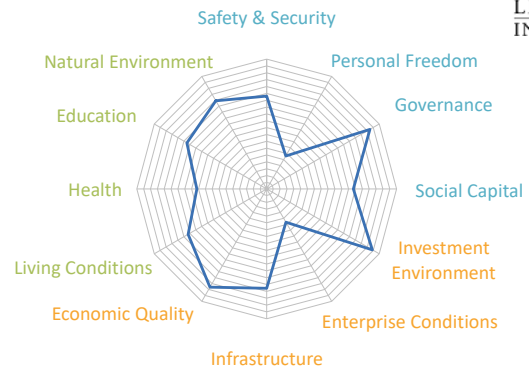
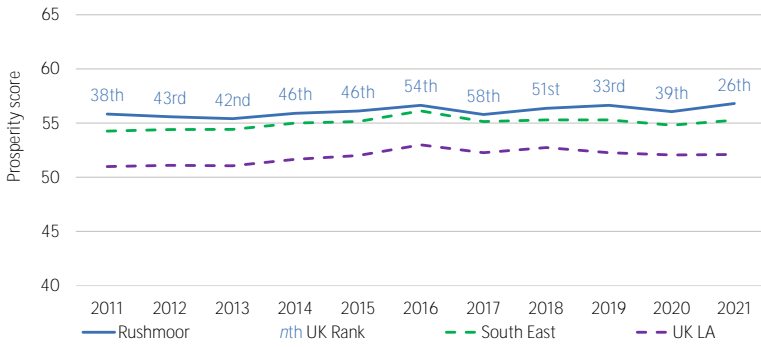


Rushmoor: Prosperity score 56.8 (26th)















Prosperity over time



Breakdown of performance

	2011	Score 10-year trend	2021	Rank - UK LA (1 to 379) 2021	10-year rank change	Rank - South East (1 to 64) 2021
Prosperity score	55.8		56.8	26	▲ 12	20
Inclusive Societies	61.9		58.6	69	▼ 51	23
Safety & Security	69.0		68.5	109	▲ 40	27
Personal Freedom	56.7		58.0	269	▲ 21	51
Governance	67.0		58.8	32	▼ 28	10
Social Capital	55.1		49.1	127	▼ 76	53
Open Economies	47.8		54.0	37	▲ 96	12
Investment Environment	45.8		60.8	24	▲ 133	10
Enterprise Conditions	44.6		39.4	268	▲ 23	53
Infrastructure	45.3		60.8	90	▲ 72	17
Economic Quality	55.5		54.8	49	▼ 23	15
Empowered People	57.8		57.9	91	▼ 46	34
Living Conditions	69.5		64.8	115	▼ 90	42
Health	60.4		49.4	176	▼ 80	46
Education	51.2		59.7	111	▲ 39	25
Natural Environment	49.8		57.6	83	▼ 27	11

Rushmoor (26th): Pillar and element scores

Pillar		Prosperity score 10-yr trend		UK LA Rank 10-yr rank change		South East Rank 2021		Pillar		Prosperity score 10-yr trend		UK LA Rank 10-yr rank change		South East Rank 2021	
2011	2021	2021	10-yr rank change	2021	10-yr rank change	2021	10-yr rank change	2011	2021	2021	10-yr rank change	2021	10-yr rank change	2021	10-yr rank change
	Safety & Security	69.0	68.5	109	▲ 40	27			Personal Freedom	56.7	58.0	269	▲ 21	51	
Violent Crime	50%	64.4	64.6	94	▲ 150	29		Social Tolerance	60%	47.2	50.0	269	▲ 21	51	
Property Crime	30%	67.2	69.6	116	▼ 35	11		Agency	10%	71.0	71.7	1	■ -	1	
Civil Disorder	15%	77.6	71.3	175	▼ 57	42		Freedom of Assembly and Association	10%	78.9	80.9	1	■ -	1	
Terrorism	5%	100.0	92.4	257	▼ 256	44		Freedom of Speech and Access to Information	10%	78.4	72.6	1	■ -	1	
								Absence of Legal Discrimination	10%	55.4	55.1	1	■ -	1	
	Governance	67.0	58.8	32	▼ 28	10			Social Capital	55.1	49.1	127	▼ 76	53	
Quality of Local Democracy	35%	44.6	25.6	354	▼ 125	62		Personal Support	10%	45.1	52.6	157	▼ 9	1	
Government Integrity	30%	69.8	69.8	12	■ -	1		Family Relationships	30%	67.5	57.3	101	▼ 69	38	
Government Effectiveness	35%	87.1	82.6	17	▼ 16	3		Social Networks	15%	49.0	38.0	269	▼ 34	51	
								Institutional Trust	20%	45.0	39.8	90	▼ 26	38	
								Civic and Social Participation	25%	56.0	51.9	153	▼ 72	62	
	Investment Environment	45.8	60.8	24	▲ 133	10			Enterprise Conditions	44.6	39.4	268	▲ 23	53	
Financing Services	20%	59.8	42.5	98	▼ 48	26		Domestic Market Contestability	30%	37.0	48.7	200	▲ 109	46	
Investment Demand	30%	21.8	70.1	1	▲ 320	1		Business Environment	40%	48.5	34.7	250	▼ 63	37	
Capital Supply	50%	54.6	62.5	119	▲ 4	47		Labour Market Flexibility	30%	47.1	36.4	222	▲ 21	40	
	Infrastructure	45.3	60.8	90	▲ 72	17			Economic Quality	55.5	54.8	49	▼ 23	15	
Communications	40%	34.7	69.3	17	▲ 114	3		Labour Force Engagement	20%	64.4	55.2	218	▼ 215	41	
Electricity & Gas	10%	65.7	56.5	156	▲ 5	18		Dynamism	20%	32.4	23.6	227	▼ 91	51	
Water	5%	62.9	59.2	180	▼ 61	21		Productivity and Competitiveness	30%	68.9	79.6	2	▲ 20	1	
Transport	45%	48.3	54.5	135	▲ 59	28		Fiscal Sustainability	20%	41.8	39.3	159	▲ 84	32	
								Macroeconomic Stability	10%	70.8	73.1	80	▲ 72	8	
	Living Conditions	69.5	64.8	115	▼ 90	42			Health	60.4	49.4	176	▼ 80	46	
Material Resources	30%	79.2	68.7	157	▼ 108	45		Behavioural and Physiological Risk Factors	15%	52.3	45.2	260	▼ 71	61	
Shelter	25%	69.3	64.6	205	▼ 189	48		Preventative Interventions	15%	69.0	69.6	182	▼ 36	30	
Digital Connectedness	15%	69.9	67.2	190	▼ 109	46		Care Systems	15%	62.7	37.3	192	▼ 123	38	
Access to Local Amenities	15%	59.9	58.6	136	▲ 6	17		Mental Health	15%	62.1	49.3	138	▲ 122	31	
Protection from Harm	15%	59.7	61.0	165	▲ 23	41		Physical Health	20%	64.9	37.6	188	▼ 115	36	
								Longevity	20%	52.6	58.2	129	▲ 29	39	
	Education	51.2	59.7	111	▲ 39	25			Natural Environment	49.8	57.6	83	▼ 27	11	
Pre-primary education	10%	79.8	58.5	77	▲ 8	4		Emissions	30%	47.9	62.2	51	▼ 6	13	
Primary education	30%	68.0	55.9	123	▼ 17	13		Exposure to Air Pollution	25%	34.3	48.2	284	▲ 15	43	
Secondary education	30%	38.0	64.6	171	▲ 12	25		Forest, Land and Soil	20%	60.5	59.2	8	■ -	5	
Tertiary education provision	10%	31.4	54.8	54	▲ 307	7		Flooding and Water Management	10%	80.9	80.9	87	▲ 1	9	
Adult skills	20%	41.6	61.2	162	▲ 4	42		Waste Management	15%	44.7	46.5	262	▼ 98	53	





Italics: Indicator contains imputed values

	Source	Unit	Weight	Value		UK LA Rank			Source	Unit	Weight	Value		UK LA Rank			
				2011	10-yr trend	2021	2011					2021	2011	10-yr trend	2021	2011	2021
Quality of Local Democracy (354th)			35%	44.6		25.6	229	354									
Local election voter turnout	EC: EONI	percentage	1.0	62.8		30.4	87	310	Politicians do special favours for large donors	BES	scale, 1-4	1.0	3.3		3.3	8	8
Vote makes a difference	BES	scale, 1-10	1.0	3.9		3.8	235	250	MPS make decisions based on what their donors want	BES	scale, 1-4	1.0	3.2		3.2	48	48
Years in power	OCD	years	1.0	15.0		20.0	268	311									
National election voter turnout	HCL	percentage	1.0	63.5		66.0	284	269									
Non-mainstream vote	TEC: NE	percentage	1.0	26.4		17.6	140	228									
Government Effectiveness (17th)			35%	87.1		82.6	1	17									
Housing benefit efficiency	LGA	days	1.0	8.0		2.8	4	1									
Council tax collection	LGA: g:s: g:w	percentage	1.0	98.2		97.8	107	134									
Planning timeliness	MHCLG: DR: g:s: g:w	percentage	1.0	94.6		94.1	24	93									
Successful planning appeals	MHCLG: g:s: g:w	percentage	1.0	0.0		25.0	1	133									



Italics: Indicator contains imputed values

Communications (17th)						Electricity & Gas (156th)									
Source	Unit	Weight	2011	Value 10-yr trend	2021	UK LA Rank 2011	2021	Source	Unit	Weight	2011	Value 10-yr trend	2021	UK LA Rank 2011	2021
		40%	34.7		69.3	131	17			10%	65.7		56.5	161	156
Download speed	OFC	Mbps	1.0	7.2	97.9	166	16	Properties not connected to gas network	BEIS	percentage	1.0	10.7	9.4	163	145
Upload speed	OFC	Mbps	0.5	3.6	13.7	90	47	Annual electricity cost	BEIS	£ / year	0.5	499.3	611.4	1	12
Superfast broadband availability	OFC	percentage	1.0	68.0	97.4	130	110	Annual gas cost	BEIS	£ / year	0.5	609.7	582.7	44	44
Water (180th)						Transport (135th)									
		5%	62.9		59.2	119	180			45%	48.3		54.5	194	135
Water leakage	DW, NIW, SWater	litres / property	1.0	87.0	85.0	65	16	Principal road condition	DfT	percentage	0.5	8.0	3.0	329	132
Water costs	DW, NIW, SWater	£	1.0	211.0	229.0	216	313	Non-principal road condition	DfT	percentage	0.5	10.0	4.0	283	93
Loss of water supply	DW	seconds / property	1.0	211.0	215.0	172	213	Journey delay	DfT	seconds / vehicle mile	0.5	26.7	25.5	96	86
								Urban congestion	INRIX	hours / year	0.5	49.3	58.0	211	246
								Connectedness index	ORS	number / national average	1.5	0.9	0.9	155	155
								Passengers using rail stations	DfT, NIDI	passenger journeys per capita	1.0	25.2	27.2	54	65
								Proximity to nearest major rail station	DfT	minutes	0.5	66.0	66.0	241	241
								Proximity to nearest airport	DfT	minutes	0.5	129.0	129.0	318	318
								Electric car charging	DfT	number / 100,000 population	0.5	22.1	29.6	168	153



Italics: Indicator contains imputed values

				2011	Value 10-yr trend	2021	UK LA Rank 2011	2021					2011	Value 10-yr trend	2021	UK LA Rank 2011	2021		
Labour Force Engagement (218th)				20%	64.4		55.2	3	218	Dynamism (227th)				20%	32.4		23.6	136	227
Unemployment rate	ONS	percentage	2.0	5.7		7.2	118	344	New business density	ONS	number / 10,000 population	2.0	47.4		42.3	175	201		
NEET rate	ONS, NISRA g.s. SW	percentage	1.0	4.8		5.9	121	258	Second-year business survival rates	ONS	number / 10,000 population	1.0	34.2		40.2	193	130		
Job satisfaction	US	percentage	1.0	88.5		88.5	286	201	Patent applications	IPD	number / 100 population	0.5	16.2		5.3	11	41		
Female economic activity rate	ONS	percentage	1.0	84.5		82.8	2	43	High-growth density	ONS	number / 10,000 population	1.0	2.6		3.2	45	31		
Male economic activity rate	ONS	percentage	1.0	95.2		85.9	1	138	R&D tax credit use	BEIS	percentage	1.0	4.3		4.1	281	316		
Part-time employment share	ONS	percentage	1.0	25.5		22.1	191	91	Innovation voucher use	BEIS	percentage	1.0	4.7		4.4	314	276		
Non-permanent employment share	ONS	percentage	1.0	2.9		4.3	42	167											
Productivity and Competitiveness (2nd)				30%	68.9		79.6	22	2	Fiscal Sustainability (159th)				20%	41.8		39.3	243	159
Workforce Herfindahl Index	ONS	scale, 0-1	1.0	1.0		1.0	98	61	Reserve to expenditure ratio	MHCLG: NAIO g.s AW	percentage	1.0	32.5		145.0	168	73		
High-tech business share	ONS	percentage	1.0	13.7		15.8	29	26	Financial pressure	MHCLG: NAIO g.s AW	percentage	1.0	25.7		32.9	85	94		
Tradables index	ONS, NISRA	£ / worker	1.0	0.071		0.083	33	41	Spending power per dwelling	MHCLG: NAIO g.s AW	£ / household	1.0	1,710.7		1,572.6	268	264		
Public sector share	ONS, NISRA	percentage	1.0	14.5		8.6	71	26	Public works investment	PWLB	£ per capita	1.0	2.8		2.2	287	331		
Export turnover	BEIS	scale, 1-8	1.0	3.4		3.1	63	114											
GVA per Hour	ONS	£ / hour	1.0	33.2		40.9	61	1											
Macroeconomic Stability (80th)				10%	70.8		73.1	152	80										
GVA per capita growth	ONS	percentage	2.0	5.1		5.9	32	21											
Inactivity shock	ONS	percentage	1.0	7.7		-2.7	377	1											
Economic shrinkage	ONS	percentage	1.0	1.0		0.0	39	1											
SME growth	BEIS	scale, 1-8	1.0	4.3		4.1	216	251											
SME profits	BEIS	percentage	1.0	81.2		70.1	138	296											

Source Code	Source Name
BEIS	Department for Business, Energy & Industrial Strategy
BES	British Election Study
BVA	BVA Group
BVCA	British Venture Capital Association
CS: NIDO: g.s	Crime Survey: Northern Ireland Department of Justice: Scottish Government
DEFRA	Department for Environment, Food & Rural Affairs
DFE: g.s: SW	Department for Education: Scottish Government: Statistics for Wales
DW	Discover Water
DW: NIW: SWater	Discover Water: Northern Ireland Water: Scotland Water
DFE	Department for Education
DFT	Department for Transport
DFT: NISRA: g.s: SW	Department for Transport: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
EA	Environment Agency
EC: EONI	Electoral Commission: Electoral Office for Northern Ireland
EEA	European Environment Agency
FCA	Financial Conduct Authority
FH	Freedom House
FR	Forest Research
GSI	Global Slavery Index
GTD	Global Terrorism Database
Gallup	Gallup Dailies
HCL	House of Commons Library
HMRC	Her Majesty's Revenue and Customs
HOFF	Home Office
HSE	Health and Safety Executive
INRIX	INRIX Global Traffic Scorecard
IPO	Intellectual Property Office
Kell	Kellogg's
LG: RQIA: SW	Local Government Association: The Regulation and Quality Improvement Authority: Statistics for Wales
LGA	Local Government Association
LGA: g.s: g.w	Local Government Association: Scottish Government: Welsh Government
MHCLG	Ministry of Housing, Communities & Local Government
MHCLG: DFI: g.s: g.w	Ministry of Housing, Communities & Local Government: Department for Infrastructure (Northern Ireland): Scottish Government: Welsh Government
MHCLG: NIAO: g.s: AW	Ministry of Housing, Communities & Local Government: Northern Ireland Audit Office: Scottish Government: Audit Wales
MHCLG: NIHE: NRS: SW	Ministry of Housing, Communities & Local Government: Northern Ireland Housing Executive: National Records Scotland: Statistics for Wales
MHCLG: NIHE: SW	Ministry of Housing, Communities & Local Government: Northern Ireland Housing Executive: Statistics for Wales
MHCLG: NISRA: g.s: SW	Ministry of Housing, Communities & Local Government: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
MHCLG: NRS: SW	Ministry of Housing, Communities & Local Government: National Records Scotland: Statistics for Wales
MHCLG: g.s: g.w	Ministry of Housing, Communities & Local Government: Scottish Government: Welsh Government
NHS: H-ni: PHS: SW	National Health Service: Department of Health (NI): Public Health Scotland: Statistics for Wales
NHS: H-ni: SW: PHS	National Health Service: Department of Health (NI): Statistics for Wales: Public Health Scotland
NHS: NISRA: PHS: PHW	National Health Service: Northern Ireland Statistics and Research Agency: Public Health Scotland: Public Health Wales
NHS: PHS	National Health Service: Public Health Scotland
OCd	Open Council Data
OFCOM	Ofcom
ONS	Office for National Statistics
ONS: NISRA	Office for National Statistics: Northern Ireland Statistics and Research Agency
ONS: NISRA: NRS	Office for National Statistics: Northern Ireland Statistics and Research Agency: National Records Scotland
ONS: NISRA: g.s	Office for National Statistics: Northern Ireland Statistics and Research Agency: Scottish Government
ONS: NISRA: g.s: SW	Office for National Statistics: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
ONS: NRS	Office for National Statistics: National Records Scotland
ONS: g.s	Office for National Statistics: Scottish Government
ORS	Open Route Service
PHE	Public Health England
PHOF: NISRA: PHS: SW	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Public Health Observatory: Statistics for Wales
PHOF: NISRA: SPHO: PHW	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Public Health Scotland: Public Health Wales
PHOF: NISRA: g.s	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Government
PHOF: NISRA: g.s: SW	Public Health Outcomes Framework: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
PHOF: PHS: SW	Public Health Outcomes Framework: Scottish Public Health Observatory: Statistics for Wales
PRC	Pew Research Center
PWLB	Public Works Loans Board
RF	Resolution Foundation
RSF	Reporters Without Borders
SE	Sport England
SMC	Social Metrics Commission
TEC: NIE	The Elections Centre: Northern Ireland Elections
UKF	UK Finance
US	Understanding Society
VDEM	Varieties of Democracy
WJP	World Justice Project (Rule of Law Index)
gov.uk: DoE: SW	gov.uk: Department of Education (Northern Ireland): Statistics for Wales
gov.uk: DoE: g.s: CW	gov.uk: Department of Education (Northern Ireland): Scottish Government: Careers Wales
gov.uk: DoE: g.s: SW	gov.uk: Department of Education (Northern Ireland): Scottish Government: Statistics for Wales
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