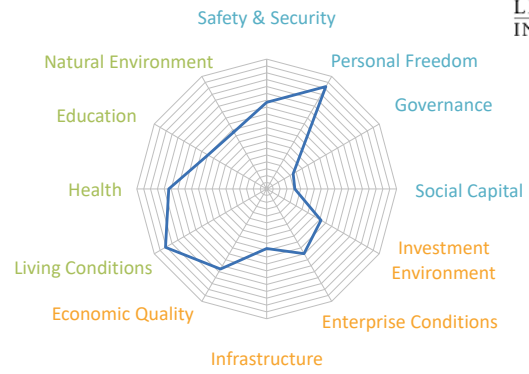
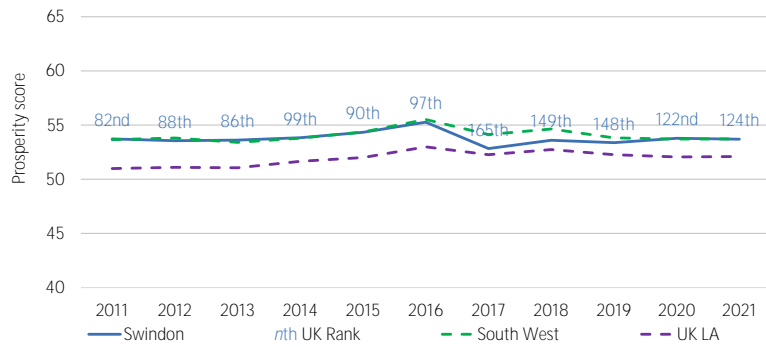


# Swindon: Prosperity score 53.7 (124th)
















































































## 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 West (1 to 30) 2021
<b>Prosperity score</b>	53.7		53.7	124	▼ 42	15
<b>Inclusive Societies</b>	57.4		54.5	214	▼ 52	27
Safety & Security	64.2		67.8	127	▲ 112	25
Personal Freedom	61.2		61.5	35	▼ 3	1
Governance	49.7		45.6	291	▼ 74	27
Social Capital	54.3		43.2	298	▼ 231	30
<b>Open Economies</b>	48.4		48.3	158	▼ 41	7
Investment Environment	49.4		42.7	197	▼ 101	28
Enterprise Conditions	42.1		43.0	162	▲ 173	12
Infrastructure	47.1		55.9	206	▼ 74	5
Economic Quality	54.8		51.6	110	▼ 74	2
<b>Empowered People</b>	55.4		58.2	79	▲ 24	9
Living Conditions	68.7		68.4	39	▼ 2	4
Health	59.3		53.0	94	▲ 32	7
Education	46.2		56.6	182	▲ 74	13
Natural Environment	47.6		54.9	188	▼ 63	27

Swindon (124th): Pillar and element scores

Pillar		2011 Prosperity score 10-yr trend 2021		2021 UK LA Rank 10-yr rank change		South West Rank 2021	Pillar		2011 Prosperity score 10-yr trend 2021		2021 UK LA Rank 10-yr rank change		South West Rank 2021		
	<b>Safety &amp; Security</b>	64.2		67.8	127	▲ 112	25		<b>Personal Freedom</b>	61.2		61.5	35	▼ 3	1
	Violent Crime 50%	65.2		66.2	68	▲ 159	14		Social Tolerance 60%	54.7		55.7	35	▼ 3	1
	Property Crime 30%	49.5		63.1	217	▲ 56	28		Agency 10%	71.0		71.7	1	-	1
	Civil Disorder 15%	78.4		72.6	159	▼ 50	27		Freedom of Assembly and Association 10%	78.9		80.9	1	-	1
	Terrorism 5%	100.0		98.5	120	▼ 119	19		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
	<b>Governance</b>	49.7		45.6	291	▼ 74	27		<b>Social Capital</b>	54.3		43.2	298	▼ 231	30
	Quality of Local Democracy 35%	53.0		33.0	258	▼ 166	29		Personal Support 10%	46.0		21.6	350	▼ 232	1
	Government Integrity 30%	35.7		35.7	254	-	7		Family Relationships 30%	64.8		42.7	323	▼ 262	29
	Government Effectiveness 35%	58.4		66.8	175	▲ 40	14		Social Networks 15%	51.8		40.6	109	▲ 2	19
									Institutional Trust 20%	45.5		41.3	15	▲ 7	1
									Civic and Social Participation 25%	53.6		55.7	78	▲ 32	29
	<b>Investment Environment</b>	49.4		42.7	197	▼ 101	28		<b>Enterprise Conditions</b>	42.1		43.0	162	▲ 173	12
	Financing Services 20%	36.7		36.1	233	▲ 114	24		Domestic Market Contestability 30%	44.1		55.6	111	▲ 115	7
	Investment Demand 30%	33.5		44.5	92	▲ 119	1		Business Environment 40%	55.7		33.6	276	▼ 193	28
	Capital Supply 50%	64.0		44.3	232	▼ 204	30		Labour Market Flexibility 30%	22.2		42.9	119	▲ 258	5
	<b>Infrastructure</b>	47.1		55.9	206	▼ 74	5		<b>Economic Quality</b>	54.8		51.6	110	▼ 74	2
	Communications 40%	42.2		65.3	133	▼ 93	8		Labour Force Engagement 20%	53.0		59.8	117	▲ 21	9
	Electricity & Gas 10%	66.5		57.1	136	▲ 2	2		Dynamism 20%	32.0		28.4	130	▲ 17	7
	Water 5%	12.4		14.5	376	-	30		Productivity and Competitiveness 30%	72.8		72.7	25	▼ 16	1
	Transport 45%	51.1		51.8	170	▼ 18	2		Fiscal Sustainability 20%	41.7		27.4	356	▼ 109	26
									Macroeconomic Stability 10%	76.4		66.5	168	▼ 133	14
	<b>Living Conditions</b>	68.7		68.4	39	▼ 2	4		<b>Health</b>	59.3		53.0	94	▲ 32	7
	Material Resources 30%	71.7		73.3	104	▲ 46	26		Behavioural and Physiological Risk Factors 15%	48.1		51.4	209	▲ 47	26
	Shelter 25%	70.3		73.5	27	▼ 20	3		Preventative Interventions 15%	63.1		68.2	207	▲ 35	28
	Digital Connectedness 15%	74.6		72.4	90	▼ 56	3		Care Systems 15%	52.3		41.5	115	▲ 144	14
	Access to Local Amenities 15%	57.0		55.3	174	▲ 2	9		Mental Health 15%	71.0		52.0	94	▲ 32	10
	Protection from Harm 15%	66.1		59.4	186	▼ 66	10		Physical Health 20%	63.9		42.3	147	▼ 63	4
									Longevity 20%	56.5		63.2	82	▲ 32	11
	<b>Education</b>	46.2		56.6	182	▲ 74	13		<b>Natural Environment</b>	47.6		54.9	188	▼ 63	27
	Pre-primary education 10%	77.5		55.1	141	▲ 33	4		Emissions 30%	49.2		62.5	45	▼ 19	13
	Primary education 30%	63.6		52.8	186	▼ 12	6		Exposure to Air Pollution 25%	37.2		52.5	220	▲ 53	28
	Secondary education 30%	29.1		70.0	102	▲ 235	6		Forest, Land and Soil 20%	40.6		38.6	229	▼ 22	12
	Tertiary education provision 10%	36.0		35.7	321	▲ 1	24		Flooding and Water Management 10%	76.0		76.0	119	▲ 2	5
	Adult skills 20%	35.1		53.4	243	▼ 20	25		Waste Management 15%	52.2		51.4	171	▼ 114	22

















*Italics: Indicator contains imputed values*

Communications (133rd)						Electricity & Gas (136th)									
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
		<b>40%</b>	42.2		65.3	40	133			<b>10%</b>	66.5		57.1	138	136
Download speed	OFC Mbps	1.0	7.6		88.2	115	75	Properties not connected to gas network	BEIS percentage	1.0	9.6		8.4	143	125
Upload speed	OFC Mbps	0.5	3.4		13.4	124	55	Annual electricity cost	BEIS £ / year	0.5	499.3		611.4	1	12
Superfast broadband availability	OFC percentage	1.0	87.0		92.6	37	292	Annual gas cost	BEIS £ / year	0.5	609.7		582.7	44	44
<b>Water (376th)</b>						<b>Transport (170th)</b>									
		<b>5%</b>	12.4		14.5	376	376			<b>45%</b>	51.1		51.8	152	170
Water leakage	DW NIW SWater	litres / property	1.0	182.0		321	300	Principal road condition	DfT percentage	0.5	1.0		2.0	1	23
Water costs	DW NIW SWater	£	1.0	216.0		283	254	Non-principal road condition	DfT percentage	0.5	5.0		4.0	103	93
Loss of water supply	DW	seconds / property	1.0	1,734.0		356	376	Journey delay	DfT seconds / vehicle mile	0.5	38.1		38.2	259	271
								Urban congestion	INRIX hours / year	0.5	17.8		18.0	34	34
								Connectedness index	ORS number / national average	1.5	0.4		0.4	243	243
								Passengers using rail stations	DfT NIDI passenger journeys per capita	1.0	7.1		8.5	191	187
								Proximity to nearest major rail station	DfT minutes	0.5	51.5		51.5	91	91
								Proximity to nearest airport	DfT minutes	0.5	111.9		111.9	263	263
								Electric car charging	DfT number / 100,000 population	0.5	12.6		23.4	277	206



				2011	Value 10-yr trend	2021	UK LA Rank 2011	2021					2011	Value 10-yr trend	2021	UK LA Rank 2011	2021
<b>Labour Force Engagement (117th)</b>				<b>20%</b>	53.0	59.8	138	117	<b>Dynamism (130th)</b>				<b>20%</b>	32.0	28.4	147	130
Unemployment rate	ONS	percentage	2.0	7.0	3.6	193	151	New business density	ONS	number / 10,000 population	2.0	50.0	45.9	151	166		
NEET rate	ONS, NISRA g.s. SW	percentage	1.0	6.3	4.4	292	160	Second-year business survival rates	ONS	number / 10,000 population	1.0	37.7	41.9	145	116		
Job satisfaction	US	percentage	1.0	89.0	88.9	160	93	Patent applications	IPD	number / 100 population	0.5	4.9	0.9	66	288		
Female economic activity rate	ONS	percentage	1.0	77.4	79.5	55	103	High-growth density	ONS	number / 10,000 population	1.0	1.6	1.4	215	288		
Male economic activity rate	ONS	percentage	1.0	89.2	86.3	56	127	R&D tax credit use	BEIS	percentage	1.0	4.4	4.3	189	257		
Part-time employment share	ONS	percentage	1.0	24.1	21.7	134	83	Innovation voucher use	BEIS	percentage	1.0	5.1	5.2	86	11		
Non-permanent employment share	ONS	percentage	1.0	5.8	6.4	287	326										
<b>Productivity and Competitiveness (25th)</b>				<b>30%</b>	72.8	72.7	9	25	<b>Fiscal Sustainability (356th)</b>				<b>20%</b>	41.7	27.4	247	356
Workforce Herfindahl Index	ONS	scale, 0-1	1.0	1.0	1.0	25	42	Reserve to expenditure ratio	MHCLG: NAIO g.s. AW	percentage	1.0	22.0	30.5	237	282		
High-tech business share	ONS	percentage	1.0	14.3	15.0	24	36	Financial pressure	MHCLG: NAIO g.s. AW	percentage	1.0	26.5	42.7	112	343		
Tradables index	ONS, NISRA	£ / worker	1.0	0.087	0.096	18	16	Spending power per dwelling	MHCLG: NAIO g.s. AW	£ / household	1.0	1,688.1	1,538.2	278	314		
Public sector share	ONS, NISRA	percentage	1.0	18.4	16.7	146	192	Public works investment	PWLB	£ per capita	1.0	46.3	45.0	159	210		
Export turnover	BEIS	scale, 1-8	1.0	2.4	1.7	292	328										
GVA per Hour	ONS	£ / hour	1.0	39.8	49.4	16	1										
<b>Macroeconomic Stability (168th)</b>				<b>10%</b>	76.4	66.5	35	168									
GVA per capita growth	ONS	percentage	2.0	5.0	2.6	36	207										
Inactivity shock	ONS	percentage	1.0	0.7	0.5	1	1										
Economic shrinkage	ONS	percentage	1.0	1.0	1.0	39	86										
SME growth	BEIS	scale, 1-8	1.0	4.4	4.3	124	192										
SME profits	BEIS	percentage	1.0	82.3	78.8	117	225										





*Italics: Indicator contains imputed values*

				Value				UK LA Rank		Value				UK LA Rank			
				2011	10-yr trend	2021	2011	2021	2011	10-yr trend	2021	2011	2021	2011	2021		
<b>Behavioural and Physiological Risk Factors (209th)</b>				<b>15%</b>				<b>48.1</b>		<b>256</b>				<b>209</b>			
Overweight and obese (Adult)	PHOF: NISRA: g.s SW	percentage	1.0	69.2		65.1	348	237	Bowel cancer screening	PHOF: NISRA: SPHO: PHW	percentage	1.0	51.3		62.9	322	229
Overweight and obese (Child)	PHOF: NISRA: g.s SW	percentage	1.0	22.7		24.7	215	270	Breast cancer screening	PHOF: NISRA: SPHO: PHW	percentage	1.0	78.4		77.5	177	125
Physical activity	PHOF: NISRA: g.s SW	percentage	0.5	67.0		61.7	152	297	Cervical cancer screening	NHS: NISRA: PHS: PHW	percentage	1.0	71.0		71.4	308	306
5-a-day consumption	PHOF: NISRA: g.s SW	percentage	0.5	55.3		51.5	246	287	6-in-1 vaccination coverage	PHOF: NISRA: g.s SW	percentage	1.0	95.2		94.4	332	262
Smoking	PHOF: NISRA: g.s SW	percentage	1.0	22.2		13.1	288	148	MMR vaccination coverage	PHOF: NISRA: g.s SW	percentage	1.0	93.0		96.0	182	179
Drug misuse mortality	ONS: NISRA: NRS	deaths / 100,000 population	1.0	5.8		5.9	250	152	HPV vaccination coverage	PHOF: NISRA: g.s	percentage	1.0	96.9		90.4	6	151
Alcohol misuse mortality	ONS	deaths / 100,000 population	1.0	9.5		10.7	143	143	Dental checks	US	percentage	0.5	73.2		73.2	44	44
Hypertension prevalence	PHOF: NISRA: PHS: SW	percentage	0.5	13.6		14.4	111	134									
<b>Care Systems (115th)</b>				<b>15%</b>				<b>52.3</b>		<b>259</b>				<b>115</b>			
A&E performance	NHS: H-ni: PHS: SW	percentage	1.0	89.0		83.4	199	152	Suicide mortality rate	ONS: NISRA: NRS	deaths / 100,000 population	1.5	9.2		7.7	216	100
Referral to treatment performance	NHS: PHS	percentage	1.0	77.9		77.9	260	85	Psychosis prevalence	PHOF: NISRA: PHS: SW	percentage	1.0	0.7		0.8	138	127
Cancer treatment performance	NHS: H-ni: SW: PHS	percentage	1.0	88.0		82.0	103	95	Depression prevalence	PHOF: PHS: SW	percentage	1.0	6.8		11.6	221	209
Care home beds	LG: RQIA: SW	beds / 100 population aged 75+	1.0	8.7		8.0	293	275	Self-reported anxiety	ONS	percentage	0.5	20.4		23.0	124	207
Satisfaction with local healthcare	US	scale, 1-7	0.5	5.7		5.6	90	170	Mental health limiting work	US	scale, 0-4	0.5	0.6		0.8	65	110
<b>Physical Health (147th)</b>				<b>20%</b>				<b>63.9</b>		<b>84</b>				<b>147</b>			
Prevalence of cardiovascular conditions	PHOF: NISRA: PHS: SW	percentage	2.0	1.7		1.9	87	117	Stillbirths	ONS: NISRA: NRS	stillbirths / 1,000 live and stillbirths	1.0	2.5		3.1	26	62
Prevalence of respiratory conditions	PHOF: NISRA: PHS: SW	percentage	1.0	3.8		4.4	124	178	Infant mortality	ONS: NISRA: NRS	deaths / 1,000 live births	1.0	3.5		2.8	170	89
Diabetes mellitus prevalence	PHOF: NISRA: PHS: SW	percentage	15	5.6		8.0	230	344	1-19 mortality	ONS: NISRA: NRS	number / 100,000 population	0.5	18.7		5.7	258	101
Cancer prevalence	PHOF: NISRA: PHS: SW	percentage	1.0	2.2		3.5	224	233	20-64 mortality	ONS: NISRA: NRS	number / 100,000 population	1.0	219.4		202.8	152	127
Chronic kidney disease prevalence	PHOF: NISRA: PHS: SW	percentage	1.0	2.4		3.6	21	106	Life expectancy at 65	ONS	years	1.0	19.2		19.9	190	204
Prevalence of musculoskeletal conditions	PHOF: NISRA: PHS: SW	percentage	1.0	0.4		0.7	120	157									
Dementia prevalence	PHOF: NISRA: PHS: SW	percentage	1.0	0.5		0.6	49	39									
Disability	ONS	percentage	1.0	20.3		20.7	232	151									
<b>Preventative Interventions (207th)</b>				<b>15%</b>				<b>63.1</b>		<b>15%</b>				<b>242</b>			
<b>Mental Health (94th)</b>				<b>15%</b>				<b>71.0</b>		<b>15%</b>				<b>94</b>			
<b>Longevity (82nd)</b>				<b>20%</b>				<b>56.5</b>		<b>20%</b>				<b>82</b>			





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
gov.uk: NISRA: g.s: SW	gov.uk: Northern Ireland Statistics and Research Agency: Scottish Government: Statistics for Wales
gov.uk: g.s: SW	gov.uk: Scottish Government: Statistics for Wales