



## **Surrey is the country's top home office hotspot**

Smart Growth Analytics 2012 Home Office Survey

A new analysis of home enterprise places the district of Surrey as the primary 'hotspot' for home offices amongst the 174 Principal Authority areas in England & Wales. Smart Growth Analytics' findings demonstrate the economic importance of home offices in regional economies across the country.

The 'hotspot' analysis ranks all the Authority areas on their volumes of home offices and their percentage of home offices as a proportion of all those in employment in the area. It shows that, with some 27,000 home offices and almost 5% of total area employment working in home offices, Surrey marks itself out as the nation's top home office hotspot. In contrast, the 'average' Principal Authority in England & Wales, is home to around 5,000 home offices, and they account for around 3% of employment.

The Top 25 home office hotspots are dominated by the Greater South East (an area that comprises London, the South East and East of England). Just under two thirds (64%) of the Top 25 are in the Greater South East, despite the fact the area only accounts for just over one third (36%) of all Principal Authorities in England and Wales. Joining Surrey in the Top 25, are the following Authorities from the Greater South East:

- Hampshire (South East, 2nd)
- Hertfordshire (East of England, 3rd)
- Kent (South East, 4th)
- Essex (East of England, 5th)
- Oxfordshire (South East, 6th)
- Buckinghamshire (South East, 7th)
- West Sussex (South East, 8th)
- Cambridgeshire (East of England, 10th)
- Camden (London, 13th)
- Kensington and Chelsea (London, 16th)
- East Sussex (South East, 17th)
- Suffolk (East of England, 21st)
- Barnet (London, 22nd)
- Norfolk (East of England, 23rd)
- Westminster (London, 24th)

Despite the dominance of the Greater South East, home offices are an essential part of every regional economy and Principal Authority area across England & Wales:

- Three of the Top 25 home office hotspots are located in the South West (Devon in 9th, Gloucestershire in 11th, Wiltshire in 18th);

- Two of the Top 25 hotspots are located in the West Midlands (Worcestershire in 14th and Staffordshire in 15th) and a further two are in the East Midlands (Northamptonshire in 20th and Leicestershire in 25th);
- Also represented in the Top 25, are North Yorkshire, in Yorkshire & The Humber, in 12th, and Lancashire, in the North West, in 19th;
- Wales has three Authority areas which make the Top 25 in the 'percentage only' sub-category of the combined home office score (Monmouthshire, Ceredigion and Powys). These areas demonstrate significantly above average concentrations of home offices against the national average;
- The North East, whilst not represented in any of the 'Top 25' listings, has some 25,000 home offices, with almost 5,000 in County Durham and 4,000 in Northumberland.

Jim Plunkett-Cole, Principal Analyst at Smart Growth Analytics, commented:

"The findings demonstrate the economic importance of home offices in regional economies across the Country."

"They begin to help us understand the increasingly important home-based economic functionality of the more rural and residential areas outside of London, and particularly the Home Counties and Shire Counties across England & Wales."

"They provide strong supportive evidence of a need for home office support across these areas in order to maximise their economic contribution. In particular, they demonstrate a need for higher speed broadband, 'virtual' business support services and networking."

**-ENDS-**

#### **Notes for editors:**

Smart Growth Analytics is an economic research and intelligence consultancy that specialises in the provision of local area information concerning enterprise and entrepreneurship. As well as bespoke projects for both Public Sector and Private Sector organisations, Smart Growth Analytics currently acts as strategic economic advisor to a range of organisations, including Principal Authorities and Local Enterprise Partnerships.

Jim Plunkett-Cole, the founder of Smart Growth Analytics, is a professional economist and analyst, and one of the most experienced and innovative local area economic development practitioners in the UK.

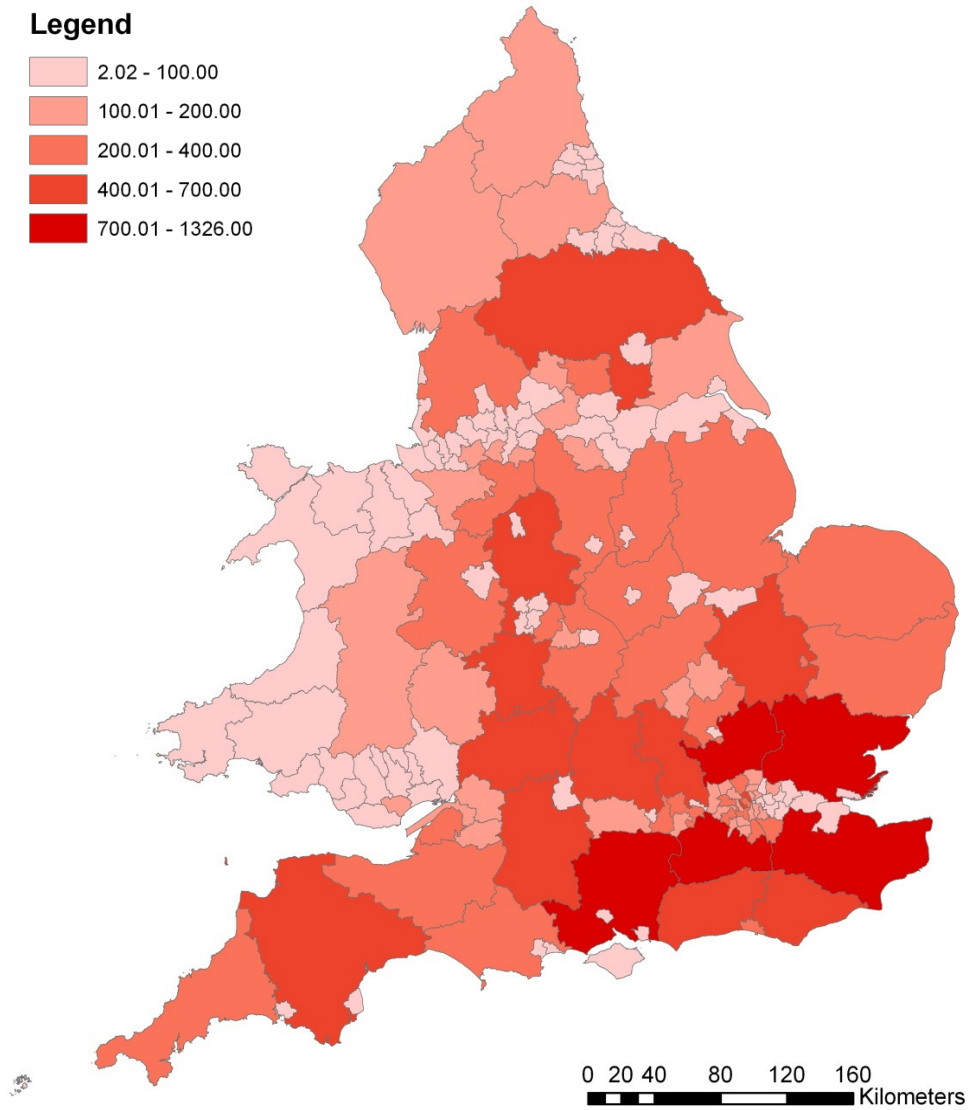
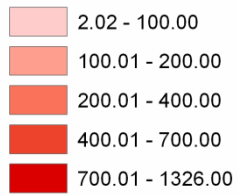
#### **For further information:**

Adrie van der Luijt  
UK Media Relations Manager  
Smart Growth Analytics Ltd  
T 0845 601 8880  
M 0755 401 2533  
E [adrie@smartgrowthanalytics.co.uk](mailto:adrie@smartgrowthanalytics.co.uk)  
W [www.smartgrowthanalytics.co.uk](http://www.smartgrowthanalytics.co.uk)

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**Map 1: Home Office Hotspots (based on a combined 'Score' of Volumes of Home Offices in an area multiplied by Volumes of Home Offices as a % of All in Employment in the area). England & Wales. 2010.**

**Legend**



Source:  
Smart Growth Analytics Ltd estimates based on analysis of data from the Office for National Statistics

**Table 1: The Top 25 Home Office Hotspots in England and Wales in 2010**

<b>Principal Authority Area</b>	<b>Region</b>	<b>Score Rank</b>
<b>Surrey</b>	South East	1
<b>Hampshire</b>	South East	2
<b>Hertfordshire</b>	East of England	3
<b>Kent</b>	South East	4
<b>Essex</b>	East of England	5
<b>Oxfordshire</b>	South East	6
<b>Buckinghamshire</b>	South East	7
<b>West Sussex</b>	South East	8
<b>Devon</b>	South West	9
<b>Cambridgeshire</b>	East of England	10
<b>Gloucestershire</b>	South West	11
<b>North Yorkshire</b>	Yorkshire and The Humber	12
<b>Camden</b>	London	13
<b>Worcestershire</b>	West Midlands	14
<b>Staffordshire</b>	West Midlands	15
<b>Kensington and Chelsea</b>	London	16
<b>East Sussex</b>	South East	17
<b>Wiltshire</b>	South West	18
<b>Lancashire</b>	North West	19
<b>Northamptonshire</b>	East Midlands	20
<b>Suffolk</b>	East of England	21
<b>Barnet</b>	London	22
<b>Norfolk</b>	East of England	23
<b>Westminster</b>	London	24
<b>Leicestershire</b>	East Midlands	25

*Source: Smart Growth Analytics Ltd estimates based on analysis of data from the Office for National Statistics*

**Table 2: The Top Home Office Principal Authority Hotspots by Region in England & Wales in 2010**

Principal Authority Area	Region	Score Rank
Northumberland	North East	74
Lancashire	North West	19
North Yorkshire	Yorkshire and The Humber	12
Northamptonshire	East Midlands	20
Worcestershire	West Midlands	14
Hertfordshire	East of England	3
Kensington and Chelsea	London	16
Surrey	South East	1
Devon	South West	9
Cardiff	Wales	76

Source: Smart Growth Analytics Ltd estimates based on analysis of data from the Office for National Statistics

**Table 3: The Top 25 Home Office Principal Authority Hotspots by Volume Sub-Category in England & Wales in 2010**

Principal Authority Area	Region	Volume	Volume Rank
Surrey	South East	27,000	1
Hampshire	South East	25,000	2
Kent	South East	23,000	3
Hertfordshire	East of England	22,500	4
Essex	East of England	22,500	5
West Sussex	South East	15,500	6
Oxfordshire	South East	14,500	7
Lancashire	North West	14,500	8
Devon	South West	13,500	9
Staffordshire	West Midlands	12,500	10
Buckinghamshire	South East	12,500	11
Cambridgeshire	East of England	12,500	12
Norfolk	East of England	12,000	13
Northamptonshire	East Midlands	11,500	14
Gloucestershire	South West	11,500	15
Suffolk	East of England	11,500	16
North Yorkshire	Yorkshire and The Humber	11,500	17
Leicestershire	East Midlands	11,000	18
Nottinghamshire	East Midlands	10,500	19
Worcestershire	West Midlands	10,500	20
Leeds	Yorkshire and The Humber	10,500	21
Birmingham	West Midlands	10,000	22
Derbyshire	East Midlands	10,000	23
Warwickshire	West Midlands	9,500	24
Lincolnshire	East Midlands	9,500	25
<b>England and Wales Average</b>		5,000	

Source: Smart Growth Analytics Ltd estimates based on analysis of data from the Office for National Statistics

**Table 4: The Top 25 Home Office Principal Authority Hotspots by Concentration Sub-Category (Home Offices as a % All in Employment in the Area). England & Wales. 2010**

Principal Authority Area	Region	% of Employment	% Rank
<b>Kensington and Chelsea</b>	London	7.5	1
<b>City of London</b>	London	6.7	2
<b>Camden</b>	East of England	6.2	3
<b>Richmond upon Thames</b>	London	6.1	4
<b>Westminster</b>	London	5.8	5
<b>Windsor and Maidenhead</b>	South East	5.4	6
<b>Rutland</b>	East Midlands	5.4	7
<b>Wokingham</b>	South East	5.2	8
<b>Buckinghamshire</b>	South East	5.1	9
<b>West Berkshire</b>	South East	5.0	10
<b>Barnet</b>	London	5.0	11
<b>Surrey</b>	South East	4.9	12
<b>North Somerset</b>	South West	4.8	13
<b>Monmouthshire</b>	Wales	4.7	14
<b>Hammersmith and Fulham</b>	London	4.7	15
<b>Ceredigion</b>	Wales	4.6	16
<b>Oxfordshire</b>	South East	4.5	17
<b>Islington</b>	London	4.5	18
<b>Herefordshire, County of</b>	West Midlands	4.5	19
<b>Haringey</b>	London	4.5	20
<b>Powys</b>	Wales	4.4	21
<b>Cheshire East</b>	North West	4.4	22
<b>Isles of Scilly</b>	South West	4.3	23
<b>Bath and North East Somerset</b>	South West	4.3	24
<b>East Sussex</b>	South East	4.3	25
<b>England and Wales Average</b>		3.3	

*Source: Smart Growth Analytics Ltd estimates based on analysis of data from the Office for National Statistics*

The data analysis shown here has been extracted from the **Home Office Dataset**, created by Jim Plunkett-Cole of Smart Growth Analytics Ltd. The Dataset is an extract from the Smart Growth Analytics Knowledge-base of local area data and analysis covering enterprise and entrepreneurship in the UK.

All data shown are estimates derived through synthesis and modelling of the very latest national statistical information (from the Office for National Statistics). All data refers to 2010. The Local Authority data shown here refers to the 174 Principal Local Authorities in England and Wales.

Please note that the data, analysis and other information shown in this press release are estimates and should not be taken as a statement of fact. They have been prepared with informed professionalism in the subject area, drawing upon the best available information, and are provided in good faith. Smart Growth Analytics Ltd reserves the right to alter the underpinning methodology for this data and analysis, or to edit or withdraw the work entirely as it sees fit. Any personal or commercial use of this information is entirely the risk, and solely the responsibility of, the person or persons using the information.

A smaller area analysis of the Home Office Dataset, below Principal Authority level, and other cross-tabulations and breakdowns, will be the subject of future press releases.