLE A2: CONTINUED

Rank	Local Authority District/Unitary Authority Area	Region	NICE
325	Anglesey	Wales	-0.690
326	Carlisle	North West	-0.694
327	North East Lincolnshire	Yorkshire and Humber	-0.703
328	Blaenau Gwent	Wales	-0.726
329	Blackpool	North West	-0.741
330	Merthyr Tydfil	Wales	-0.759

12. Appendix 3: Local Authority District and Unitary Authority Areas Listing by Region

TABLE A3: NICE SCORES FOR LOCAL AUTHORITY DISTRICT AREAS AND UNITARY AUTHORITY AREAS BY REGION

Region	Local Authority District/Unitary Authority Area	NICE
East Midlands		
East Midlands	Amber Valley	-0.256
East Midlands	Ashfield	-0.561
East Midlands	Bassetlaw	-0.473
East Midlands	Blaby	-0.114
East Midlands	Bolsover	-0.514
East Midlands	Boston	-0.689
East Midlands	Broxtowe	-0.043
East Midlands	Charnwood	0.087
East Midlands	Chesterfield	-0.279
East Midlands	Derby	-0.057
East Midlands	Derbyshire Dales	-0.095
East Midlands	East Lindsey	-0.564
East Midlands	Erewash	-0.297
East Midlands	Gedling	-0.316
East Midlands	Harborough	0.058
East Midlands	High Peak	-0.043
East Midlands	Hinckley and Bosworth	-0.051
East Midlands	Leicester	-0.384
East Midlands	Lincoln	-0.441
East Midlands	Mansfield	-0.629
East Midlands	Melton	-0.186
East Midlands	Newark and Sherwood	-0.430
East Midlands	North East Derbyshire	-0.305
East Midlands	North Kesteven	-0.320
East Midlands	North Northamptonshire	-0.408
East Midlands	North West Leicestershire	-0.120
East Midlands	Nottingham	0.062
East Midlands	Oadby and Wigston	-0.016
East Midlands	Rushcliffe	0.225
East Midlands	Rutland	-0.241
East Midlands	South Derbyshire	-0.155
East Midlands	South Holland	-0.581
East Midlands	South Kesteven	-0.290
East Midlands	West Lindsey	-0.401
East Midlands	West Northamptonshire	-0.239

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
East of England		
East of England	Babergh	-0.251
East of England	Basildon	-0.223
East of England	Bedford	-0.129
East of England	Braintree	-0.277
East of England	Breckland	-0.436
East of England	Brentwood	0.036
East of England	Broadland	-0.275
East of England	Broxbourne	0.001
East of England	Cambridge	2.432
East of England	Castle Point	-0.421
East of England	Central Bedfordshire	-0.091
East of England	Chelmsford	0.004
East of England	Colchester	-0.207
East of England	Dacorum	0.311
East of England	East Cambridgeshire	0.974
East of England	East Hertfordshire	0.506
East of England	East Suffolk	-0.301
East of England	Epping Forest	-0.043
East of England	Fenland	0.262
East of England	Great Yarmouth	-0.498
East of England	Harlow	-0.404
East of England	Hertsmere	0.409
East of England	Huntingdonshire	0.815
East of England	Ipswich	-0.381
East of England	King` s Lynn and West Norfolk	-0.498
East of England	Luton	-0.438
East of England	Maldon	-0.176
East of England	Mid Suffolk	-0.276
East of England	North Hertfordshire	0.506
East of England	North Norfolk	-0.504
East of England	Norwich	-0.148
East of England	Peterborough	-0.222
East of England	Rochford	-0.184
East of England	South Cambridgeshire	2.149
East of England	South Norfolk	-0.063
East of England	Southend-on-Sea	-0.263
East of England	St Albans	0.785
East of England	Stevenage	0.374
East of England	Tendring	-0.471
East of England	Three Rivers	0.451

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
East of England continued		
East of England	Thurrock	-0.616
East of England	Uttlesford	0.220
East of England	Watford	0.290
East of England	Welwyn Hatfield	0.365
East of England	West Suffolk	-0.331
London		
London	Barking and Dagenham	-0.499
London	Barnet	0.169
London	Bexley	-0.277
London	Brent	-0.149
London	Bromley	0.146
London	Camden	1.836
London	City of London	8.474
London	Croydon	-0.075
London	Ealing	0.077
London	Enfield	-0.156
London	Greenwich	0.093
London	Hackney	1.715
London	Hammersmith and Fulham	1.380
London	Haringey	1.167
London	Harrow	0.010
London	Havering	-0.332
London	Hillingdon	-0.054
London	Hounslow	-0.013
London	Islington	1.734
London	Kensington and Chelsea	1.446
London	Kingston upon Thames	0.264
London	Lambeth	1.327
London	Lewisham	1.194
London	Merton	0.151
London	Newham	0.675
London	Redbridge	-0.044
London	Richmond upon Thames	0.668
London	Southwark	1.311
London	Sutton	-0.051
London	Tower Hamlets	1.342
London	Waltham Forest	0.078
London	Wandsworth	1.326
London	Westminster	1.711

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
North East		
North East	County Durham	-0.302
North East	Darlington	-0.385
North East	Gateshead	-0.073
North East	Hartlepool	-0.685
North East	Middlesbrough	-0.542
North East	Newcastle upon Tyne	0.151
North East	North Tyneside	0.033
North East	Northumberland	-0.396
North East	Redcar and Cleveland	-0.453
North East	South Tyneside	-0.187
North East	Stockton-on-Tees	-0.144
North East	Sunderland	-0.311
North West		
North West	Allerdale	-0.643
North West	Barrow-in-Furness	-0.575
North West	Blackburn with Darwen	-0.187
North West	Blackpool	-0.741
North West	Bolton	-0.191
North West	Burnley	-0.384
North West	Bury	-0.001
North West	Carlisle	-0.694
North West	Cheshire East	0.205
North West	Cheshire West & Chester	-0.119
North West	Chorley	-0.052
North West	Copeland	-0.627
North West	Eden	-0.668
North West	Fylde	-0.004
North West	Halton	0.042
North West	Hyndburn	-0.464
North West	Knowsley	-0.451
North West	Lancaster	-0.140
North West	Liverpool	-0.127
North West	Manchester	0.163
North West	Oldham	-0.274
North West	Pendle	-0.418
North West	Preston	-0.268
North West	Ribble Valley	-0.104
North West	Rochdale	-0.231
North West	Rossendale	-0.161
North West	Salford	-0.050

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
North West continued		
North West	Sefton	-0.330
North West	South Lakeland	-0.383
North West	South Ribble	-0.198
North West	St. Helens	-0.310
North West	Stockport	0.136
North West	Tameside	-0.262
North West	Trafford	0.346
North West	Warrington	0.111
North West	West Lancashire	-0.185
North West	Wigan	-0.254
North West	Wirral	-0.191
North West	Wyre	-0.288
South East continued		
South East	Adur	-0.144
South East	Arun	-0.289
South East	Ashford	-0.217
South East	Basingstoke and Deane	0.283
South East	Bracknell Forest	0.286
South East	Brighton and Hove	0.426
South East	Buckinghamshire	0.258
South East	Canterbury	-0.015
South East	Cherwell	0.529
South East	Chichester	0.109
South East	Crawley	-0.242
South East	Dartford	-0.104
South East	Dover	0.038
South East	East Hampshire	0.322
South East	Eastbourne	-0.449
South East	Eastleigh	0.187
South East	Elmbridge	0.785
South East	Epsom and Ewell	0.570
South East	Fareham	0.262
South East	Gosport	-0.094
South East	Gravesham	-0.333
South East	Guildford	0.623
South East	Hart	0.476
South East	Hastings	-0.321
South East	Havant	0.003
South East	Horsham	0.102
South East	Isle of Wight	-0.258

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
South East continued		
South East	Lewes	-0.056
South East	Maidstone	-0.193
South East	Medway	-0.458
South East	Mid Sussex	0.155
South East	Milton Keynes	0.399
South East	Mole Valley	0.547
South East	New Forest	0.121
South East	Oxford	1.540
South East	Portsmouth	-0.188
South East	Reading	0.830
South East	Reigate and Banstead	0.431
South East	Rother	-0.316
South East	Runnymede	0.502
South East	Rushmoor	0.115
South East	Sevenoaks	0.127
South East	Shepway	-0.308
South East	Slough	0.021
South East	South Oxfordshire	0.816
South East	Southampton	-0.186
South East	Spelthorne	0.324
South East	Surrey Heath	0.552
South East	Swale	-0.337
South East	Tandridge	0.375
South East	Test Valley	0.268
South East	Thanet	-0.223
South East	Tonbridge and Malling	-0.045
South East	Tunbridge Wells	0.116
South East	Vale of White Horse	1.148
South East	Waverley	0.638
South East	Wealden	-0.135
South East	West Berkshire	0.420
South East	West Oxfordshire	0.541
South East	Winchester	0.436
South East	Windsor and Maidenhead	0.802
South East	Woking	0.568
South East	Wokingham	0.736
South East	Worthing	-0.080

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
South West		
South West	Bath and North East Somerset	0.272
South West	Bournemouth, Christchurch and Poole	-0.155
South West	Bristol, City of	0.399
South West	Cheltenham	0.185
South West	Cornwall	-0.457
South West	Cotswold	0.075
South West	Dorset	-0.314
South West	East Devon	-0.313
South West	Exeter	-0.114
South West	Forest of Dean	-0.225
South West	Gloucester	-0.302
South West	Mendip	-0.181
South West	Mid Devon	-0.417
South West	North Devon	-0.466
South West	North Somerset	-0.187
South West	Plymouth	-0.277
South West	Sedgemoor	-0.489
South West	Somerset West and Taunton	-0.393
South West	South Gloucestershire	0.155
South West	South Hams	-0.063
South West	South Somerset	-0.420
South West	Stroud	0.135
South West	Swindon	-0.238
South West	Teignbridge	-0.303
South West	Tewkesbury	-0.015
South West	Torbay	-0.511
South West	Torridge	-0.549
South West	West Devon	-0.402
South West	Wiltshire	0.047

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
Wales		
Wales	Anglesey	-0.690
Wales	Blaenau Gwent	-0.726
Wales	Bridgend	-0.185
Wales	Caerphilly	-0.544
Wales	Cardiff	0.283
Wales	Carmarthenshire	-0.532
Wales	Ceredigion	-0.627
Wales	Conwy	-0.592
Wales	Denbighshire	-0.413
Wales	Flintshire	-0.021
Wales	Gwynedd	-0.552
Wales	Merthyr Tydfil	-0.759
Wales	Monmouthshire	0.074
Wales	Neath Port Talbot	-0.504
Wales	Newport	-0.305
Wales	Pembrokeshire	-0.639
Wales	Powys	-0.626
Wales	Rhondda, Cynon, Taff	-0.489
Wales	Swansea	-0.162
Wales	The Vale of Glamorgan	-0.176
Wales	Torfaen	-0.326
Wales	Wrexham	-0.252
West Midlands		
West Midlands	Birmingham	0.005
West Midlands	Bromsgrove	0.335
West Midlands	Cannock Chase	-0.397
West Midlands	Coventry	0.128
West Midlands	Dudley	-0.135
West Midlands	East Staffordshire	-0.266
West Midlands	Herefordshire, County of	-0.161
West Midlands	Lichfield	-0.007
West Midlands	Malvern Hills	0.218
West Midlands	Newcastle-under-Lyme	-0.212
West Midlands	North Warwickshire	0.028
West Midlands	Nuneaton and Bedworth	0.143
West Midlands	Redditch	-0.104
West Midlands	Rugby	0.317
West Midlands	Sandwell	-0.265
West Midlands	Shropshire	-0.259
West Midlands	Solihull	0.197

TABLE A3: CONTINUED

Region	Local Authority District/Unitary Authority Area	NICE
West Midlands continued		
West Midlands	South Staffordshire	-0.107
West Midlands	Stafford	-0.116
West Midlands	Staffordshire Moorlands	-0.251
West Midlands	Stoke-on-Trent	-0.515
West Midlands	Stratford-on-Avon	0.514
West Midlands	Tamworth	-0.332
West Midlands	Telford and Wrekin	-0.155
West Midlands	Walsall	-0.226
West Midlands	Warwick	0.895
West Midlands	Wolverhampton	-0.204
West Midlands	Worcester	-0.069
West Midlands	Wychavon	-0.011
West Midlands	Wyre Forest	-0.150
Yorkshire and Humber		
Yorkshire and Humber	Barnsley	-0.420
Yorkshire and Humber	Bradford	-0.240
Yorkshire and Humber	Calderdale	-0.056
Yorkshire and Humber	Craven	-0.140
Yorkshire and Humber	Doncaster	-0.456
Yorkshire and Humber	East Riding of Yorkshire	-0.335
Yorkshire and Humber	Hambleton	-0.201
Yorkshire and Humber	Harrogate	0.000
Yorkshire and Humber	Kingston upon Hull, City of	-0.378
Yorkshire and Humber	Kirklees	-0.165
Yorkshire and Humber	Leeds	0.034
Yorkshire and Humber	North East Lincolnshire	-0.703
Yorkshire and Humber	North Lincolnshire	-0.664
Yorkshire and Humber	Richmondshire	-0.359
Yorkshire and Humber	Rotherham	-0.354
Yorkshire and Humber	Ryedale	-0.291
Yorkshire and Humber	Scarborough	-0.415
Yorkshire and Humber	Selby	-0.116
Yorkshire and Humber	Sheffield	-0.031
Yorkshire and Humber	Wakefield	-0.311
Yorkshire and Humber	York	0.175

13. Appendix 4: County and Unitary Authority Area NICE Rankings

TABLE A4: FULL RANKINGS OF COUNTIES AND UNITARY AUTHORITIES NICE MEASURE

Rank	County/Unitary Authority Area	Region	NICE
1	Inner London	London	3.605
2	Cambridgeshire	East of England	2.277
3	Windsor and Maidenhead	South East	2.025
4	Wokingham	South East	1.699
5	Reading	South East	1.593
6	Oxfordshire	South East	1.555
7	Surrey	South East	1.375
8	Hertfordshire	East of England	1.314
9	Brighton and Hove	South East	1.248
10	Milton Keynes	South East	1.220
11	West Berkshire	South East	1.153
12	Warwickshire	West Midlands	0.999
13	Buckinghamshire	South East	0.983
14	Bristol	South West	0.891
15	Cheshire East	North West	0.887
16	Slough	South East	0.733
17	Bracknell Forest	South East	0.717
18	Outer London	London	0.709
19	Hampshire	South East	0.670
20	Bath and North East Somerset	South West	0.589
21	Central Bedfordshire	East of England	0.581
22	Wiltshire	South West	0.502
23	Worcestershire	West Midlands	0.459
24	Cardiff	Wales	0.443
25	Warrington	North West	0.395
26	South Gloucestershire	South West	0.317
27	Northamptonshire	East Midlands	0.305
28	York	Yorkshire and the Humber	0.305
29	Monmouthshire	Wales	0.266
30	Gloucestershire	South West	0.263
31	Greater Manchester	North West	0.255
32	West Sussex	South East	0.249
33	Leicestershire	East Midlands	0.223
34	Essex	East of England	0.141
35	Bedford	East of England	0.129
36	Kent	South East	0.115
37	Cheshire West and Chester	North West	0.109
38	Nottingham	East Midlands	0.070
39	Halton	North West	0.065

TABLE A4: CONTINUED

Rank	County/Unitary Authority Area	Region	NICE
40	West Midlands	West Midlands	0.048
41	Bournemouth, Christchurch and Poole	South West	0.019
42	North Somerset	South West	-0.020
43	North Yorkshire	Yorkshire and the Humber	-0.022
44	Flintshire	Wales	-0.029
45	Peterborough	East of England	-0.032
46	Luton	East of England	-0.036
47	Derby	East Midlands	-0.052
48	Southend-on-Sea	East of England	-0.066
49	West Yorkshire	Yorkshire and the Humber	-0.075
50	East Sussex	South East	-0.083
51	Swindon	South West	-0.096
52	Herefordshire	West Midlands	-0.109
53	Rutland	East Midlands	-0.129
54	Southampton	South East	-0.130
55	Vale of Glamorgan	Wales	-0.170
56	Portsmouth	South East	-0.175
57	Staffordshire	West Midlands	-0.182
58	Lancashire	North West	-0.191
59	Stockton-on-Tees	North East	-0.192
60	Tyne and Wear	North East	-0.200
61	Newport	Wales	-0.201
62	Blackburn with Darwen	North West	-0.206
63	Derbyshire	East Midlands	-0.215
64	Dorset	South West	-0.237
65	Shropshire	West Midlands	-0.245
66	Isle of Wight	South East	-0.255
67	Leicester	East Midlands	-0.266
68	Merseyside	North West	-0.267
69	Swansea	Wales	-0.281
70	Telford and Wrekin	West Midlands	-0.282
71	Devon	South West	-0.310
72	Suffolk	East of England	-0.310
73	Nottinghamshire	East Midlands	-0.327
74	South Yorkshire	Yorkshire and the Humber	-0.352
75	Norfolk	East of England	-0.355
76	East Riding of Yorkshire	Yorkshire and the Humber	-0.358
77	Thurrock	East of England	-0.381
78	Bridgend	Wales	-0.382
79	Somerset	South West	-0.414
80	Plymouth	South West	-0.476
81	Wrexham	Wales	-0.476

TABLE A4: CONTINUED

Rank	County/Unitary Authority Area	Region	NICE
82	Medway	South East	-0.480
83	Darlington	North East	-0.493
84	Lincolnshire	East Midlands	-0.499
85	Cornwall	South West	-0.522
86	County Durham	North East	-0.540
87	Northumberland	North East	-0.575
88	Denbighshire	Wales	-0.576
89	Rhondda Cynon Taf	Wales	-0.634
90	Torfaen	Wales	-0.655
91	Kingston upon Hull	Yorkshire and the Humber	-0.673
92	Torbay	South West	-0.693
93	Cumbria	North West	-0.705
94	Redcar and Cleveland	North East	-0.711
95	Gwynedd	Wales	-0.750
96	Carmarthenshire	Wales	-0.751
97	Conwy	Wales	-0.785
98	Pembrokeshire	Wales	-0.791
99	Caerphilly	Wales	-0.792
100	Middlesbrough	North East	-0.798
101	Stoke-on-Trent	West Midlands	-0.806
102	Powys	Wales	-0.841
103	North Lincolnshire	Yorkshire and the Humber	-0.863
104	North East Lincolnshire	Yorkshire and the Humber	-0.881
105	Ceredigion	Wales	-0.896
106	Hartlepool	North East	-0.926
107	Neath Port Talbot	Wales	-0.935
108	Blackpool	North West	-0.973
109	Isle of Anglesey	Wales	-1.019
110	Merthyr Tydfil	Wales	-1.104
111	Blaenau Gwent	Wales	-1.247

14. Appendix 5: County and Unitary Authority Areas Listing by Region

TABLE A5: NICE MEASURES FOR COUNTY AND UNITARY AUTHORITY AREAS BY REGION

Region	County and Unitary Authority Area	NICE
East Midlands		
East Midlands	Derby	-0.052
East Midlands	Derbyshire	-0.215
East Midlands	Leicester	-0.266
East Midlands	Leicestershire	0.223
East Midlands	Lincolnshire	-0.499
East Midlands	Northamptonshire	0.305
East Midlands	Nottingham	0.070
East Midlands	Nottinghamshire	-0.327
East Midlands	Rutland	-0.129
East of England		
East of England	Bedford	0.129
East of England	Cambridgeshire	2.277
East of England	Central Bedfordshire	0.581
East of England	Essex	0.141
East of England	Hertfordshire	1.314
East of England	Luton	-0.036
East of England	Norfolk	-0.355
East of England	Peterborough	-0.032
East of England	Southend-on-Sea	-0.066
East of England	Suffolk	-0.310
East of England	Thurrock	-0.381
London		
London	Inner London	3.605
London	Outer London	0.709
North East		
North East	County Durham	-0.540
North East	Darlington	-0.493
North East	Hartlepool	-0.926
North East	Middlesbrough	-0.798
North East	Northumberland	-0.575
North East	Redcar and Cleveland	-0.711
North East	Stockton-on-Tees	-0.192
North East	Tyne and Wear	-0.200

TABLE A5: CONTINUED

Region	County and Unitary Authority Area	NICE
North West		
North West	Blackburn with Darwen	-0.206
North West	Blackpool	-0.973
North West	Cheshire East	0.887
North West	Cheshire West and Chester	0.109
North West	Cumbria	-0.705
North West	Greater Manchester	0.255
North West	Halton	0.065
North West	Lancashire	-0.191
North West	Merseyside	-0.267
North West	Warrington	0.395
South East		
South East	Bracknell Forest	0.717
South East	Brighton and Hove	1.248
South East	Buckinghamshire	0.983
South East	East Sussex	-0.083
South East	Hampshire	0.670
South East	Isle of Wight	-0.255
South East	Kent	0.115
South East	Medway	-0.480
South East	Milton Keynes	1.220
South East	Oxfordshire	1.555
South East	Portsmouth	-0.175
South East	Reading	1.593
South East	Slough	0.733
South East	Southampton	-0.130
South East	Surrey	1.375
South East	West Berkshire	1.153
South East	West Sussex	0.249
South East	Windsor and Maidenhead	2.025
South East	Wokingham	1.699

TABLE A5: CONTINUED

Region	County and Unitary Authority Area	NICE
South West		
South West	Bath and North East Somerset	0.589
South West	Bournemouth, Christchurch and Poole	0.019
South West	Bristol	0.891
South West	Cornwall	-0.522
South West	Devon	-0.310
South West	Dorset	-0.237
South West	Gloucestershire	0.263
South West	North Somerset	-0.020
South West	Plymouth	-0.476
South West	Somerset	-0.414
South West	South Gloucestershire	0.317
South West	Swindon	-0.096
South West	Torbay	-0.693
South West	Wiltshire	0.502
Wales		
Wales	Blaenau Gwent	-1.247
Wales	Bridgend	-0.382
Wales	Caerphilly	-0.792
Wales	Cardiff	0.443
Wales	Carmarthenshire	-0.751
Wales	Ceredigion	-0.896
Wales	Conwy	-0.785
Wales	Denbighshire	-0.576
Wales	Flintshire	-0.029
Wales	Gwynedd	-0.750
Wales	Isle of Anglesey	-1.019
Wales	Merthyr Tydfil	-1.104
Wales	Monmouthshire	0.266
Wales	Neath Port Talbot	-0.935
Wales	Newport	-0.201
Wales	Pembrokeshire	-0.791
Wales	Powys	-0.841
Wales	Rhondda Cynon Taf	-0.634
Wales	Swansea	-0.281
Wales	Torfaen	-0.655
Wales	Vale of Glamorgan	-0.170
Wales	Wrexham	-0.476

TABLE A5: CONTINUED

Region	County and Unitary Authority Area	NICE
West Midlands		
West Midlands	Herefordshire	-0.109
West Midlands	Shropshire	-0.245
West Midlands	Staffordshire	-0.182
West Midlands	Stoke-on-Trent	-0.806
West Midlands	Telford and Wrekin	-0.282
West Midlands	Warwickshire	0.999
West Midlands	West Midlands	0.048
West Midlands	Worcestershire	0.459
Yorkshire and the Humber		
Yorkshire and the Humber	East Riding of Yorkshire	-0.358
Yorkshire and the Humber	Kingston upon Hull	-0.673
Yorkshire and the Humber	North East Lincolnshire	-0.881
Yorkshire and the Humber	North Lincolnshire	-0.863
Yorkshire and the Humber	North Yorkshire	-0.022
Yorkshire and the Humber	South Yorkshire	-0.352
Yorkshire and the Humber	West Yorkshire	-0.075
Yorkshire and the Humber	York	0.305

15. Appendix 6: Component Indices by Region for Local Authority District and Unitary Authority Areas

TABLE A6: COMPONENT INDICES SCORES AND RANKINGS FOR LOCAL AUTHORITY DISTRICT AREAS AND UNITARY AUTHORITY AREAS BY REGION

	Networks		Creativity		Entrepreneurship	
North East	Index	Rank	Index	Rank	Index	Rank
County Durham	-0.188	191	-0.671	255	-0.131	296
Darlington	-0.474	282	-0.671	254	-0.095	193
Gateshead	-0.124	162	-0.400	208	-0.112	238
Hartlepool	-0.461	279	-0.907	292	-0.117	255
Middlesbrough	-0.535	297	-0.992	305	-0.101	206
Newcastle upon Tyne	0.199	73	0.158	116	-0.097	201
North Tyneside	-0.108	157	0.007	135	-0.108	227
Northumberland	-0.520	293	-0.381	203	-0.129	293
Redcar and Cleveland	-0.227	211	-0.934	297	-0.124	278
South Tyneside	-0.184	187	-0.796	271	-0.112	235
Stockton-on-Tees	-0.081	149	-0.435	214	-0.099	204
Sunderland	-0.445	278	-0.996	306	-0.146	320

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
North West	Index	Rank	Index	Rank	Index	Rank
Allerdale	-0.695	320	-0.748	267	-0.125	284
Barrow-in-Furness	-0.528	295	-0.658	249	-0.112	234
Blackburn with Darwen	-0.222	209	-0.904	290	-0.076	151
Blackpool	-0.567	308	-1.126	317	-0.121	268
Bolton	-0.141	171	-0.658	250	-0.049	108
Burnley	-0.191	194	-1.101	315	-0.092	185
Bury	-0.126	164	-0.025	140	0.061	28
Carlisle	-0.740	324	-0.905	291	-0.129	291
Cheshire East	0.435	39	0.464	81	-0.010	68
Cheshire West & Chester	-0.011	130	0.059	130	-0.062	123
Chorley	-0.026	135	0.076	125	-0.107	218
Copeland	-0.682	319	-0.707	259	-0.116	249
Eden	-0.931	330	-0.589	239	-0.151	324
Fylde	-0.026	136	0.258	102	-0.094	188
Halton	0.630	24	-0.913	293	-0.096	199
Hyndburn	-0.539	298	-1.036	310	-0.129	294
Knowsley	-0.306	245	-1.021	309	-0.125	285
Lancaster	-0.108	156	-0.171	170	-0.129	292
Liverpool	0.171	85	-0.277	186	-0.053	112
Manchester	0.168	86	0.310	98	0.091	23
Oldham	-0.211	207	-0.867	285	-0.104	216
Pendle	-0.441	276	-0.955	301	-0.123	276
Preston	-0.207	204	-0.631	244	-0.084	171
Ribble Valley	-0.698	321	0.512	76	-0.076	147
Rochdale	-0.182	185	-0.759	268	-0.068	132
Rossendale	-0.322	250	-0.130	164	-0.041	101

TABLE A6: CONTINUED

North West	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
Salford	-0.279	240	-0.004	137	-0.002	58
Sefton	-0.343	255	-0.450	217	-0.176	330
South Lakeland	-0.498	287	0.074	127	-0.107	219
South Ribble	-0.323	251	-0.198	175	-0.117	254
St. Helens	-0.177	183	-0.705	258	-0.007	65
Stockport	-0.033	140	0.563	72	-0.069	133
Tameside	-0.217	208	-0.804	274	-0.113	245
Trafford	0.156	92	1.145	33	0.000	57
Warrington	0.160	90	-0.086	155	-0.084	169
West Lancashire	-0.190	192	-0.286	188	-0.113	241
Wigan	-0.273	236	-0.716	260	-0.112	239
Wirral	-0.040	141	-0.265	183	-0.107	221
Wyre	-0.484	284	-0.398	207	-0.120	263

TABLE A6: CONTINUED

Yorkshire and Humber	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
Barnsley	-0.314	246	-1.045	311	-0.117	257
Bradford	-0.186	188	-0.643	247	-0.097	202
Calderdale	-0.094	151	-0.026	141	-0.070	140
Craven	-0.551	302	0.125	119	-0.080	160
Doncaster	-0.353	257	-1.195	320	-0.073	141
East Riding of Yorkshire	-0.369	260	-0.277	187	-0.105	217
Hambleton	-0.590	310	-0.064	149	-0.096	200
Harrogate	-0.384	263	0.478	78	-0.043	102
Kingston upon Hull, City of	-0.230	215	-1.367	327	-0.125	283
Kirklees	-0.236	220	-0.289	189	-0.102	210
Leeds	0.067	116	0.156	117	-0.057	115
North East Lincolnshire	-0.437	275	-1.264	325	-0.117	253
North Lincolnshire	-0.400	267	-0.973	302	-0.120	264
Richmondshire	-0.639	314	-0.616	241	-0.129	290
Rotherham	-0.176	181	-0.929	296	-0.107	223
Ryedale	-0.678	318	-0.331	196	-0.104	213
Scarborough	-0.647	315	-0.818	276	-0.141	315
Selby	-0.178	184	-0.169	169	-0.064	127
Sheffield	0.139	95	0.061	129	-0.121	269
Wakefield	-0.208	205	-0.892	289	-0.112	240
York	0.248	64	0.497	77	-0.101	208

TABLE A6: CONTINUED

East Midlands	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
Amber Valley	-0.240	221	-0.339	197	-0.115	248
Ashfield	-0.350	256	-1.050	312	-0.134	306
Bassetlaw	-0.278	239	-0.798	272	-0.108	226
Blaby	-0.140	169	-0.117	159	-0.064	126
Bolsover	-0.554	303	-1.145	318	-0.027	80
Boston	-0.381	261	-1.682	330	-0.117	256
Broxtowe	0.340	50	0.341	92	-0.141	314
Charnwood	0.370	48	0.182	113	-0.069	136
Chesterfield	-0.002	127	-0.665	252	-0.121	272
Derby	0.134	97	-0.519	226	-0.095	192
Derbyshire Dales	-0.327	252	0.373	88	-0.098	203
East Lindsey	-0.667	317	-0.855	283	-0.157	326
Erewash	-0.187	189	-0.561	232	-0.109	229
Gedling	-0.419	272	-0.017	139	-0.120	261
Harborough	-0.230	213	0.686	61	-0.089	177
High Peak	0.071	113	0.177	114	-0.090	182
Hinckley and Bosworth	0.132	100	-0.120	160	-0.080	157
Leicester	-0.153	175	-1.109	316	-0.036	93
Lincoln	-0.242	223	-0.832	278	-0.116	251
Mansfield	-0.471	280	-1.215	322	-0.121	274
Melton	-0.278	238	-0.250	182	-0.083	168
Newark and Sherwood	-0.474	281	-0.437	215	-0.100	205
North East Derbyshire	-0.288	243	-0.470	219	-0.131	295
North Kesteven	-0.394	265	-0.236	179	-0.074	145
North Northamptonshire	-0.141	170	-0.743	265	-0.041	100
North West Leicestershire	0.013	124	-0.277	185	-0.082	166

TABLE A6: CONTINUED

	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
East Midlands						
Nottingham	0.135	96	-0.474	220	-0.095	191
Oadby and Wigston	0.200	72	-0.053	145	-0.076	150
Rushcliffe	0.214	69	1.426	24	-0.031	87
Rutland	-0.562	306	0.399	86	-0.084	170
South Derbyshire	-0.071	147	-0.126	162	-0.092	184
South Holland	-0.393	264	-1.291	326	-0.064	129
South Kesteven	-0.273	235	-0.222	178	-0.088	175
West Lindsey	-0.592	311	-0.317	192	-0.119	258
West Northamptonshire	0.110	104	-0.354	199	-0.002	59

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
West Midlands	Index	Rank	Index	Rank	Index	Rank
Birmingham	-0.012	131	-0.312	191	-0.038	95
Bromsgrove	0.016	123	0.671	62	0.317	6
Cannock Chase	-0.496	286	-0.992	304	-0.093	186
Coventry	0.719	16	-0.517	225	-0.074	146
Dudley	-0.137	167	-0.674	256	-0.113	244
East Staffordshire	-0.234	217	-0.737	261	-0.088	176
Herefordshire, County of	-0.255	228	-0.368	202	-0.124	280
Lichfield	-0.197	198	0.236	104	-0.060	118
Malvern Hills	0.099	106	0.538	74	-0.101	207
Newcastle-under- Lyme	-0.152	174	-0.554	230	-0.135	307
North Warwickshire	-0.318	248	-0.575	235	-0.080	156
Nuneaton and Bedworth	0.432	41	-0.849	282	-0.093	187
Redditch	0.147	94	-0.802	273	-0.096	195
Rugby	0.278	59	-0.062	147	-0.031	86
Sandwell	-0.104	154	-1.256	324	-0.085	172
Shropshire	-0.362	259	-0.194	174	-0.113	242
Solihull	0.075	112	0.400	85	-0.069	135
South Staffordshire	-0.241	222	-0.072	151	-0.109	228
Stafford	-0.360	258	0.007	136	-0.104	215
Staffordshire Moorlands	-0.510	291	-0.357	200	-0.132	301
Stoke-on-Trent	-0.209	206	-1.373	328	-0.135	309
Stratford-on-Avon	0.291	57	0.709	58	-0.027	79
Tamworth	-0.138	168	-1.062	314	-0.123	277
Telford and Wrekin	-0.013	132	-0.669	253	-0.119	260
Walsall	-0.158	176	-1.015	308	-0.116	252

TABLE A6: CONTINUED

	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
West Midlands						
Warwick	1.042	9	1.437	23	0.017	46
Wolverhampton	-0.132	166	-0.987	303	-0.080	161
Worcester	-0.343	254	-0.160	166	-0.108	225
Wychavon	-0.224	210	-0.084	153	-0.070	137
Wyre Forest	-0.192	195	-0.617	242	-0.127	286

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
East of England	Index	Rank	Index	Rank	Index	Rank
Babergh	-0.260	231	-0.067	150	-0.108	224
Basildon	0.060	117	-0.544	229	-0.021	76
Bedford	0.093	107	-0.016	138	-0.053	111
Braintree	-0.255	227	-0.390	205	-0.073	142
Breckland	-0.206	202	-0.862	284	-0.133	305
Brentwood	-0.230	214	0.739	56	0.022	43
Broadland	-0.203	201	-0.245	181	-0.109	230
Broxbourne	-0.188	190	-0.346	198	-0.006	63
Cambridge	4.300	2	2.530	7	-0.056	113
Castle Point	-0.474	283	-0.748	266	-0.073	143
Central Bedfordshire	0.224	68	0.188	112	0.026	40
Chelmsford	0.069	115	0.365	90	-0.029	83
Colchester	-0.405	268	0.043	133	-0.078	154
Dacorum	0.039	121	0.692	60	-0.031	85
East Cambridgeshire	0.566	30	0.466	79	-0.090	181
East Hertfordshire	0.402	43	0.807	48	0.270	8
East Suffolk	-0.191	193	-0.323	194	-0.121	270
Epping Forest	-0.296	244	0.466	80	0.049	32
Fenland	-0.534	296	-1.254	323	-0.120	265
Great Yarmouth	-0.123	161	-1.192	319	-0.137	311
Harlow	-0.283	241	-0.882	287	-0.064	128
Hertsmere	0.195	76	0.785	51	0.115	16
Huntingdonshire	0.253	62	0.112	121	-0.061	121
Ipswich	-0.128	165	-0.740	263	-0.091	183
King's Lynn and West Norfolk	-0.485	285	-0.831	277	-0.132	304

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
East of England	Index	Rank	Index	Rank	Index	Rank
Luton	0.002	126	-1.009	307	0.024	42
Maldon	-0.059	143	-0.205	176	-0.053	110
Mid Suffolk	-0.383	262	-0.029	142	-0.124	279
North Hertfordshire	0.432	40	1.097	38	-0.048	106
North Norfolk	-0.742	325	-0.586	238	-0.148	323
Norwich	-0.183	186	0.209	106	-0.076	149
Peterborough	0.147	93	-0.867	286	-0.039	96
Rochford	-0.109	158	-0.180	172	-0.060	119
South Cambridgeshire	4.070	3	1.609	21	-0.037	94
South Norfolk	0.204	71	0.200	109	-0.112	237
Southend-on-Sea	-0.278	237	-0.102	157	-0.064	125
St Albans	0.632	23	1.928	15	0.036	36
Stevenage	1.336	6	-0.319	193	-0.062	122
Tendring	-0.527	294	-0.832	279	-0.137	310
Three Rivers	0.197	74	1.046	39	0.018	44
Thurrock	-0.142	172	-0.946	299	0.006	51
Uttlesford	0.577	28	0.701	59	-0.009	67
Watford	0.236	66	0.331	95	0.050	30
Welwyn Hatfield	0.624	25	0.303	99	-0.011	72
West Suffolk	-0.250	224	-0.406	209	-0.103	212

TABLE A6: CONTINUED

London	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
Barking and Dagenham	-0.194	197	-1.061	313	0.042	34
Barnet	-0.004	128	1.348	27	0.118	15
Bexley	-0.152	173	-0.141	165	-0.033	88
Brent	-0.061	144	0.173	115	0.076	25
Bromley	0.086	109	1.275	28	0.009	50
Camden	0.904	11	3.129	3	0.571	3
City of London	9.348	1	3.831	1	17.976	1
Croydon	0.069	114	0.424	84	-0.010	70
Ealing	0.159	91	0.821	47	0.113	18
Enfield	-0.044	142	0.193	110	0.011	49
Greenwich	0.248	65	0.884	44	0.025	41
Hackney	0.601	27	3.172	2	0.345	5
Hammersmith and Fulham	0.291	58	2.268	9	0.222	11
Haringey	-0.098	153	1.952	14	0.073	26
Harrow	0.318	53	0.393	87	0.113	17
Havering	-0.252	225	-0.270	184	-0.022	77
Hillingdon	0.486	37	0.054	131	0.029	39
Hounslow	0.417	42	0.214	105	0.103	20
Islington	0.771	12	3.008	4	0.418	4
Kensington and Chelsea	0.120	101	2.633	6	0.292	7
Kingston upon Thames	0.180	81	1.631	20	0.032	38
Lambeth	0.297	56	2.041	11	0.229	9
Lewisham	0.113	103	1.921	16	0.003	54
Merton	0.167	87	1.101	37	0.119	14
Newham	0.051	119	-0.186	173	0.094	21

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
London	Index	Rank	Index	Rank	Index	Rank
Redbridge	0.161	89	0.356	91	0.093	22
Richmond upon Thames	0.386	44	2.950	5	0.121	13
Southwark	0.384	45	2.016	12	0.103	19
Sutton	0.093	108	0.515	75	-0.029	82
Tower Hamlets	0.577	29	1.828	17	0.223	10
Waltham Forest	-0.106	155	1.137	34	0.065	27
Wandsworth	0.181	80	2.253	10	0.131	12
Westminster	0.681	19	2.321	8	1.101	2

TABLE A6: CONTINUED

South East	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
Adur	-0.231	216	-0.038	144	-0.089	179
Arun	-0.235	219	-0.583	237	-0.119	259
Ashford	-0.318	249	-0.161	167	-0.048	107
Basingstoke and Deane	0.494	36	0.242	103	-0.040	97
Bracknell Forest	0.680	20	0.339	93	-0.061	120
Brighton and Hove	0.050	120	1.726	19	0.033	37
Buckinghamshire	0.332	51	0.851	46	-0.015	73
Canterbury	-0.075	148	0.461	83	-0.104	214
Cherwell	0.698	18	0.048	132	-0.062	124
Chichester	0.176	82	0.539	73	-0.058	116
Crawley	0.252	63	-0.925	295	-0.073	144
Dartford	0.058	118	-0.127	163	-0.003	60
Dover	1.123	8	-0.504	223	-0.123	275
East Hampshire	0.269	60	0.641	65	-0.058	117
Eastbourne	-0.563	307	-0.361	201	-0.116	250
Eastleigh	0.134	98	0.126	118	0.050	31
Elmbridge	0.332	52	1.960	13	0.083	24
Epsom and Ewell	0.375	47	1.150	32	-0.010	69
Fareham	0.507	35	0.190	111	-0.086	173
Gosport	0.164	88	-0.846	281	-0.131	298
Gravesham	-0.315	247	-0.637	246	-0.036	92
Guildford	0.515	34	1.249	29	-0.035	91
Hart	0.646	22	0.865	45	-0.046	104
Hastings	-0.520	292	0.104	122	-0.111	233
Havant	0.188	77	-0.534	228	-0.080	159

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
South East	Index	Rank	Index	Rank	Index	Rank
Horsham	0.004	125	0.659	63	-0.034	89
Isle of Wight	0.552	32	-0.416	211	-0.143	318
Lewes	-0.015	133	0.644	64	-0.096	197
Maidstone	-0.256	229	-0.122	161	-0.050	109
Medway	-0.229	212	-0.607	240	-0.077	152
Mid Sussex	0.133	99	0.753	53	-0.045	103
Milton Keynes	0.660	21	0.091	123	0.041	35
Mole Valley	0.265	61	1.178	31	-0.018	74
New Forest	0.205	70	-0.063	148	-0.096	198
Oxford	3.033	4	1.785	18	-0.089	180
Portsmouth	-0.160	177	-0.428	212	-0.081	163
Reading	0.755	13	0.463	82	0.018	45
Reigate and Banstead	0.175	83	0.796	49	-0.011	71
Rother	-0.430	274	0.030	134	-0.107	220
Runnymede	0.617	26	0.627	66	0.000	56
Rushmoor	0.557	31	-0.453	218	-0.080	158
Sevenoaks	0.117	102	0.740	55	-0.006	62
Shepway	-0.555	304	-0.240	180	-0.094	190
Slough	1.007	10	-0.568	233	0.048	33
South Oxfordshire	0.744	15	1.116	36	-0.029	81
Southampton	0.298	55	-0.431	213	-0.086	174
Spelthorne	0.312	54	0.204	108	0.017	47
Surrey Heath	0.712	17	0.740	54	-0.009	66
Swale	-0.272	234	-0.635	245	-0.096	194
Tandridge	-0.063	145	0.795	50	0.002	55

TABLE A6: CONTINUED

	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
South East						
Test Valley	0.452	38	0.206	107	-0.021	75
Thanet	-0.255	226	-0.179	171	-0.113	243
Tonbridge and Malling	-0.126	163	0.329	96	-0.041	99
Tunbridge Wells	-0.163	178	1.019	41	-0.047	105
Vale of White Horse	2.101	5	1.132	35	-0.076	148
Waverley	0.231	67	1.551	22	0.005	52
Wealden	-0.023	134	0.322	97	-0.081	162
West Berkshire	0.376	46	0.585	71	-0.005	61
West Oxfordshire	0.185	78	0.618	67	-0.070	139
Winchester	0.079	110	1.223	30	0.005	53
Windsor and Maidenhead	0.753	14	1.358	26	0.058	29
Woking	0.548	33	0.945	43	0.014	48
Wokingham	1.277	7	1.375	25	-0.007	64
Worthing	-0.081	150	0.082	124	-0.103	211

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
South West	Index	Rank	Index	Rank	Index	Rank
Bath and North East Somerset	-0.030	137	0.996	42	-0.069	134
Bournemouth, Christchurch and Poole	-0.116	160	-0.058	146	-0.066	130
Bristol, City of	0.358	49	1.038	40	-0.029	84
Cheltenham	0.174	84	0.715	57	-0.070	138
Cornwall	-0.418	271	-0.326	195	-0.120	267
Cotswold	-0.194	196	0.607	68	-0.035	90
Dorset	-0.176	182	-0.087	156	-0.112	236
East Devon	-0.508	290	-0.116	158	-0.114	247
Exeter	-0.111	159	0.282	101	-0.113	246
Forest of Dean	-0.258	230	-0.444	216	-0.121	271
Gloucester	-0.286	242	-0.738	262	-0.107	222
Mendip	-0.272	233	0.288	100	-0.082	165
Mid Devon	-0.612	313	-0.412	210	-0.129	289
North Devon	-0.710	322	-0.502	222	-0.139	312
North Somerset	-0.097	152	0.076	126	-0.078	153
Plymouth	-0.011	129	-0.691	257	-0.132	303
Sedgemoor	-0.398	266	-0.780	270	-0.121	273
Somerset West and Taunton	-0.502	288	-0.293	190	-0.120	262
South Gloucestershire	0.195	75	-0.030	143	-0.089	178
South Hams	-0.234	218	0.590	70	-0.096	196
South Somerset	-0.406	269	-0.483	221	-0.131	299
Stroud	0.101	105	0.600	69	-0.082	164
Swindon	0.184	79	-0.519	227	-0.056	114
Teignbridge	-0.507	289	-0.082	152	-0.111	232
Tewkesbury	-0.033	139	0.120	120	-0.068	131

TABLE A6: CONTINUED

	Networks		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank
South West						
Torbay	-0.329	253	-0.769	269	-0.132	300
Torridge	-0.723	323	-0.817	275	-0.143	317
West Devon	-0.868	329	-0.085	154	-0.140	313
Wiltshire	0.075	111	0.073	128	-0.026	78

TABLE A6: CONTINUED

Networks			Creativity		Entrepreneurship	
Wales	Index	Rank	Index	Rank	Index	Rank
Anglesey	-0.543	300	-0.650	248	-0.163	327
Blaenau Gwent	-0.650	316	-1.488	329	-0.163	328
Bridgend	-0.203	200	-0.557	231	-0.132	302
Caerphilly	-0.166	179	-0.919	294	-0.124	282
Cardiff	-0.068	146	0.762	52	-0.082	167
Carmarthenshire	-0.540	299	-0.628	243	-0.144	319
Ceredigion	-0.796	327	-0.167	168	-0.167	329
Conwy	-0.579	309	-0.395	206	-0.128	288
Denbighshire	-0.425	273	-0.576	236	-0.131	297
Flintshire	0.022	122	-0.663	251	-0.101	209
Gwynedd	-0.547	301	-0.222	177	-0.147	321
Merthyr Tydfil	-0.766	326	-1.206	321	-0.120	266
Monmouthshire	-0.171	180	0.336	94	-0.094	189
Neath Port Talbot	-0.598	312	-0.938	298	-0.156	325
Newport	-0.200	199	-0.505	224	-0.040	98
Pembrokeshire	-0.557	305	-0.742	264	-0.124	281
Powys	-0.814	328	-0.569	234	-0.148	322
Rhondda, Cynon, Taff	-0.442	277	-0.836	280	-0.079	155
Swansea	-0.030	138	-0.385	204	-0.127	287
The Vale of Glamorgan	-0.206	203	0.369	89	-0.109	231
Torfaen	-0.415	270	-0.954	300	-0.142	316
Wrexham	-0.266	232	-0.889	288	-0.135	308

16. Appendix 7: Component Indices for County and Unitary Areas by Region

TABLE A7: COMPONENT INDICES FOR COUNTY AND UNITARY AUTHORITY AREAS BY REGION

	Networks		Innovation		Creativity		Entrepreneurship	
North East	Index	Rank	Index	Rank	Index	Rank	Index	Rank
County Durham	-0.515	78	-0.104	54	-0.618	86	-0.924	104
Darlington	-0.898	97	-0.171	58	-0.602	84	-0.299	58
Hartlepool	-1.007	103	-1.179	107	-0.911	94	-0.607	84
Middlesbrough	-1.152	105	-0.447	79	-1.027	103	-0.565	83
Northumberland	-0.943	99	-0.416	74	-0.184	57	-0.758	93
Redcar and Cleveland	-0.651	87	-0.403	72	-0.952	98	-0.838	97
Stockton-on-Tees	-0.307	65	0.182	39	-0.302	67	-0.342	62
Tyne and Wear	-0.411	69	0.474	24	-0.206	60	-0.654	87
	Networks		Innovation		Creativity		Entrepreneurship	
North West	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Blackburn with Darwen	-0.460	76	0.620	19	-0.913	95	-0.072	46
Blackpool	-1.163	106	-1.062	104	-1.158	105	-0.509	77
Cheshire East	1.238	14	0.165	41	0.945	15	1.200	12
Cheshire West and Chester	0.102	37	-0.287	66	0.379	30	0.241	31
Cumbria	-0.938	98	-0.870	99	-0.461	76	-0.552	81
Greater Manchester	-0.099	48	0.273	36	0.143	44	0.705	20
Halton	0.902	18	0.697	17	-0.928	96	-0.411	69
Lancashire	-0.274	62	0.005	50	-0.165	55	-0.328	61
Merseyside	-0.274	63	-0.221	63	-0.292	65	-0.282	57
Warrington	0.537	21	0.747	14	0.175	42	0.120	39

TABLE A7: CONTINUED

Yorkshire and the Humber	Networks		Innovation		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank
East Riding of Yorkshire	-0.570	82	-0.441	77	-0.066	49	-0.352	64
Kingston upon Hull	-0.669	88	0.325	32	-1.514	109	-0.832	96
North East Lincolnshire	-0.894	96	-0.880	101	-1.373	108	-0.376	66
North Lincolnshire	-0.778	91	-1.065	105	-0.986	102	-0.623	85
North Yorkshire	-0.414	70	0.190	38	0.193	40	-0.055	45
South Yorkshire	-0.349	67	-0.079	52	-0.532	81	-0.447	72
West Yorkshire	-0.221	57	0.129	43	-0.071	51	-0.138	50
York	0.451	24	0.226	37	0.923	16	-0.381	67
East Midlands	Networks		Innovation		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Derby	0.062	41	0.436	27	-0.424	73	-0.281	56
Derbyshire	-0.203	55	-0.168	56	-0.177	56	-0.311	59
Leicester	-0.289	64	-0.092	53	-1.187	106	0.504	24
Leicestershire	0.377	26	0.067	47	0.353	32	0.094	40
Lincolnshire	-0.568	81	-0.442	78	-0.620	88	-0.367	65
Northamptonshire	0.231	35	0.514	23	-0.403	70	0.878	18
Nottingham	0.088	40	0.852	12	-0.340	68	-0.317	60
Nottinghamshire	-0.239	60	-0.582	86	-0.034	48	-0.452	73
Rutland	-0.839	93	-0.557	85	0.855	17	0.024	44

TABLE A7: CONTINUED

	Networks		Innovation		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank
West Midlands	-0.101	49	0.344	31	-0.147	54	-0.530	79
Herefordshire	-0.415	71	-0.180	59	0.067	46	-0.453	74
Shropshire	-0.258	61	0.172	40	-0.258	63	-0.385	68
Staffordshire	-0.611	85	-0.249	65	-1.519	110	-0.844	99
Stoke-on-Trent	-0.190	52	0.322	33	-0.615	85	-0.644	86
Telford and Wrekin	-0.190	52	0.322	33	-0.615	85	-0.644	86
Warwickshire	1.294	11	1.445	6	0.616	22	0.642	22
West Midlands	-0.054	44	0.623	18	-0.472	77	0.092	41
Worcestershire	0.315	31	0.563	21	0.186	41	0.773	19
	Networks		Innovation		Creativity		Entrepreneurship	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank
East of England								
Bedford	0.270	33	-0.378	70	0.261	34	0.363	28
Cambridgeshire	4.048	1	3.587	1	1.343	10	0.129	38
Central Bedfordshire	0.754	20	-0.649	91	0.552	24	1.667	5
Essex	0.092	39	-0.199	60	0.166	43	0.504	23
Hertfordshire	1.350	10	0.878	10	1.269	12	1.757	4
Luton	-0.061	46	-0.639	89	-1.063	104	1.620	8
Norfolk	-0.225	58	-0.397	71	-0.235	62	-0.563	82
Peterborough	0.235	34	0.067	48	-0.865	92	0.433	26
Southend-on-Sea	-0.448	74	-0.474	80	0.193	39	0.466	25
Suffolk	-0.231	59	-0.422	76	-0.142	53	-0.445	71
Thurrock	-0.218	56	-1.287	110	-0.957	100	0.938	16

TABLE A7: CONTINUED

	Networks		Innovation		Creativity		Entrepreneurship	
London	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Inner London	1.945	6	3.509	2	3.251	1	5.715	1
Outer London	0.457	23	-0.619	87	1.179	13	1.818	3
	Networks		Innovation		Creativity		Entrepreneurship	
South East	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Bracknell Forest	1.359	9	0.454	25	0.734	21	0.320	30
Brighton and Hove	0.536	22	0.115	45	2.714	2	1.627	7
Buckinghamshire	1.210	15	0.113	46	1.482	9	1.126	14
East Sussex	-0.138	50	-0.621	88	0.614	23	-0.187	53
Hampshire	1.014	16	0.725	16	0.535	25	0.407	27
Isle of Wight	0.935	17	-0.912	102	-0.193	58	-0.852	100
Kent	0.094	38	-0.170	57	0.324	33	0.210	32
Medway	-0.507	77	-0.819	97	-0.512	79	-0.081	47
Milton Keynes	1.703	7	1.167	7	0.378	31	1.631	6
Oxfordshire	2.701	3	1.857	4	1.490	8	0.171	35
Portsmouth	-0.409	68	0.128	44	-0.284	64	-0.136	49
Reading	1.572	8	2.611	3	0.820	19	1.370	10
Slough	2.056	5	-0.204	61	-0.500	78	1.579	9
Southampton	0.354	30	-0.412	73	-0.297	66	-0.166	51
Surrey	1.241	13	1.154	8	1.752	5	1.356	11
West Berkshire	1.255	12	1.115	9	1.054	14	1.186	13
West Sussex	0.397	25	-0.012	51	0.467	27	0.143	36
Windsor and Maidenhead	2.287	4	1.491	5	2.157	3	2.166	2
Wokingham	3.037	2	0.599	20	2.053	4	1.106	15

TABLE A7: CONTINUED

	Networks		Innovation		Creativity		Entrepreneurship	
South West	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Bath and North East Somerset	0.154	36	0.405	29	1.657	7	0.140	37
Bournemouth, Christchurch and Poole	-0.152	51	-0.219	62	0.253	35	0.195	33
Bristol	0.771	19	0.427	28	1.702	6	0.665	21
Cornwall	-0.635	86	-0.839	98	-0.068	50	-0.545	80
Devon	-0.575	83	-0.346	68	0.195	38	-0.514	78
Dorset	-0.095	47	-0.739	94	0.234	36	-0.349	63
Gloucestershire	0.366	29	0.140	42	0.503	26	0.043	43
North Somerset	-0.057	45	-0.508	82	0.416	29	0.067	42
Plymouth	-0.330	66	-0.113	55	-0.618	87	-0.842	98
Somerset	-0.552	80	-0.514	83	-0.110	52	-0.481	76
South Gloucestershire	0.376	27	0.832	13	0.229	37	-0.171	52
Swindon	0.271	32	-0.418	75	-0.418	72	0.183	34
Torbay	-0.704	89	-0.715	93	-0.669	90	-0.683	89
Wiltshire	0.367	28	0.306	34	0.421	28	0.914	17

TABLE A7: CONTINUED

	Networks		Innovation		Creativity		Entrepreneurship	
Wales	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Blaenau Gwent	-1.416	110	-0.542	84	-1.680	111	-1.351	111
Bridgend	-0.550	79	0.277	35	-0.444	74	-0.812	95
Caerphilly	-0.456	75	-0.872	100	-0.939	97	-0.901	102
Cardiff	-0.198	53	0.733	15	1.340	11	-0.103	48
Carmarthenshire	-0.891	95	-0.679	92	-0.516	80	-0.916	103
Ceredigion	-1.245	108	-1.272	109	0.098	45	-1.166	108
Conwy	-1.012	104	-1.164	106	-0.193	59	-0.769	94
Denbighshire	-0.731	90	-0.372	69	-0.445	75	-0.756	92
Flintshire	0.034	42	0.871	11	-0.594	83	-0.426	70
Gwynedd	-0.857	94	-1.183	108	0.059	47	-1.018	106
Isle of Anglesey	-0.958	102	-1.314	111	-0.554	82	-1.249	109
Merthyr Tydfil	-1.549	111	-0.809	95	-1.307	107	-0.752	91
Monmouthshire	-0.031	43	0.522	22	0.775	20	-0.203	54
Neath Port Talbot	-1.286	109	-0.241	64	-0.955	99	-1.257	110
Newport	-0.423	73	-0.340	67	-0.378	69	0.338	29
Pembrokeshire	-0.836	92	-1.013	103	-0.641	89	-0.673	88
Powys	-1.191	107	-0.813	96	-0.417	71	-0.940	105
Rhondda Cynon Taf	-0.956	101	-0.498	81	-0.819	91	-0.264	55
Swansea	-0.202	54	0.016	49	-0.214	61	-0.723	90
Torfaen	-0.952	100	0.369	30	-0.978	101	-1.057	107
Vale of Glamorgan	-0.421	72	-0.642	90	0.838	18	-0.454	75
Wrexham	-0.582	84	0.439	26	-0.880	93	-0.884	101

17.Contact Details

If you would like to discuss any aspects of this report please contact Professor Robert Huggins (hugginsr@cardiff.ac.uk) or Professor Piers Thompson (piers.thompson@ntu.ac.uk).