

Department for Digital, Culture, Media & Sport: Assessing the UK's Regional Digital Ecosystems: Appendix C – NUTS2 Dashboards



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Introduction

Purpose

- 1.1 This document is Appendix C to the Assessing the UK's Regional Digital Ecosystems Report, commissioned by the Department for Digital, Culture, Media and Sport (DCMS). It provides two-page summary dashboards for each of the 41 NUTS2 regions in the UK. Appendix C supplements the main report, which focuses on NUTS1 level, by providing visual summaries of each NUTS2 region's digital ecosystem relevant to the UK and other NUTS2 regions.
- 1.2 The document is structured by the 12 NUTS1 regions and nations in the UK as follows:

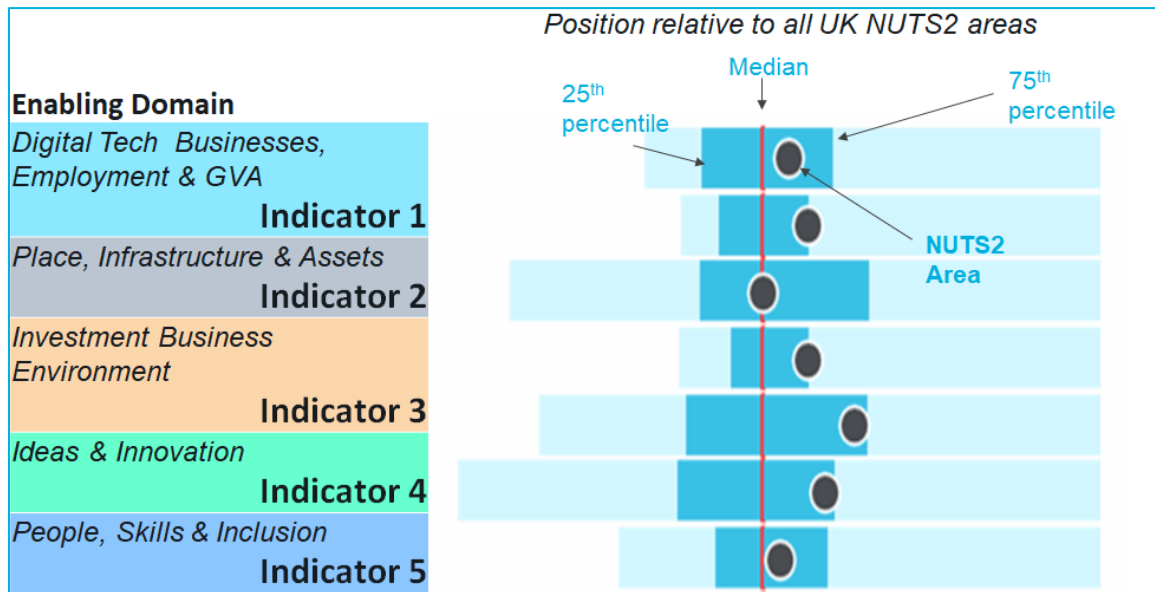
Dashboard Content

- 1.3 Page one of each dashboard contains the following information, giving an overview of the scale and content of each region's digital ecosystem:
 - Digital sector GVA growth 2010-2019, indexed to 2010 – highlighting the relative growth of the digital sector;
 - A count of digital assets (digital high growth companies, accelerators, incubators, and digital spinouts) – indicating the number and type of digital assets as a proportion of the UK total;
 - Number of Digital Occupation job adverts per month January 2019 – December 2020, indexed to January 2019 – depicting trends in demand for digital occupations relative to the UK and relevant NUTS1 region/nation; and
 - The top five in demand digital occupations relative to the UK, ranked by Location Quotient¹ - indicating regional specialisms based on demand.
- 1.4 Page two of each dashboard contains a table of 28 key indicators of a digital ecosystem. To aid with visualisation, the table includes a 'box plot' style output, positioning the selected NUTS2 area relative to all other UK NUTS2 geographies at that level. The scales are normalised across the indicators, so that it is easier to understand a place's relative performance against other areas in the NUTS geographies². Figure 1-1 provides a snapshot of how the box-plot was visualised.

¹ Location Quotient (LQ): a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. A LQ of 1.0 equates to the national average

² Please note that for the indicator "Digital sector mean gross annual pay (£)", the latest available data at a NUTS2 level is from 2017, whereas for NUTS1, it is available to 2020

Figure 1-1: Example of the visualisation of the metrics provided by the Indicator Tool Spreadsheet



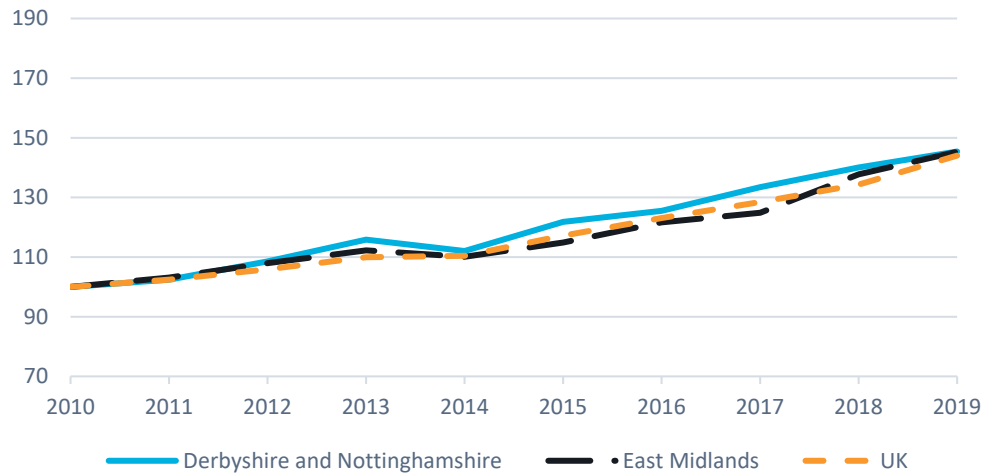
Source: Steer-ED, 2021

- 1.5 The median score for each indicator is represented by the red line and is shown consistently in the middle of the chart. The horizontal bars display data in quartiles; the first quartile of scores (light blue), the second quartile (dark blue to the left of the median), third quartile (dark blue to the right of the median), and fourth quartile (light blue). Lastly, the black dot indicates where the chosen area within a particular NUTS geography sits in relation to all the other UK areas at that level of geography. This helps to give a perspective on an area's performance with metrics where there may be extreme outliers.
- 1.6 For ease of interpretation, the metrics were organised such that the lowest performing geography is consistently on the left of the chart, with highest performance to the right.
- 1.7 A full list of sources for the data used is included in Appendix B in the Assessing the UK's Regional Digital Ecosystems Report.

1 East Midlands

Derbyshire and Nottinghamshire (UKF1)

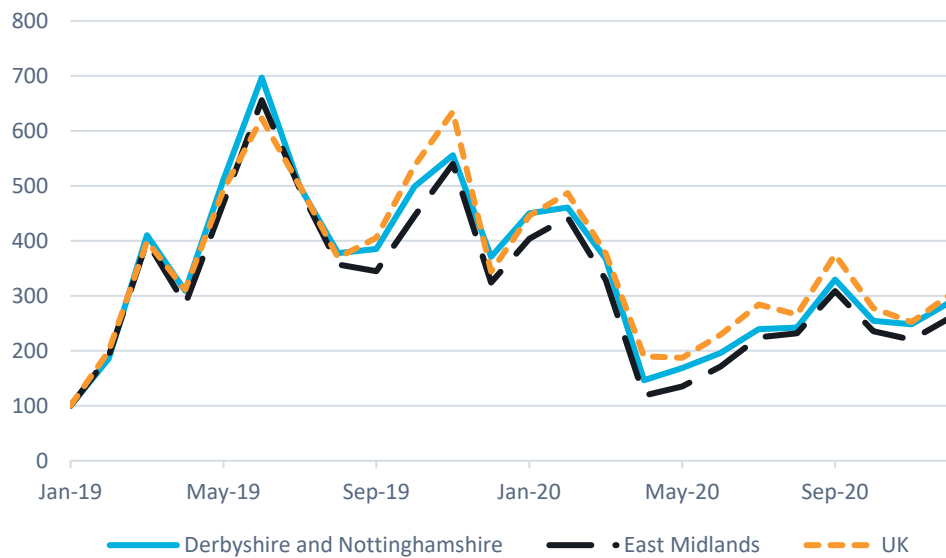
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	54 (of 5,566)
Accelerators	3 (of 272)
Incubators	9 (of 233)
Digital Spinouts	5 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

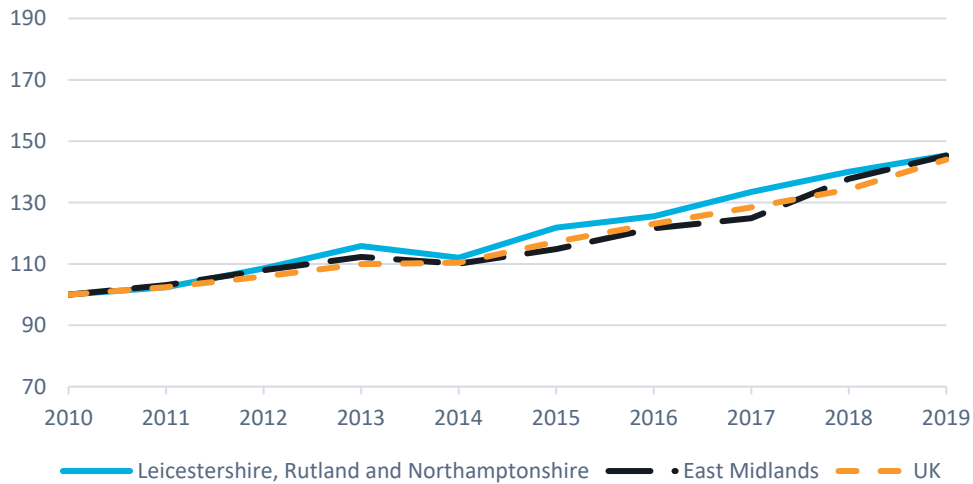
Occupation	Job Postings	LQ
Database Administrator	995	1.48
Web Developer	3,178	1.39
IT Service Manager	1,311	1.39
Test Analyst	1,911	1.35
Field Service Engineer	1,387	1.30

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKF1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	6.4		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.8		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.7		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	2.0		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	4.4		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	5.4		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	83.3		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	15.6		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	18.8		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	82.8		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	75.3		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.6		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	18.1		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	18.1		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	66.9		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.2		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	2.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	2.7		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	69.1		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	24.9		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	3.3		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	2.3		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.2		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	36.0		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	38.5		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	90.8		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.5		0.0	0.9	1.6	2.3	6.1

Leicestershire, Rutland and Northamptonshire (UKF2)

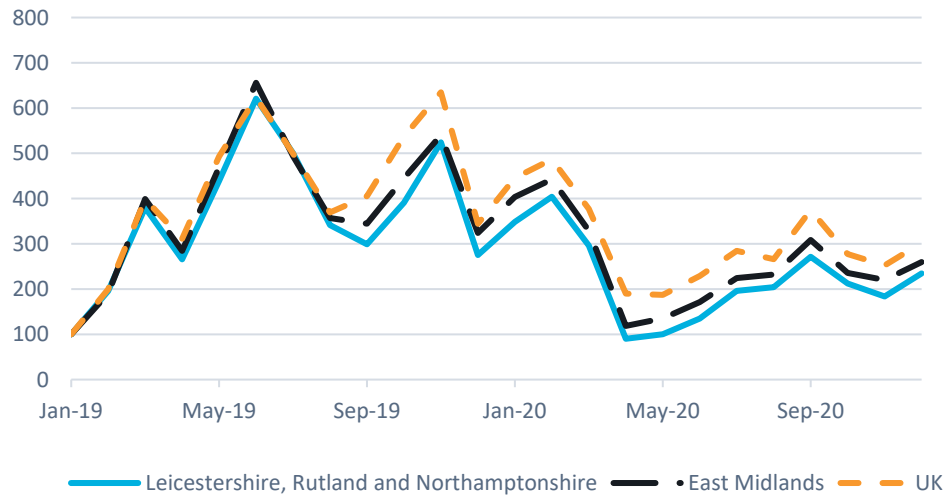
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	35 (of 5,566)
Accelerators	4 (of 272)
Incubators	6 (of 233)
Digital Spinouts	2 (of 279)

Digital Occupation job adverts (Jan-2019 indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

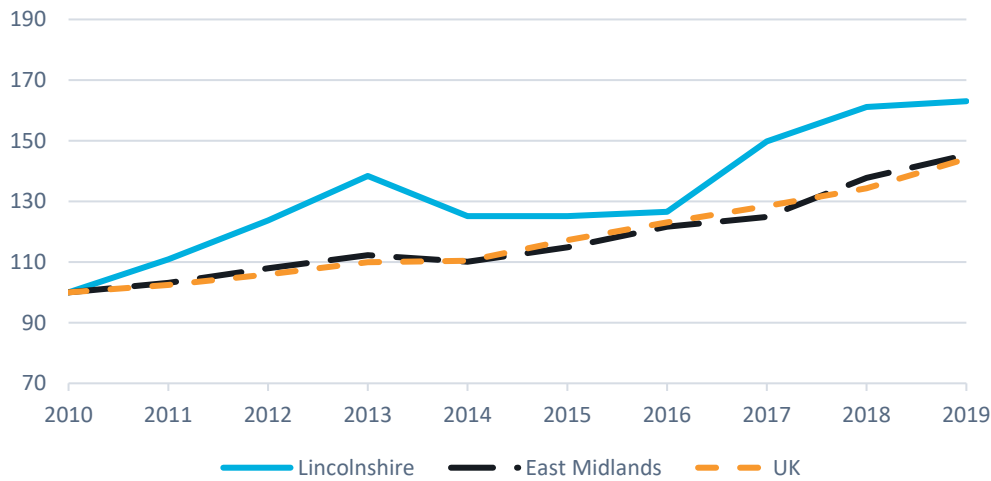
Occupation	Job Postings	LQ
Web Developer	2,817	1.58
IT Support Analyst	3,282	1.57
Field Service Engineer	1,102	1.33
Software Developer	10,672	1.30
System Administrator	640	1.18

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKF2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	6.3		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.2		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	4.9		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	4.4		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.1		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	6.3		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	76.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.2		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	11.8		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	19.0		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	78.8		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	78.8		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.9		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	15.3		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	15.3		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	60.0		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.7		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	11.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	61.9		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	10.1		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	4.5		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.5		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.8		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	29.3		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	38.4		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	93.7		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.4		0.0	0.9	1.6	2.3	6.1

Lincolnshire (UKF3)

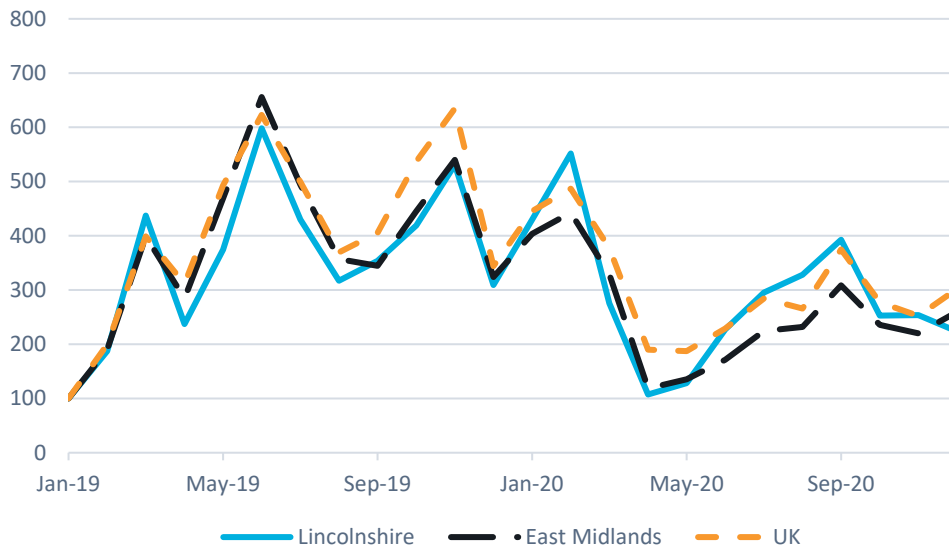
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	9 (of 5,566)
Accelerators	0 (of 272)
Incubators	3 (of 233)
Digital Spinouts	0 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Field Service Engineer	366	2.34
IT Support Analyst	726	1.84
Web Developer	531	1.58
Account Manager	161	1.41
Software Developer	2,161	1.39

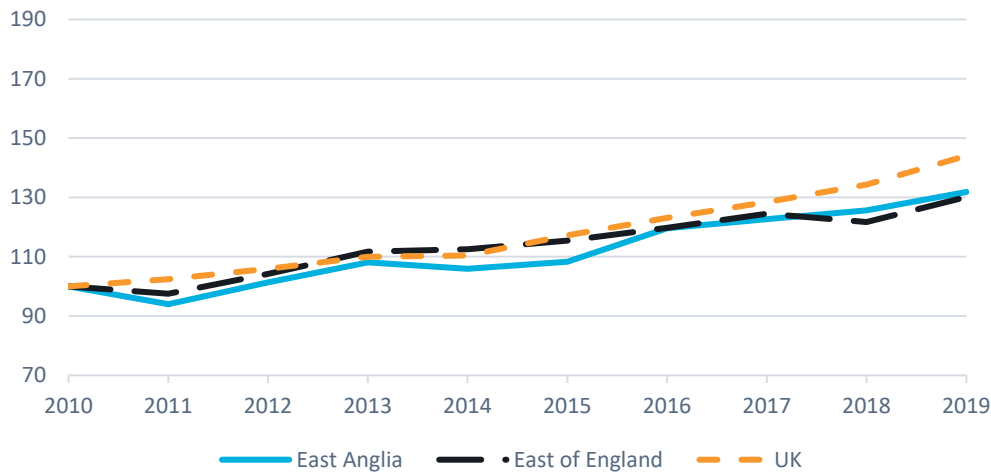
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKF3	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	3.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.7		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	4.7		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	2.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	2.3		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	5.4		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	68.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.3		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	13.4		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	20.6		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	67.0		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	58.3		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	91.1		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	6.4		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	6.4		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	60.0		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.8		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	2.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	0.0		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	14.5		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	10.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.2		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	26.8		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	29.8		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	87.7		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.2		0.0	0.9	1.6	2.3	6.1

2 East of England

East Anglia (UKH1)

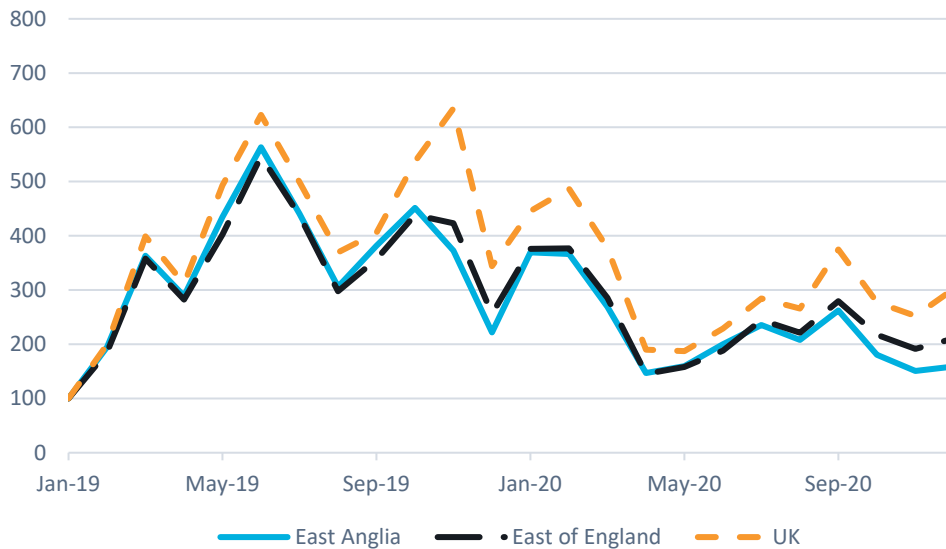
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	157 (of 5,566)
Accelerators	11 (of 272)
Incubators	9 (of 233)
Digital Spinouts	25 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

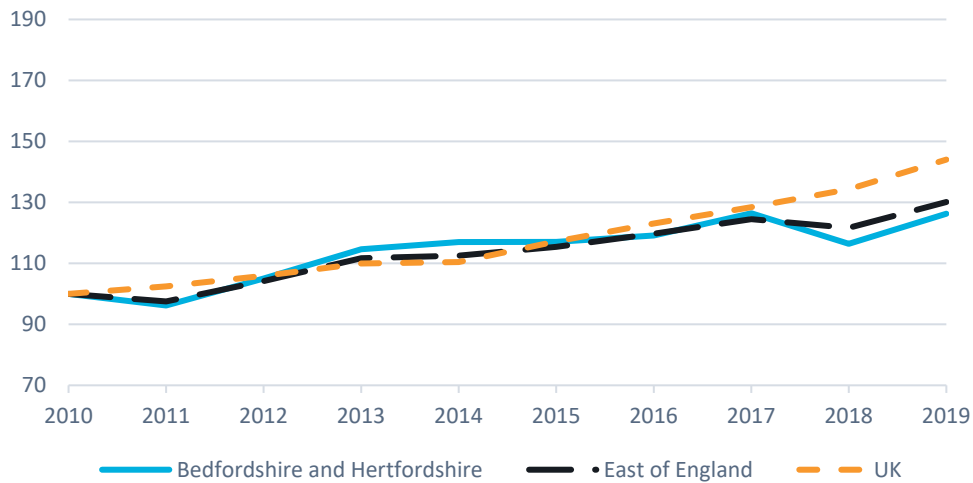
Occupation	Job Postings	LQ
Embedded Software Engineer	8,301	2.24
Test Automation Engineer	2,140	1.70
Field Service Engineer	2,066	1.32
System Administrator	1,312	1.29
Data Scientist	1,850	1.26

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKH1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	6.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.8		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	1.9		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.4		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.5		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	83.0		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	1.6		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	11.4		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	15.0		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	68.3		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	63.2		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	94.6		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	16.0		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	16.0		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	62.9		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	2.3		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	17.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	270.4		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	72.8		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	43.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	45.0		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	9.9		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	42.1		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	37.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	91.9		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.8		0.0	0.9	1.6	2.3	6.1

Bedfordshire and Hertfordshire (UKH2)

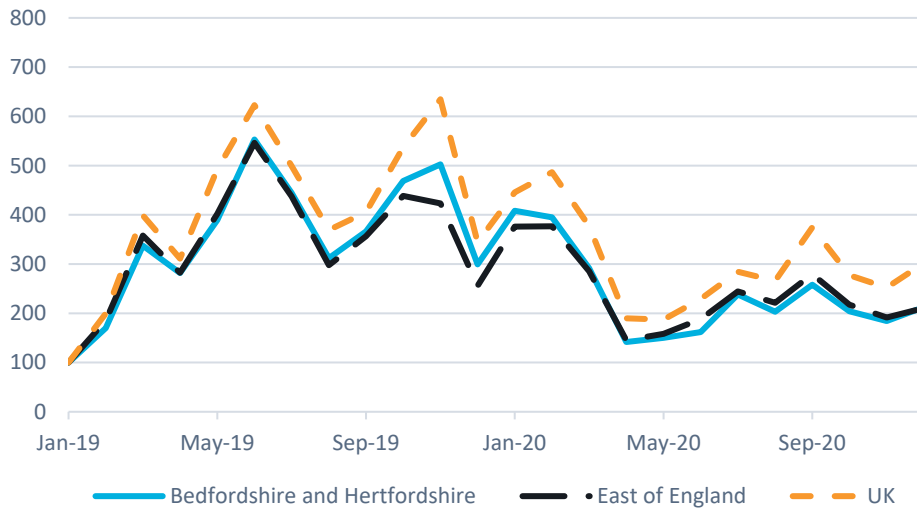
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	93 (of 5,566)
Accelerators	1 (of 272)
Incubators	9 (of 233)
Digital Spinouts	2 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

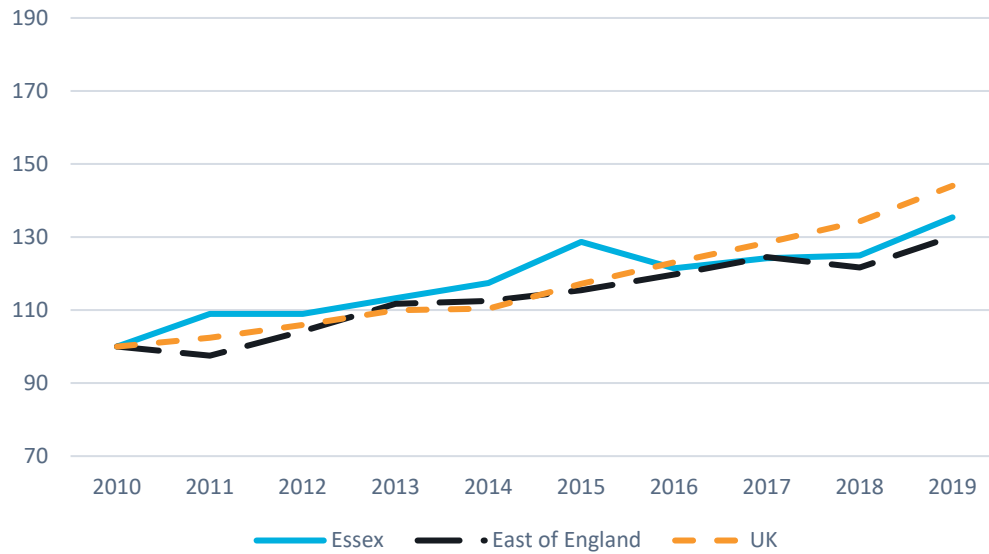
Occupation	Job Postings	LQ
Field Service Engineer	1,978	1.60
Network Engineer	1,787	1.36
System Administrator	1,060	1.31
IT Manager	3,337	1.25
Data Governance	1,072	1.23

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKH2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	11.6		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	4.7		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	10.0		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	2.5		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.9		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	1.5		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	78.6		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.2		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	8.8		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	11.7		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	79.6		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	87.6		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	97.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	9.9		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	9.9		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	65.7		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.9		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	35.8		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	62.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	6.3		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	7.5		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	1.1		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	1.2		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	42.8		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	45.3		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	91.4		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.4		0.0	0.9	1.6	2.3	6.1

Essex (UKH3)

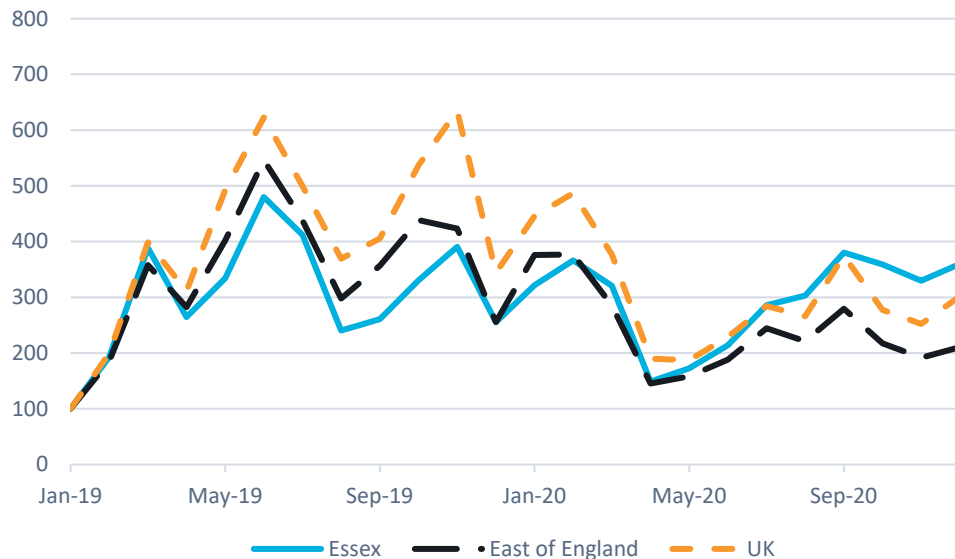
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	47 (of 5,566)
Accelerators	1 (of 272)
Incubators	1 (of 233)
Digital Spinouts	2 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Field Service Engineer	868	1.70
IT Support Analyst	2,013	1.57
Web Developer	1,500	1.37
Database Administrator	438	1.36
IT Manager	1,466	1.33

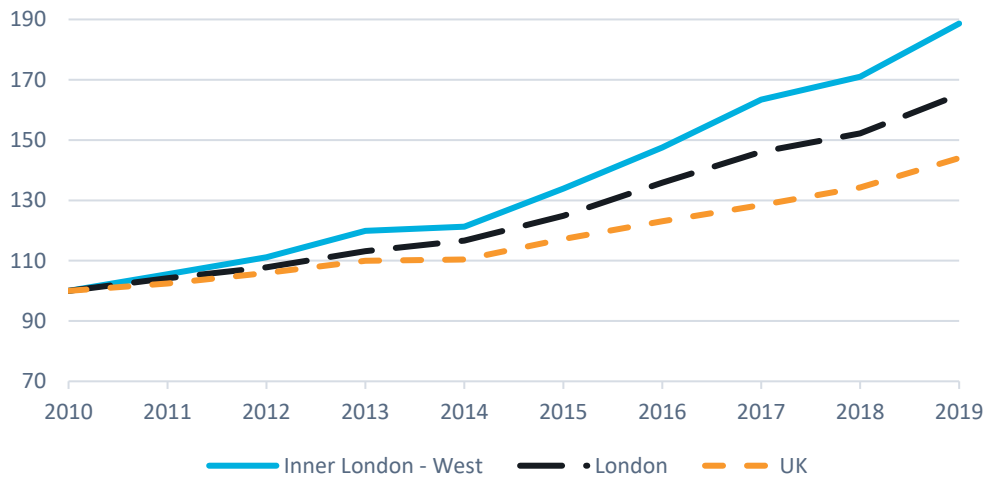
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKH3	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	8.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.1		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.7		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-2.2		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.5		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	2.9		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	68.9		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	-0.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	8.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	12.0		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	77.6		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	67.6		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	95.3		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	17.2		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	21.6		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	61.4		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.7		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	36.5		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	34.9		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	22.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	7.9		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	1.1		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.2		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	36.6		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	35.0		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	93.8		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.0		0.0	0.9	1.6	2.3	6.1

3 London

Inner London - West (UKI3)

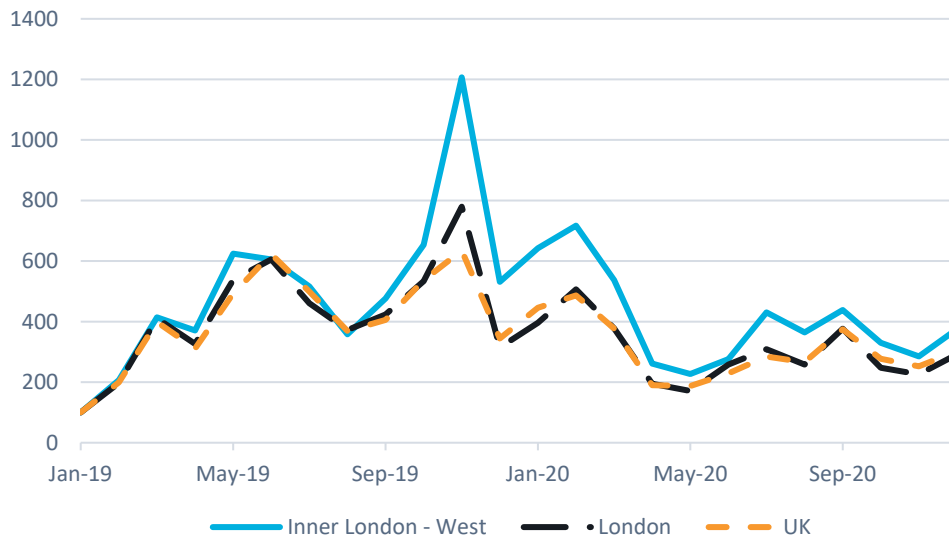
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	1,313 (of 5,566)
Accelerators	78 (of 272)
Incubators	21 (of 233)
Digital Spinouts	37 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

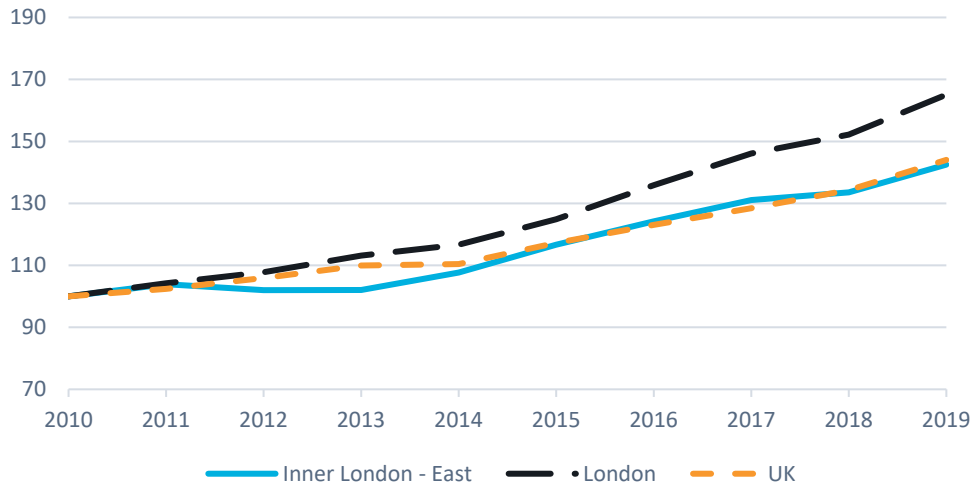
Occupation	Job Postings	LQ
Data Scientist	14,469	1.77
Technical Author	10,612	1.49
DevOps Engineer	15,444	1.33
IT Consultant	11,105	1.29
Management Consultant	3,920	1.29

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UK13	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	12.4		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	10.7		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	13.0		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	4.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	14.2		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	9.2		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	133.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	3.6		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	7.5		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	2.3		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	99.2		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	67.3		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	93.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	34.6		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	67.7		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	56.0		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	7.0		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	60.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	3928.3		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	204.6		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	43.7		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	178.3		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	30.5		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	2.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	63.6		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	67.9		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	94.9		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	6.1		0.0	0.9	1.6	2.3	6.1

Inner London - East (UKI4)

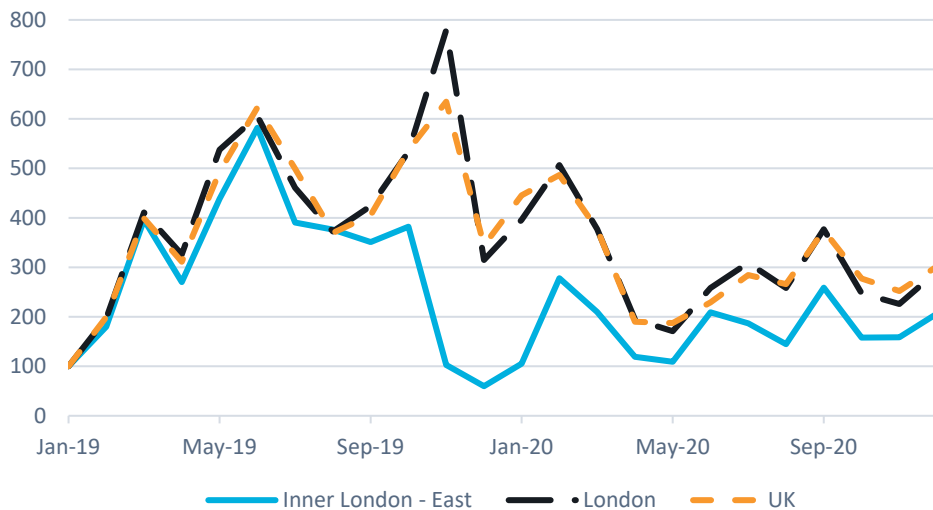
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	1,230 (of 5,566)
Accelerators	68 (of 272)
Incubators	12 (of 233)
Digital Spinouts	24 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

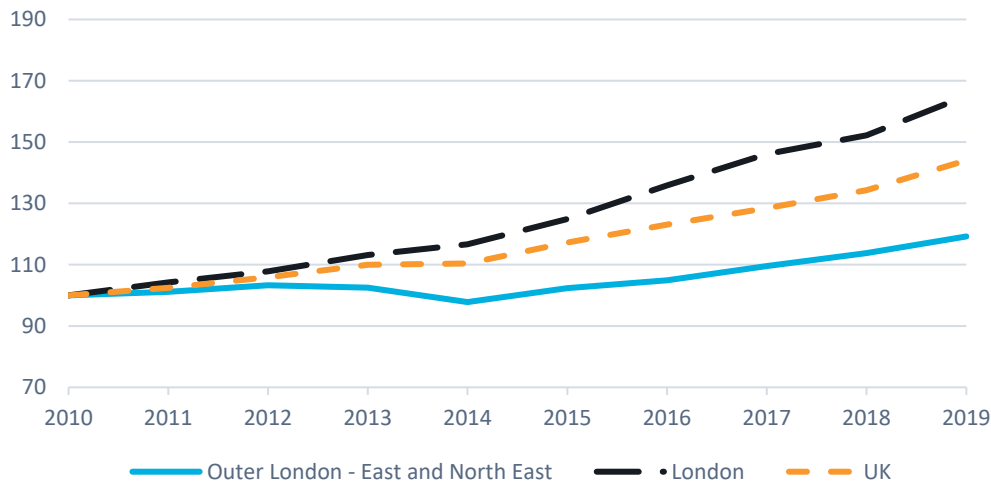
Occupation	Job Postings	LQ
Account Manager	4,990	1.59
Data Scientist	6,032	1.50
Management Consultant	2,245	1.49
DevOps Engineer	8,157	1.42
IT Consultant	5,637	1.33

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UK14	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	17.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	9.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	15.2		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	3.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	13.8		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	5.8		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	121.5		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	5.8		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	9.5		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	4.8		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	98.1		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	70.4		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	95.1		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	24.8		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	71.1		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	61.6		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	5.7		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	48.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	2504.6		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	91.2		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	21.7		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	43.5		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	9.9		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.9		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	61.2		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	63.9		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	95.1		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.6		0.0	0.9	1.6	2.3	6.1

Outer London - East and North East (UKI5)

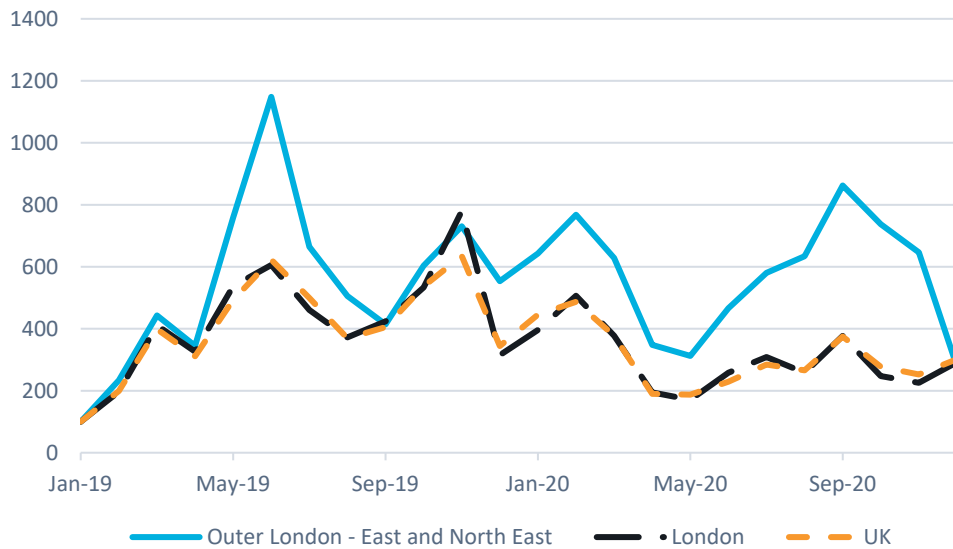
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	46 (of 5,566)
Accelerators	0 (of 272)
Incubators	3 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

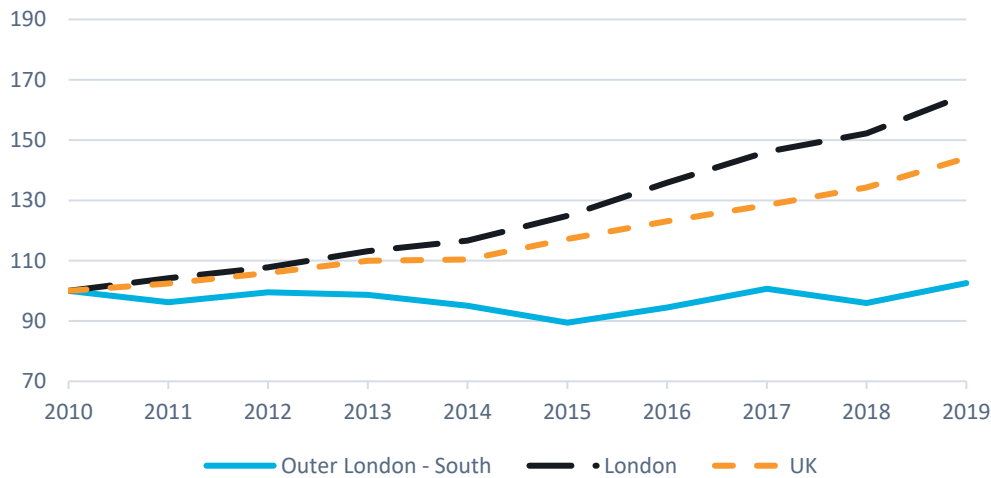
Occupation	Job Postings	LQ
Field Service Engineer	288	2.16
IT Consultant	245	1.86
Data Governance	153	1.63
IT Manager	447	1.55
IT Support Analyst	504	1.50

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UK15	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	12.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	9.4		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	4.1		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	4.2		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.0		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	81.6		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.4		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	7.4		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	9.6		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	91.5		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	85.2		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	97.0		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	21.4		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	82.0		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	65.6		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.5		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	32.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	14.2		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	9.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.8		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.5		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.2		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	33.1		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	48.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	95.2		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.8		0.0	0.9	1.6	2.3	6.1

Outer London - South (UKI6)

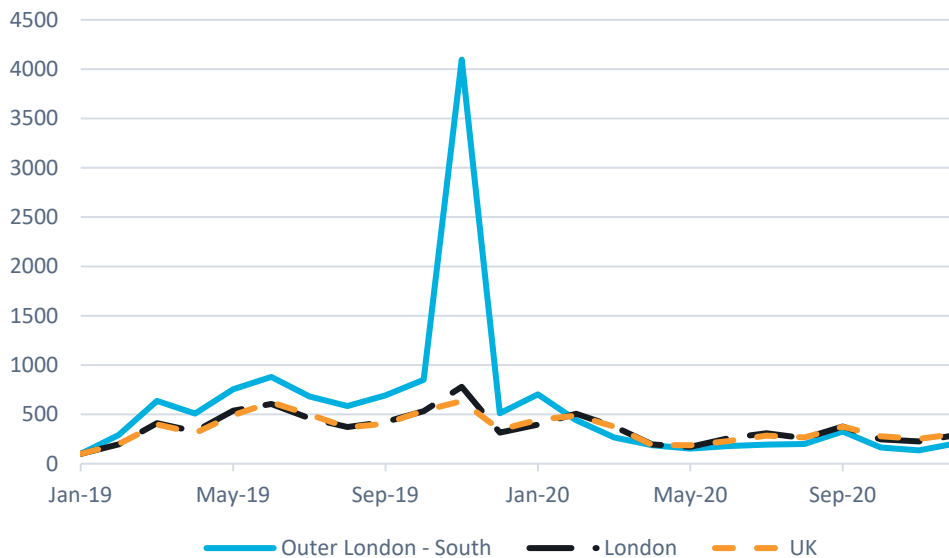
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	77 (of 5,566)
Accelerators	0 (of 272)
Incubators	1 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

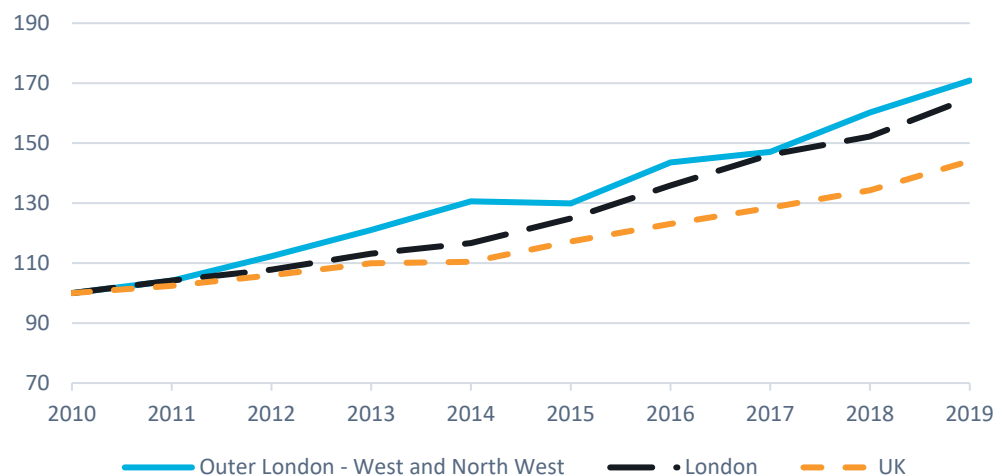
Occupation	Job Postings	LQ
DevOps Engineer	1,829	1.77
Data Scientist	903	1.25
Test Automation Engineer	772	1.25
IT Service Manager	791	1.16
Database Administrator	547	1.13

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UK16	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	14.7		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	4.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	12.3		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	1.2		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.8		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	1.5		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	91.2		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	1.7		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	7.3		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	7.8		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	91.7		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	87.2		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	97.3		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	15.2		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	81.7		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	68.8		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.9		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	25.7		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	10.2		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	9.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.7		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.8		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.5		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	33.6		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	54.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	96.7		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.2		0.0	0.9	1.6	2.3	6.1

Outer London - West and North West (UKI7)

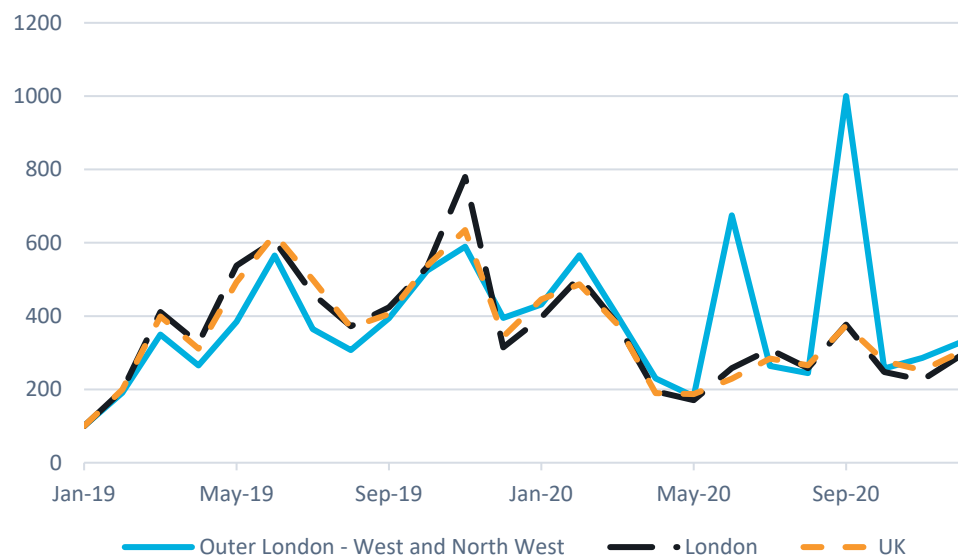
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	151 (of 5,566)
Accelerators	5 (of 272)
Incubators	2 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Data Scientist	1,029	2.03
Management Consultant	324	1.71
Technical Author	631	1.42
Data Governance	514	1.35
Business Development Executive	477	1.26

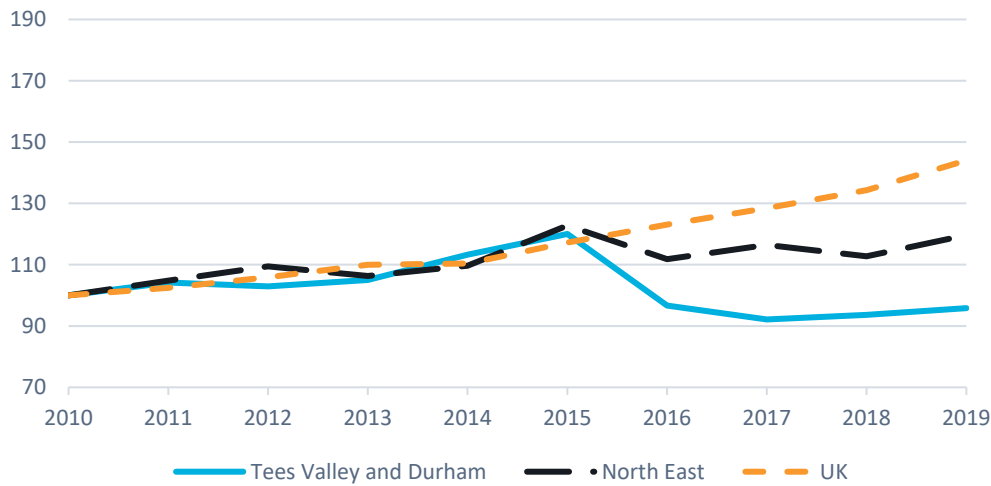
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UK17	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	14.3		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	6.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	11.7		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	0.9		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	12.1		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	5.5		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	149.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	2.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	7.0		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	7.3		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	95.7		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	79.6		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	97.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	17.9		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	73.7		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	65.7		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.9		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	162.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	93.6		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	8.9		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	7.5		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.5		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.3		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	52.9		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	57.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	94.4		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.9		0.0	0.9	1.6	2.3	6.1

4 North East

Tees Valley and Durham (UKC1)

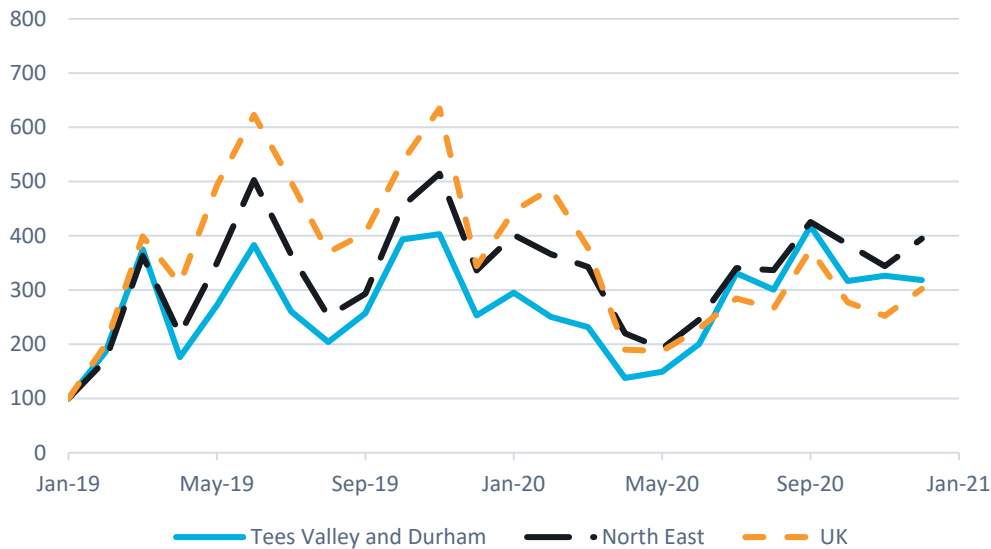
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	28 (of 5,566)
Accelerators	2 (of 272)
Incubators	1 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

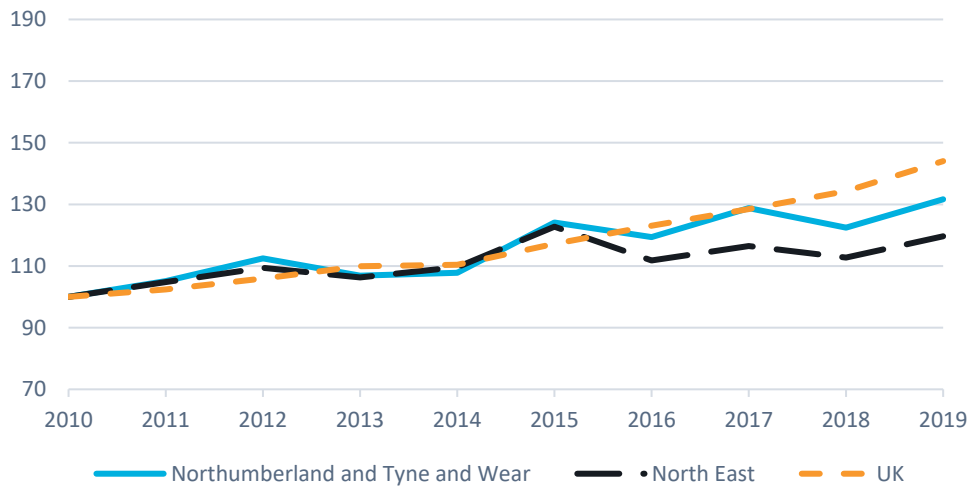
Occupation	Job Postings	LQ
IT Support Analyst	1,156	2.11
Field Service Engineer	312	1.44
Database Administrator	188	1.37
Test Analyst	395	1.37
Web Developer	591	1.27

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKC1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	4.2		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	4.1		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-6.1		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.5		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA - 5 years (% p.a.)	2014-19	-3.3		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	111.4		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	22.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	21.3		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	78.3		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	75.2		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	94.7		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	9.8		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	9.8		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	55.0		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	2.1		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	12.3		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	26.9		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	11.4		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.9		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.8		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.5		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	26.9		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	32.7		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	87.4		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.3		0.0	0.9	1.6	2.3	6.1

Northumberland & Tyne and Wear (UKC2)

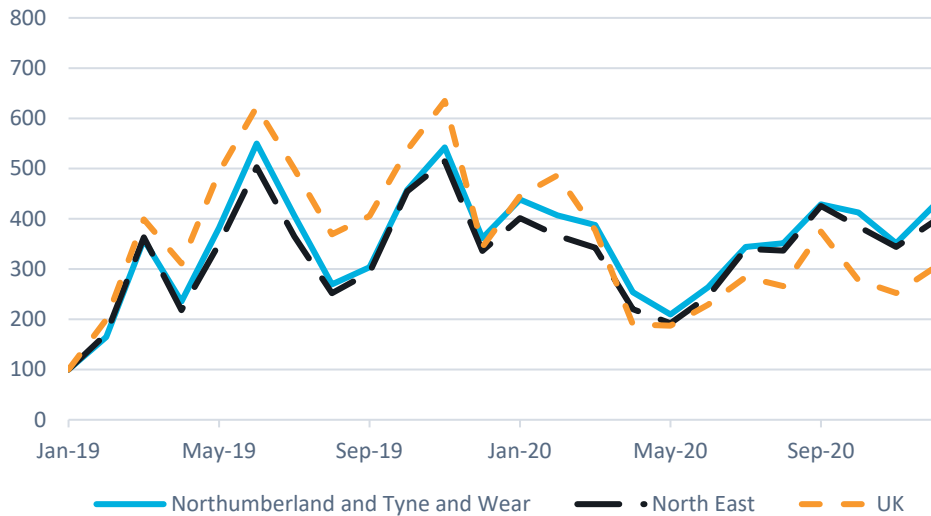
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	90 (of 5,566)
Accelerators	2 (of 272)
Incubators	4 (of 233)
Digital Spinouts	2 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Test Analyst	1,250	1.38
IT Support Analyst	2,267	1.32
IT Service Manager	750	1.24
Test Automation Engineer	681	1.24
Full Stack Developer	604	1.15

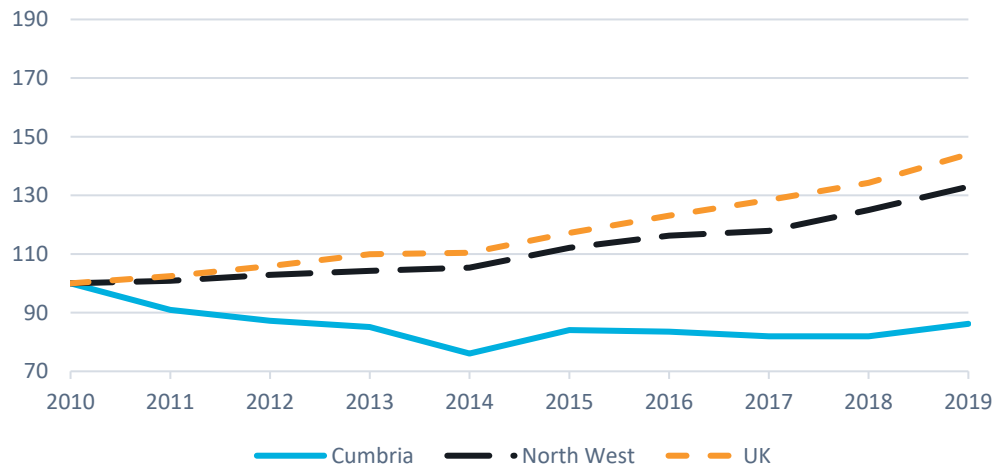
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKC2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	5.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	4.1		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.0		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	2.0		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	6.6		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA - 5 years (% p.a.)	2014-19	4.1		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	80.2		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.4		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	18.5		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	15.9		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	88.3		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	68.7		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	95.8		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	11.1		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	11.1		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	62.2		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	3.9		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	5.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	56.4		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	53.5		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	25.1		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.9		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	1.4		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	1.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	33.7		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	35.9		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	90.1		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.8		0.0	0.9	1.6	2.3	6.1

5 North West

Cumbria (UKD1)

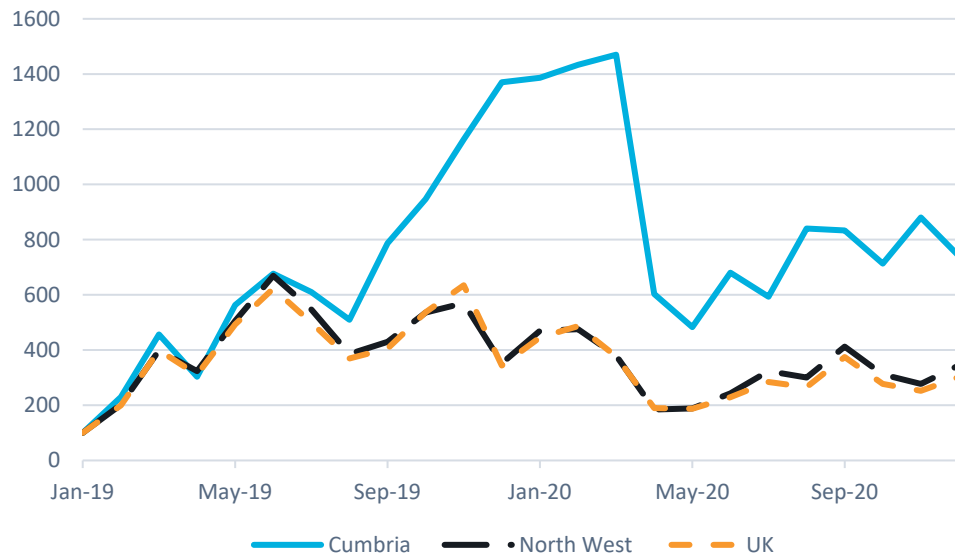
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	6 (of 5,566)
Accelerators	0 (of 272)
Incubators	0 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

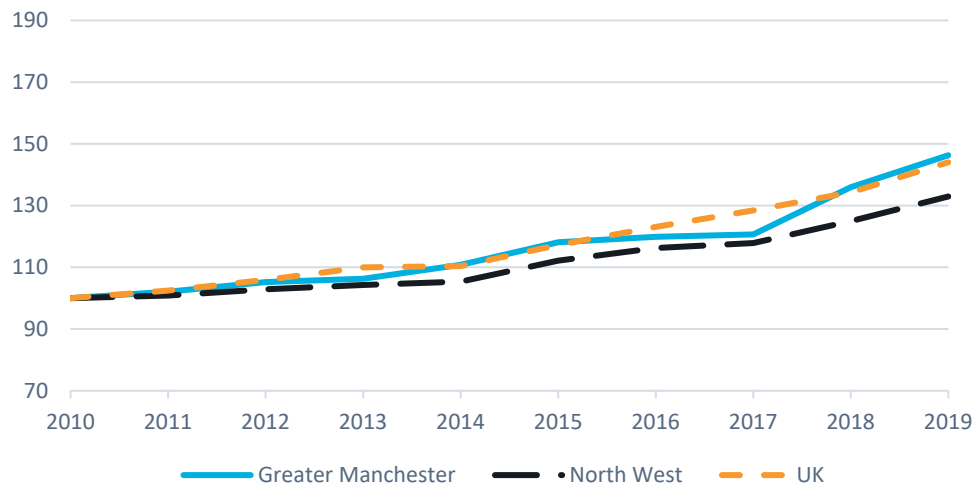
Occupation	Job Postings	LQ
Field Service Engineer	265	2.37
Data Engineer	872	1.63
Cyber Security Analyst	318	1.59
IT Project Manager	339	1.55
Network Engineer	179	1.51

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKD1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	2.9		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.3		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	4.2		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	0.0		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	1.4		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	2.5		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	54.0		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	17.5		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	21.3		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	63.5		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	56.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	92.7		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	5.2		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	5.2		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	57.9		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.9		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	33.5		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	0.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	0.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.0		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	2.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	23.3		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	38.2		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	91.0		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.0		0.0	0.9	1.6	2.3	6.1

Greater Manchester (UKD3)

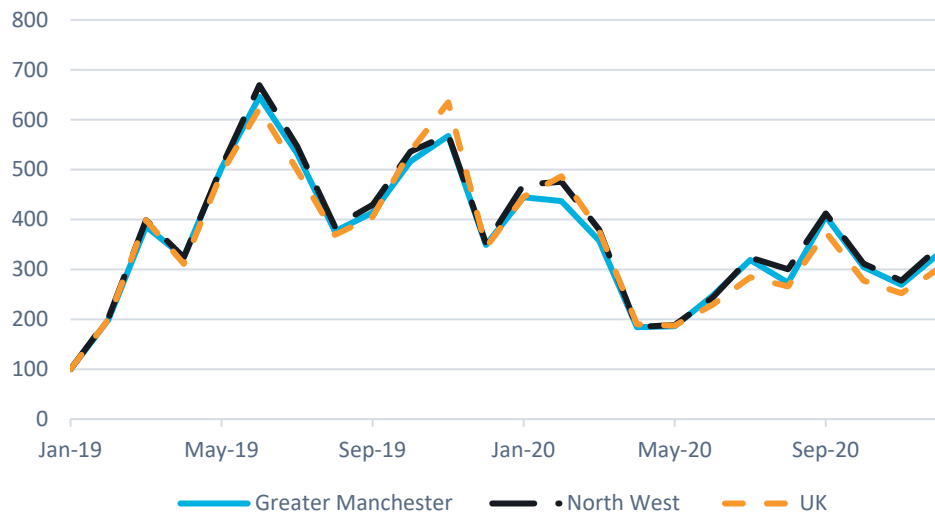
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	178 (of 5,566)
Accelerators	9 (of 272)
Incubators	8 (of 233)
Digital Spinouts	9 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

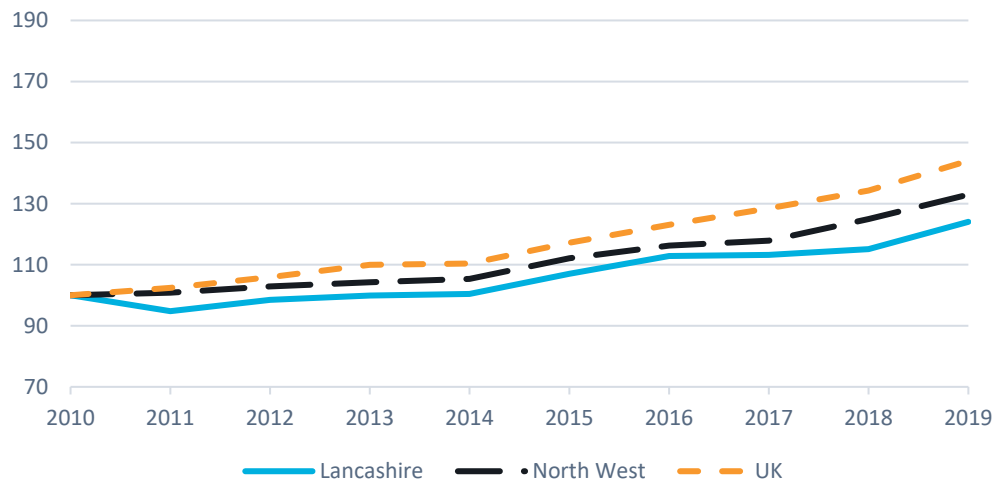
Occupation	Job Postings	LQ
Web Developer	8,359	1.29
Database Administrator	2,291	1.21
Software Developer	34,263	1.15
Full Stack Developer	2,631	1.13
Test Analyst	4,434	1.11

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKD3	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	7.2		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.7		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.5		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	0.5		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.7		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	5.7		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	84.1		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.3		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	15.8		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	15.0		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	86.2		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	79.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.7		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	18.7		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	45.2		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	57.1		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	2.4		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	12.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	161.6		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	69.4		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	31.9		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	8.6		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	3.2		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.3		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	36.7		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	39.1		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	92.1		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.7		0.0	0.9	1.6	2.3	6.1

Lancashire (UKD4)

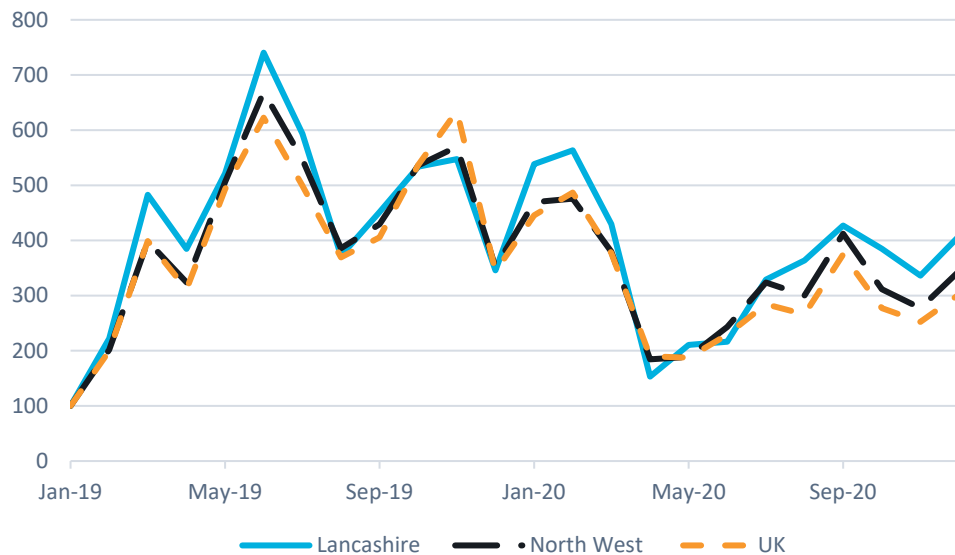
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	27 (of 5,566)
Accelerators	0 (of 272)
Incubators	4 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

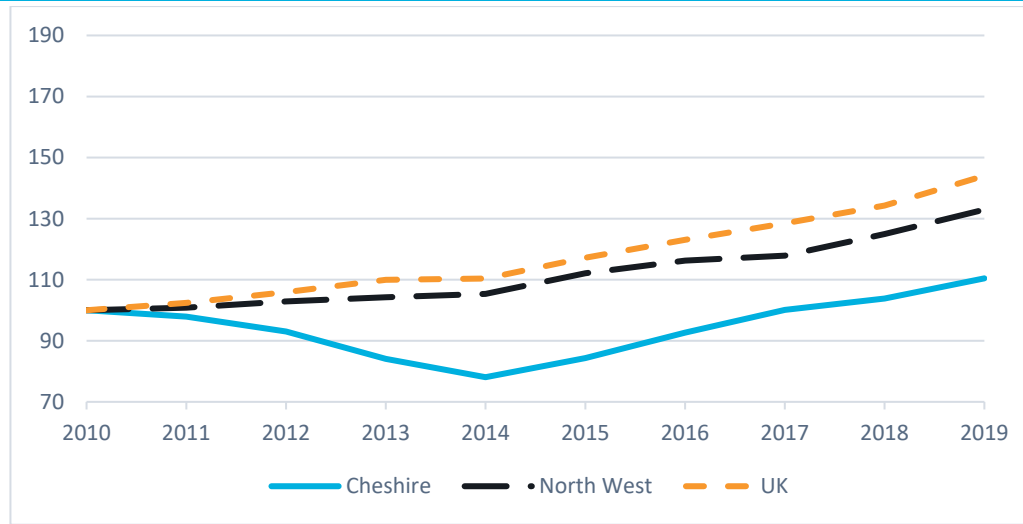
Occupation	Job Postings	LQ
IT Support Analyst	1,866	1.42
Database Administrator	422	1.28
Data Analyst	868	1.24
Field Service Engineer	623	1.19
Software Developer	6,076	1.18

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKD4	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	5.4		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.2		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.3		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-6.1		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.5		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.3		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	83.3		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	18.0		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	21.7		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	78.4		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	69.8		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	11.3		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	19.2		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	60.3		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.0		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	4.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	38.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	31.3		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	2.5		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.7		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.5		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	32.5		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	36.4		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	93.3		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.7		0.0	0.9	1.6	2.3	6.1

Cheshire (UKD6)

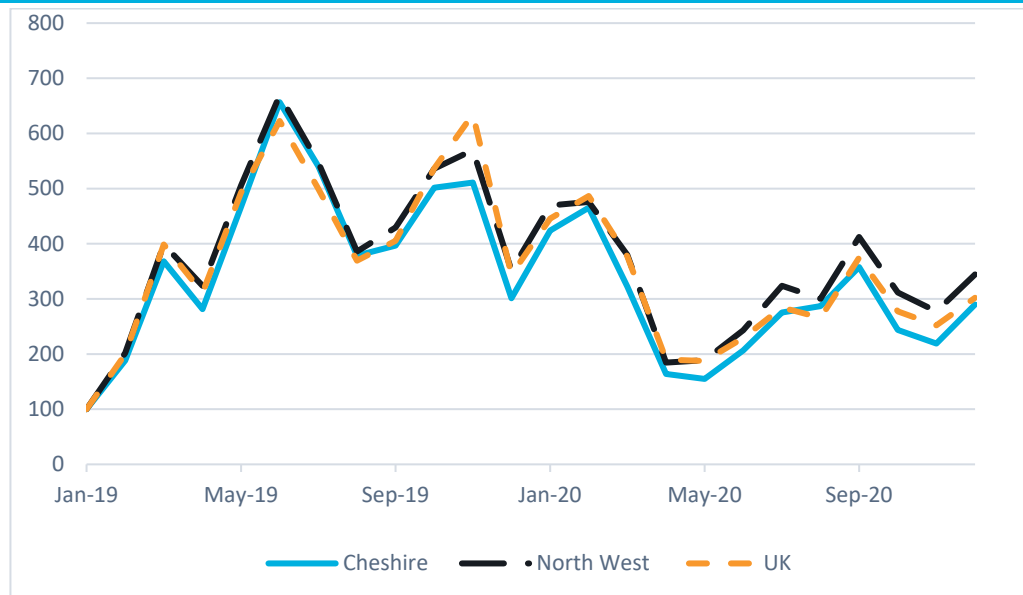
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	37 (of 5,566)
Accelerators	1 (of 272)
Incubators	3 (of 233)
Digital Spinouts	0 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

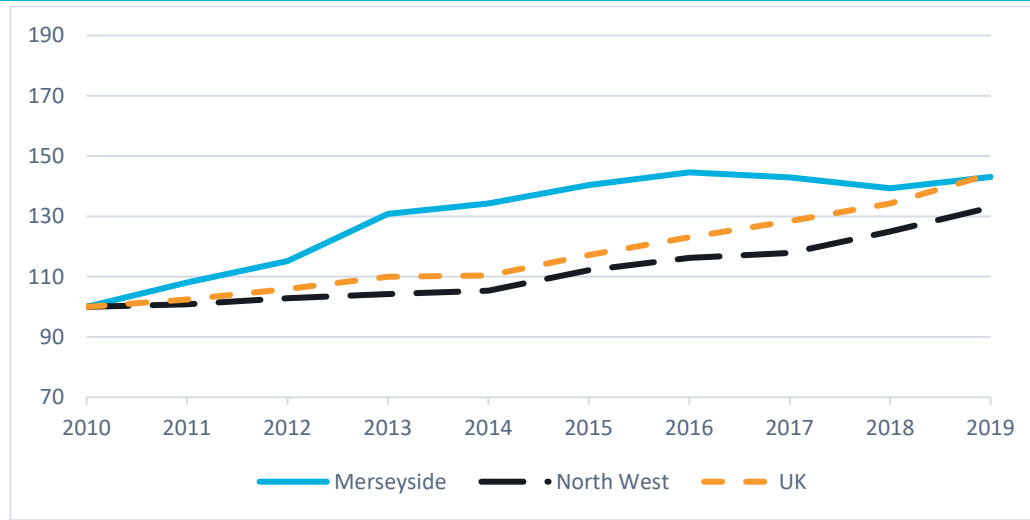
Occupation	Job Postings	LQ
Database Administrator	856	1.44
Software Developer	13,214	1.42
Test Analyst	1,626	1.30
IT Support Analyst	2,961	1.25
Business Development Executive	734	1.11

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKD6	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	8.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.0		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	7.6		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-5.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.0		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	7.2		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	107.1		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	13.3		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	14.7		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	75.0		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	62.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	94.7		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	14.6		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	31.5		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	61.5		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.1		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	2.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	76.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	4.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	0.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.7		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	35.5		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	42.9		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	90.1		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.3		0.0	0.9	1.6	2.3	6.1

Merseyside (UKD7)

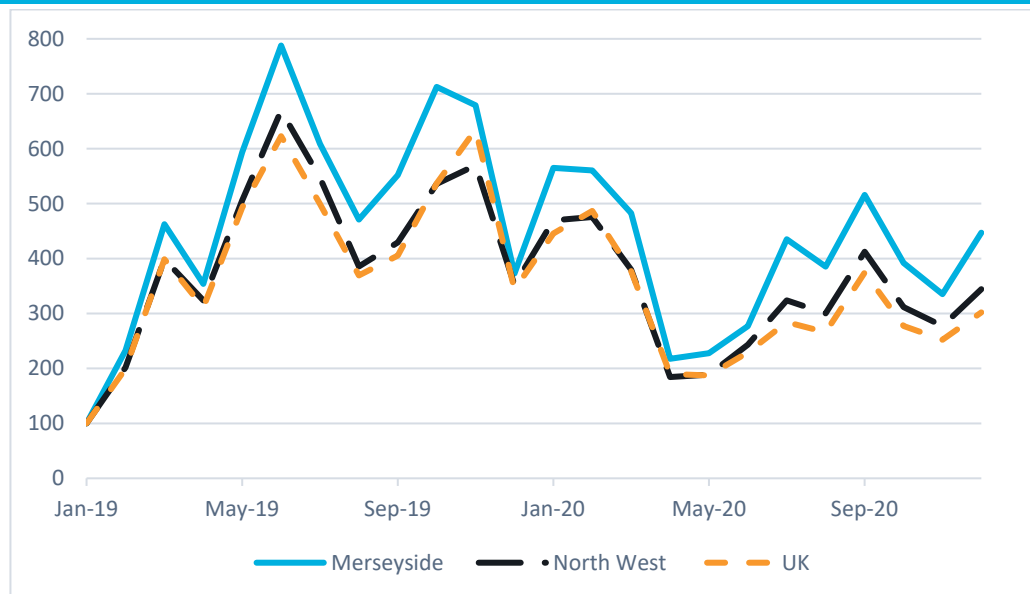
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	46 (of 5,566)
Accelerators	2 (of 272)
Incubators	8 (of 233)
Digital Spinouts	2 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
IT Support Analyst	2,462	1.88
Data Analyst	916	1.32
Business Analyst	2,436	1.27
Database Administrator	414	1.26
IT Service Manager	568	1.23

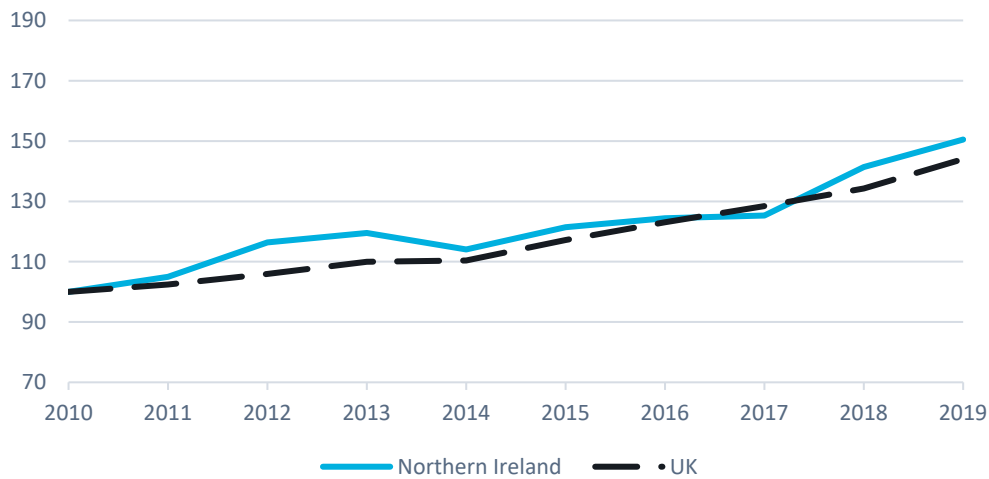
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKD7	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	5.9		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.1		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.2		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-3.3		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.2		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	1.3		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	121.9		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	-0.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	18.8		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	16.7		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	84.4		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	82.8		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.8		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	28.5		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	62.3		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	55.7		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.8		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	7.2		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	40.7		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	20.6		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	2.8		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	1.3		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.2		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	33.1		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	38.0		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	87.9		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.6		0.0	0.9	1.6	2.3	6.1

6 Northern Ireland

Northern Ireland (UKN0)

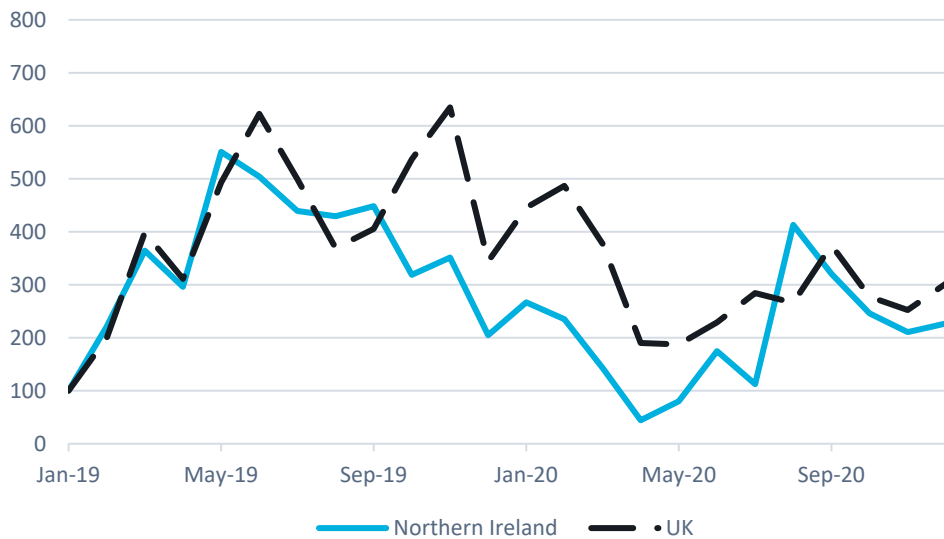
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	126 (of 5,566)
Accelerators	5 (of 272)
Incubators	4 (of 233)
Digital Spinouts	10 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Test Automation Engineer	609	1.92
Embedded Software Engineer	1,419	1.52
IT Consultant	518	1.33
DevOps Engineer	692	1.31
Full Stack Developer	385	1.26

Core Indicators vs all NUTS2 regions – boxplot visualisation

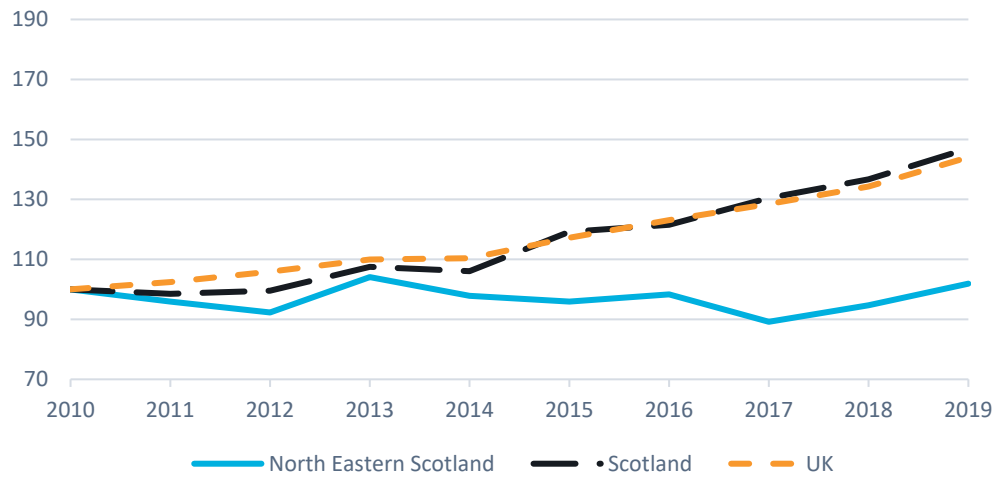
Indicator name	Period	UKNO	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	3.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.0		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.2		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	6.6		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.6		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	5.7		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	69.5		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	1.4		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	18.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	*		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	65.9		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	64.3		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	89.1		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	60.7		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	67.5		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	60.0		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	5.7		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	2.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	20.8		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	60.8		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	10.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	2.3		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	5.3		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.6		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	35.1		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	38.1		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	88.2		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.3		0.0	0.9	1.6	2.3	6.1

* Data not accessed for Average business floorspace per £1k rateable value (sq m) UKNO

7 Scotland

North Eastern Scotland (UKM5)

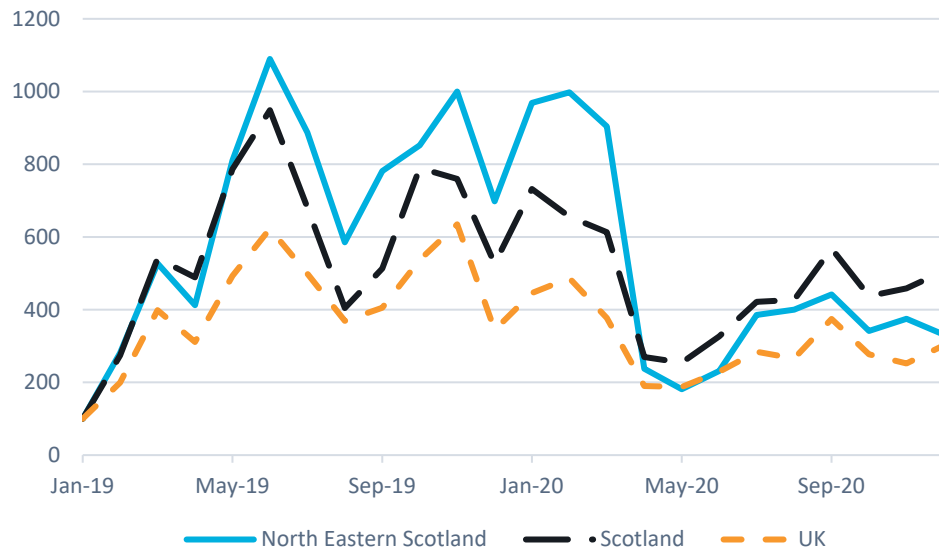
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	20 (of 5,566)
Accelerators	4 (of 272)
Incubators	3 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Field Service Engineer	327	2.63
IT Support Analyst	437	1.40
Network Engineer	166	1.26
Software Developer	1,509	1.23
IT Consultant	145	1.18

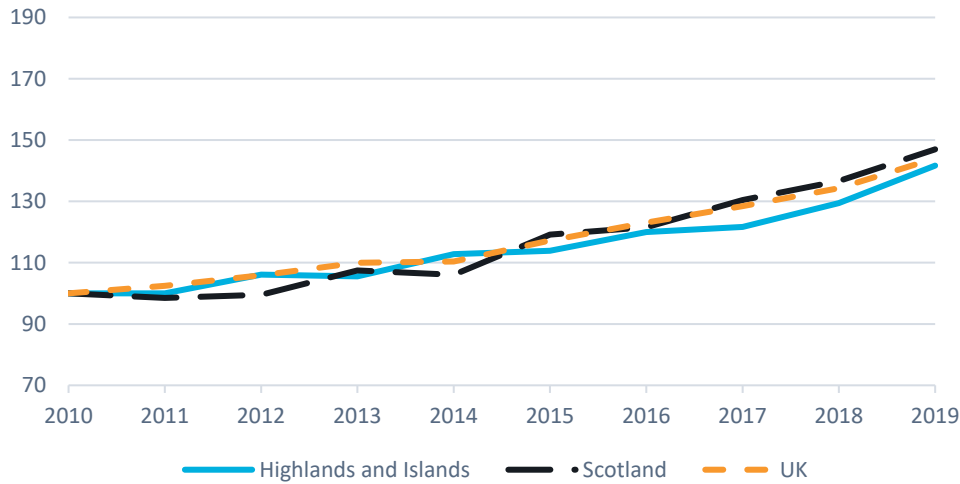
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKM5	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	3.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.3		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	0.0		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	2.5		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	0.8		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	94.2		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.2		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	19.2		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	*		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	77.4		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	43.4		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	88.6		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	27.1		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	27.1		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	61.9		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	2.3		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	0.0		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	37.8		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	11.1		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.2		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	2.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.6		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	43.4		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	53.5		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	93.3		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.2		0.0	0.9	1.6	2.3	6.1

* Data not accessed for Average business floorspace per £1k rateable value (sq m) UKM7

Highlands and Islands (UKM6)

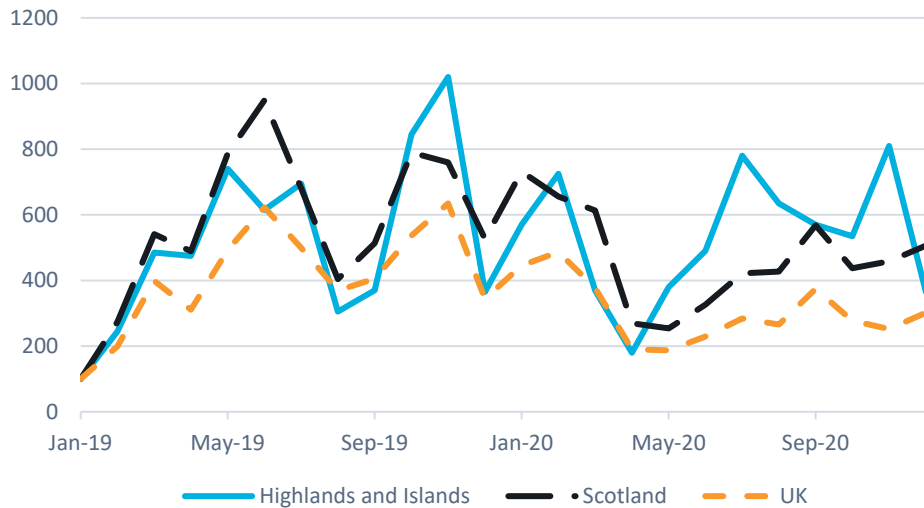
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	8 (of 5,566)
Accelerators	1 (of 272)
Incubators	1 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Field Service Engineer	108	2.43
Cyber Security Analyst	177	2.22
Data Engineer	400	1.88
System Administrator	47	1.62
IT Manager	153	1.59

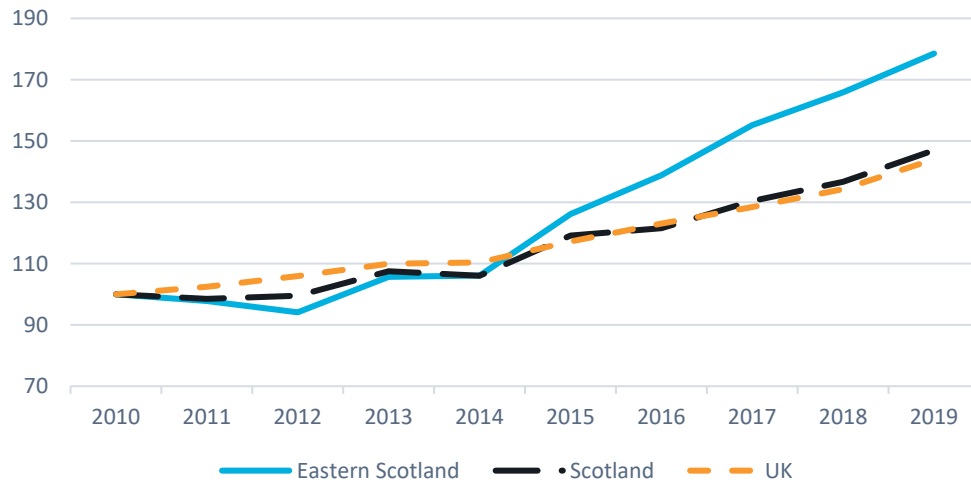
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKM6	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	2.7		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.8		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	3.8		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	7.5		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	2.2		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.7		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	63.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	-0.3		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	17.7		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	*		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	60.2		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	40.3		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	82.6		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	9.3		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	9.3		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	58.8		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.2		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	0.0		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	0.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	0.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.3		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	1.6		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	32.5		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	40.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	89.4		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.7		0.0	0.9	1.6	2.3	6.1

* Data not accessed for Average business floorspace per £1k rateable value (sq m) UKM6

Eastern Scotland (UKM7)

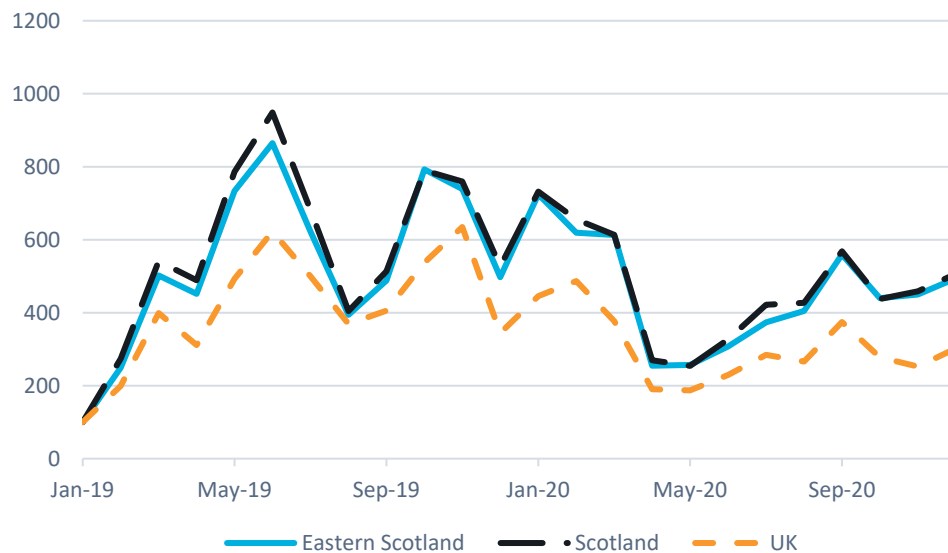
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	185 (of 5,566)
Accelerators	11 (of 272)
Incubators	16 (of 233)
Digital Spinouts	26 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Embedded Software Engineer	6,029	1.93
Test Automation Engineer	1,337	1.26
Test Analyst	2,144	1.23
Data Scientist	1,343	1.09
Technical Author	1,171	1.08

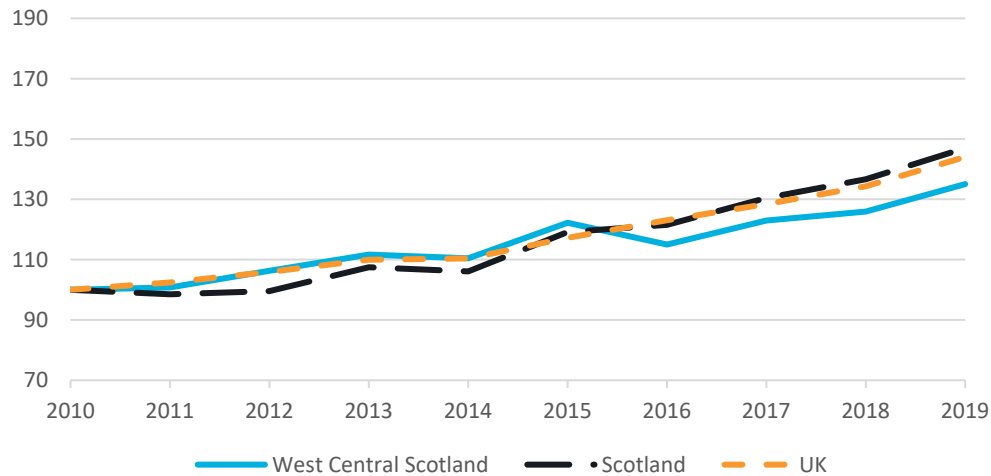
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKM7	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	8.6		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	4.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	9.1		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	9.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	4.8		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	11.0		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	64.4		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.7		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	15.7		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	*		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	85.4		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	73.6		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	94.5		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	26.0		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	45.9		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	62.9		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	3.5		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	33.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	124.5		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	183.4		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	29.9		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	7.1		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	13.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	1.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	37.3		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	53.8		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	92.5		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	3.9		0.0	0.9	1.6	2.3	6.1

* Data not accessed for Average business floorspace per £1k rateable value (sq m) UKM7

West Central Scotland (UKM8)

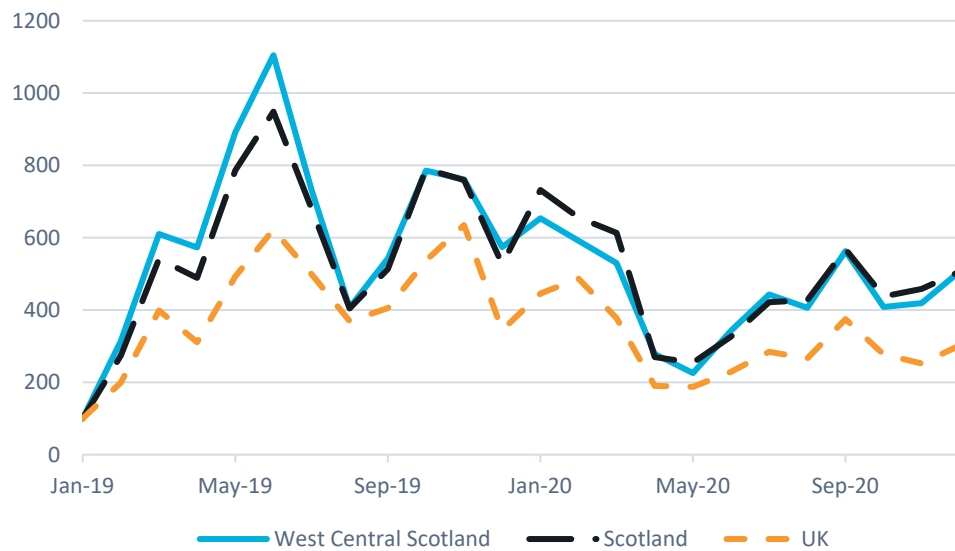
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	91 (of 5,566)
Accelerators	6 (of 272)
Incubators	5 (of 233)
Digital Spinouts	12 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Database Administrator	701	1.38
IT Architect	2,913	1.22
Software Developer	9,471	1.18
Embedded Software Engineer	2,194	1.14
Web Developer	1,956	1.13

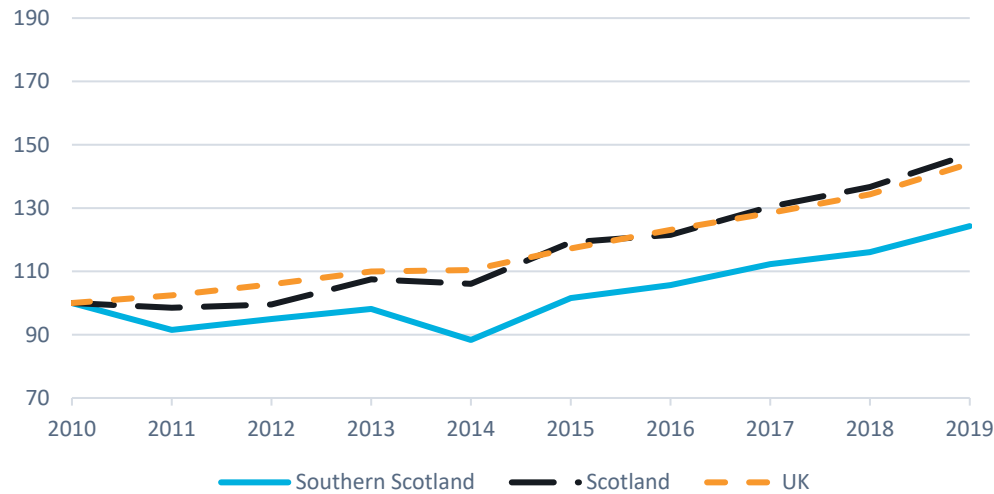
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKM8	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	7.9		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	4.0		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	7.6		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	8.1		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	6.1		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.1		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	80.9		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	21.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	*		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	88.9		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	85.5		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	97.0		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	14.4		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	62.6		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	61.0		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	2.8		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	5.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	23.4		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	88.8		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	20.4		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	11.9		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	7.9		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.7		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	32.6		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	48.3		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	91.3		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	3.2		0.0	0.9	1.6	2.3	6.1

* Data not available for Average business floorspace per £1k rateable value (sq m) UKM8

Southern Scotland (UKM9)

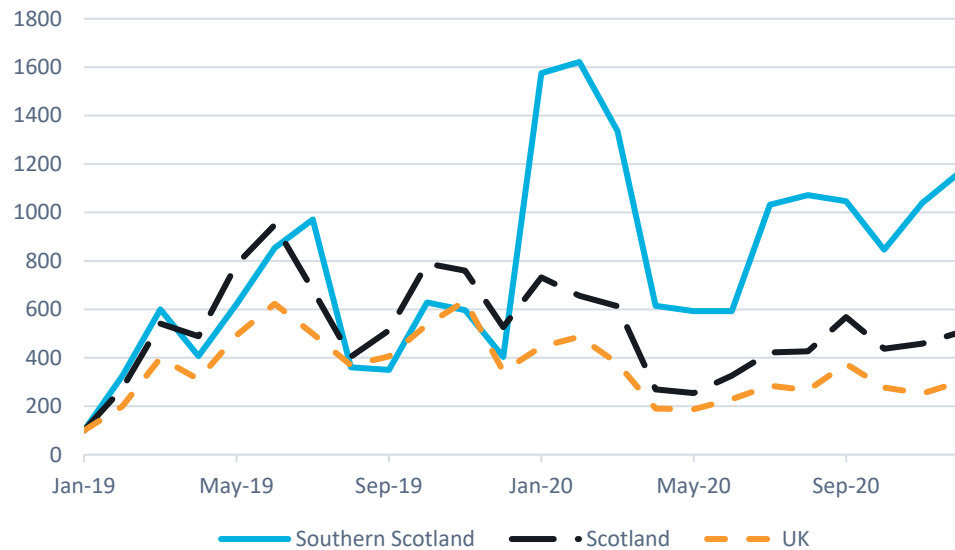
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	14 (of 5,566)
Accelerators	1 (of 272)
Incubators	0 (of 233)
Digital Spinouts	0 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
IT Support Analyst	316	1.41
Technical Author	99	1.35
IT Architect	344	1.30
System Administrator	72	1.24
Data Governance	76	1.21

Core Indicators vs all NUTS2 regions – boxplot visualisation

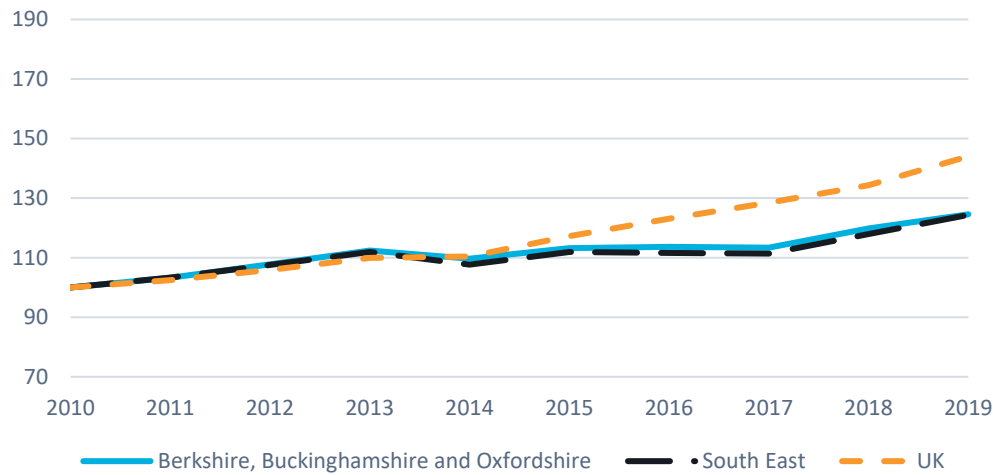
Indicator name	Period	UKM9	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	4.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.5		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.2		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	9.3		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	2.1		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA - 5 years (% p.a.)	2014-19	7.1		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	78.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	20.0		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	*		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	77.8		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	62.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	91.8		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	14.3		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	34.5		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	57.7		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.3		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	0.0		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	0.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	0.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.9		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	*		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	42.5		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	88.7		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.0		0.0	0.9	1.6	2.3	6.1

Data not available for Average business floorspace per £1k rateable value (sq m) & Digital sector mean gross annual pay (£k) not available for UKM9

8 South East

Berkshire, Buckinghamshire, and Oxfordshire (UKJ1)

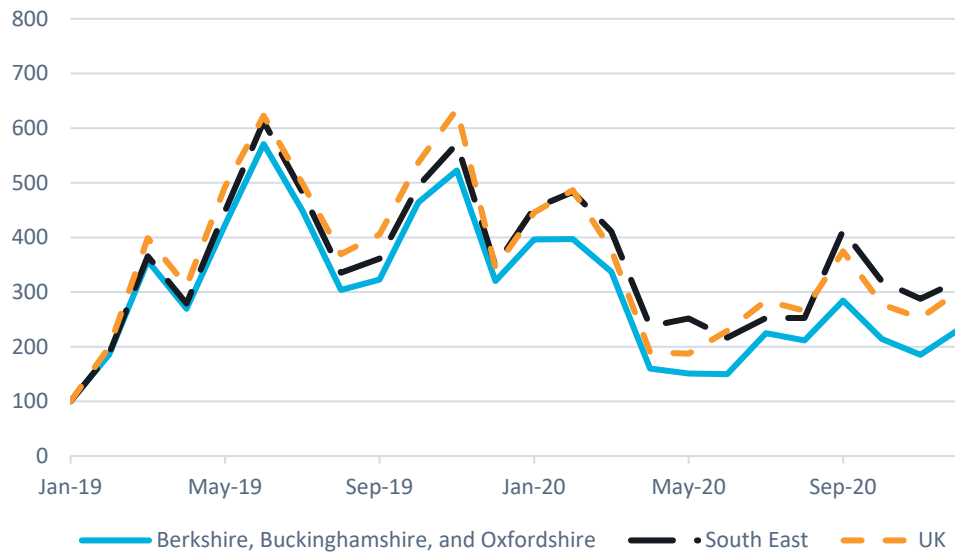
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	285 (of 5,566)
Accelerators	11 (of 272)
Incubators	16 (of 233)
Digital Spinouts	27 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

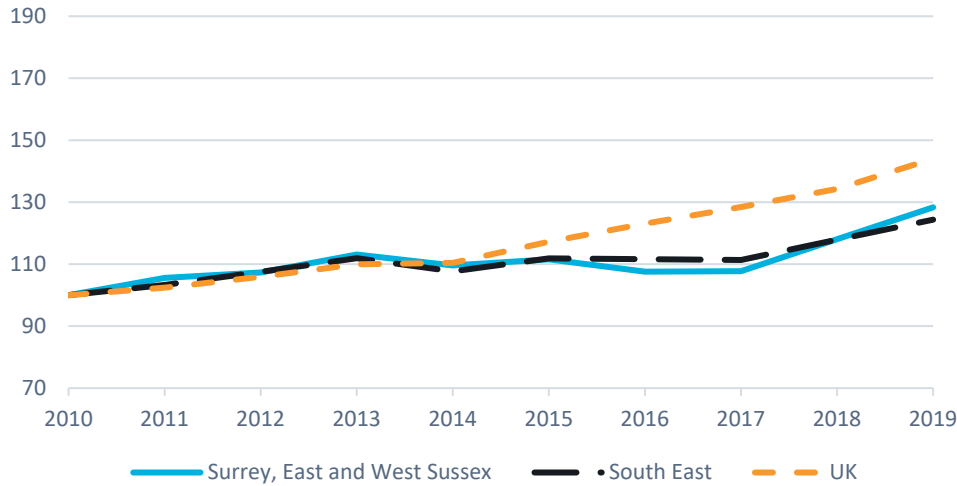
Occupation	Job Postings	LQ
Account Manager	3,216	1.32
Field Service Engineer	4,180	1.25
IT Consultant	3,909	1.18
IT Service Manager	3,476	1.17
System Administrator	2,537	1.16

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKJ1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	15.2		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	8.5		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	13.7		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-1.1		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	14.7		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	2.6		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	127.1		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	2.3		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	9.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	10.1		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	76.6		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	74.3		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.1		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	22.5		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	37.7		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	65.2		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.5		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	7.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	366.1		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	86.5		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	48.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	174.0		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	11.2		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.4		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	49.4		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	48.8		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	95.0		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.9		0.0	0.9	1.6	2.3	6.1

Surrey, East and West Sussex (UKJ2)

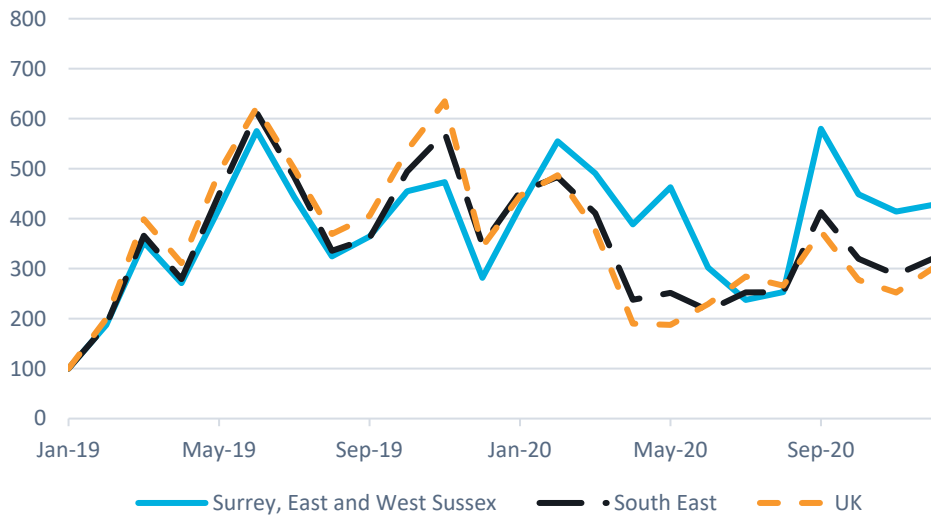
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	264 (of 5,566)
Accelerators	7 (of 272)
Incubators	4 (of 233)
Digital Spinouts	12 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

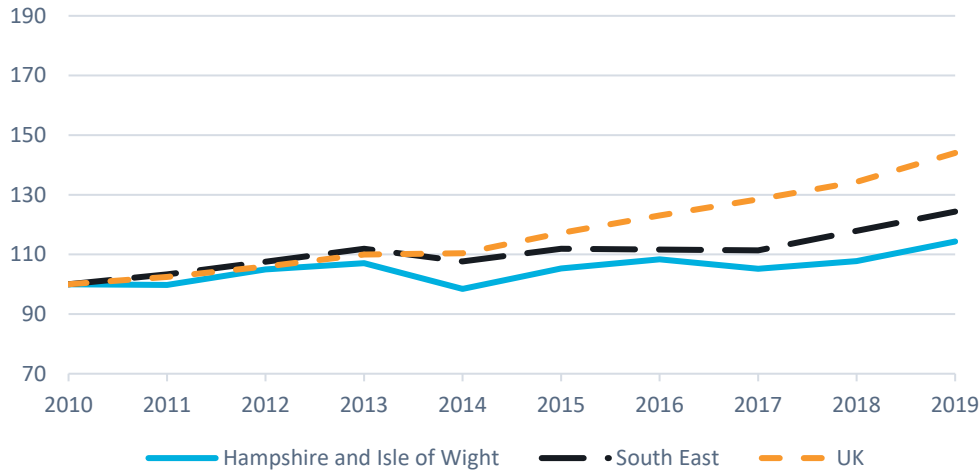
Occupation	Job Postings	LQ
Test Analyst	4,217	1.17
IT Support Analyst	7,715	1.12
IT Service Manager	2,706	1.12
System Administrator	1,916	1.08
Network Engineer	3,108	1.08

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKJ2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	11.3		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	4.8		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	10.2		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-1.2		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	6.5		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	3.2		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	90.4		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	1.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	8.3		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	9.4		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	82.8		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	68.8		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	14.5		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	14.5		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	63.9		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.7		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	4.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	58.3		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	72.5		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	18.1		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	17.8		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	3.8		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.3		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	41.9		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	46.4		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	94.6		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.2		0.0	0.9	1.6	2.3	6.1

Hampshire and Isle of Wight (UKJ3)

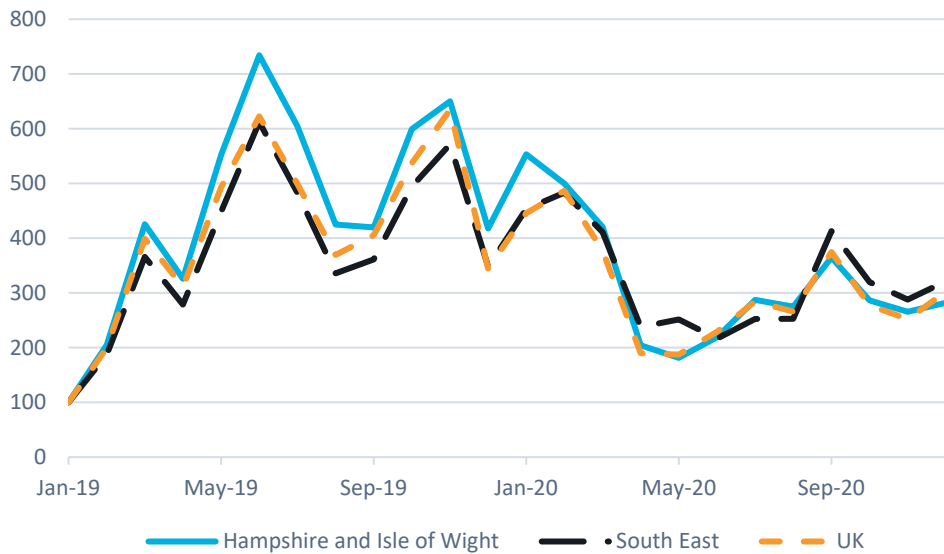
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	95 (of 5,566)
Accelerators	3 (of 272)
Incubators	8 (of 233)
Digital Spinouts	9 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

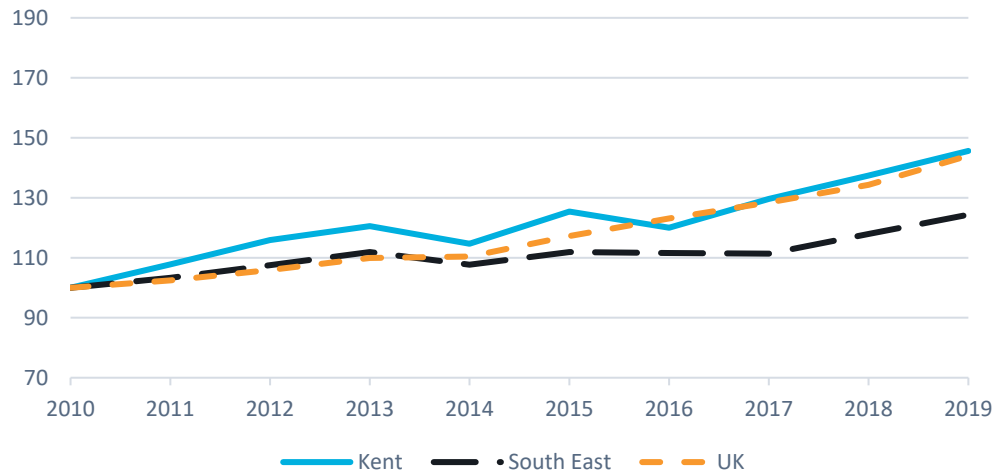
Occupation	Job Postings	LQ
Network Engineer	3,304	1.71
Field Service Engineer	2,355	1.30
Test Analyst	2,956	1.22
Test Automation Engineer	1,775	1.21
Data Engineer	9,763	1.12

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKJ3	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	9.7		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	5.0		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	7.8		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-4.5		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	8.1		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	3.0		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	106.4		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	1.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	10.3		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	12.0		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	81.7		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	76.5		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	95.5		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	13.0		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	24.8		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	65.4		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.2		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	2.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	113.2		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	57.2		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	38.5		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	7.1		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	4.5		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.5		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	43.7		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	43.1		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	93.8		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.5		0.0	0.9	1.6	2.3	6.1

Kent (UKJ4)

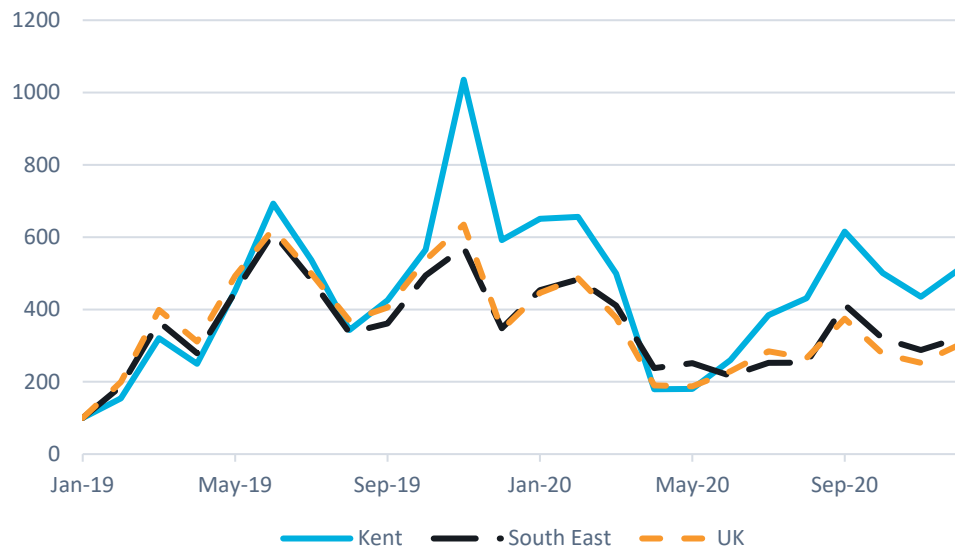
Digital Sector GVA (2010 indexed)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	46 (of 5,566)
Accelerators	1 (of 272)
Incubators	2 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
IT Support Analyst	3,023	1.43
Database Administrator	726	1.38
System Administrator	685	1.25
Field Service Engineer	977	1.17
Web Developer	2,092	1.16

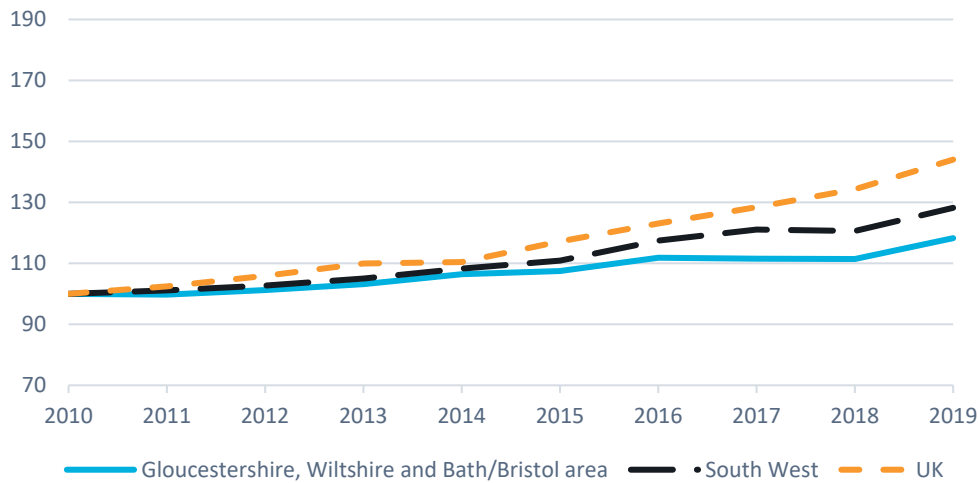
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKJ4	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	7.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.9		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	-1.3		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.5		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.9		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	80.5		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	9.8		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	11.4		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	74.0		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	67.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	93.9		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	13.4		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	16.5		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	66.4		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.8		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	33.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	29.1		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	18.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.2		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.5		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	36.2		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	39.4		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	93.2		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.9		0.0	0.9	1.6	2.3	6.1

9 South West

Gloucestershire, Wiltshire and Bath/Bristol area (UKK1)

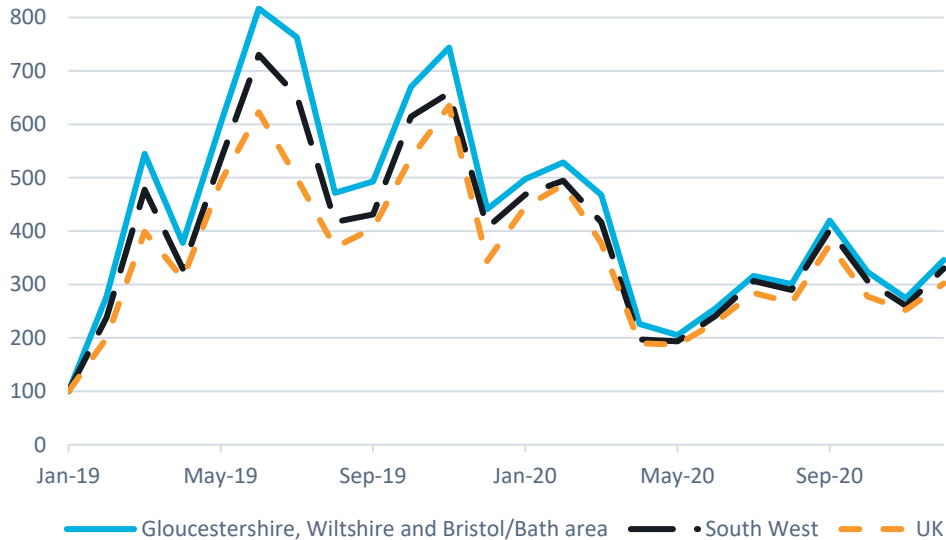
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	204 (of 5,566)
Accelerators	6 (of 272)
Incubators	12 (of 233)
Digital Spinouts	11 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

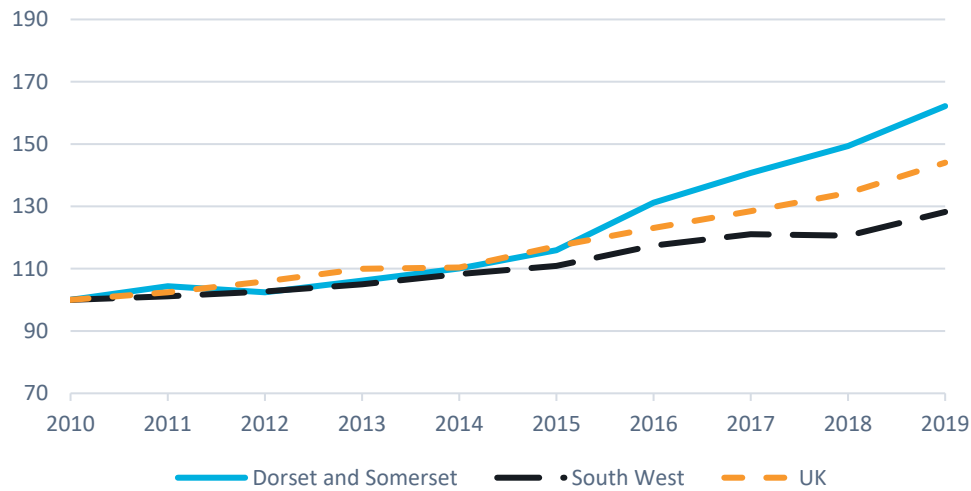
Occupation	Job Postings	LQ
Embedded Software Engineer	12,415	1.59
Test Automation Engineer	3,713	1.40
Field Service Engineer	4,165	1.26
Test Analyst	5,456	1.25
Cyber Security Analyst	7,320	1.24

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKK1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	9.9		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	4.0		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	9.9		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	2.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.2		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	2.1		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	78.6		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.4		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	10.5		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	13.5		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	77.9		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	76.1		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	94.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	25.5		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	25.5		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	65.1		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	2.0		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	13.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	294.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	80.4		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	21.7		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	16.4		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	4.4		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.4		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	39.1		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	44.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	94.5		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.5		0.0	0.9	1.6	2.3	6.1

Dorset and Somerset (UKK2)

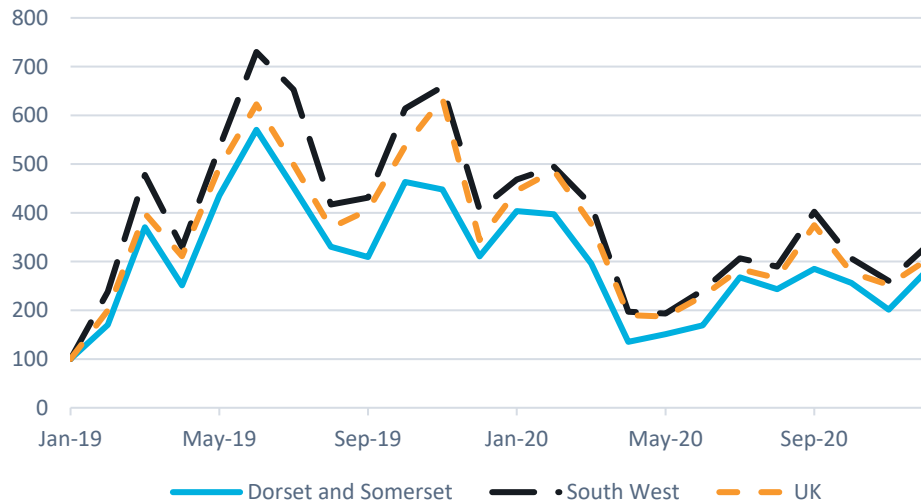
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	43 (of 5,566)
Accelerators	1 (of 272)
Incubators	0 (of 233)
Digital Spinouts	0 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

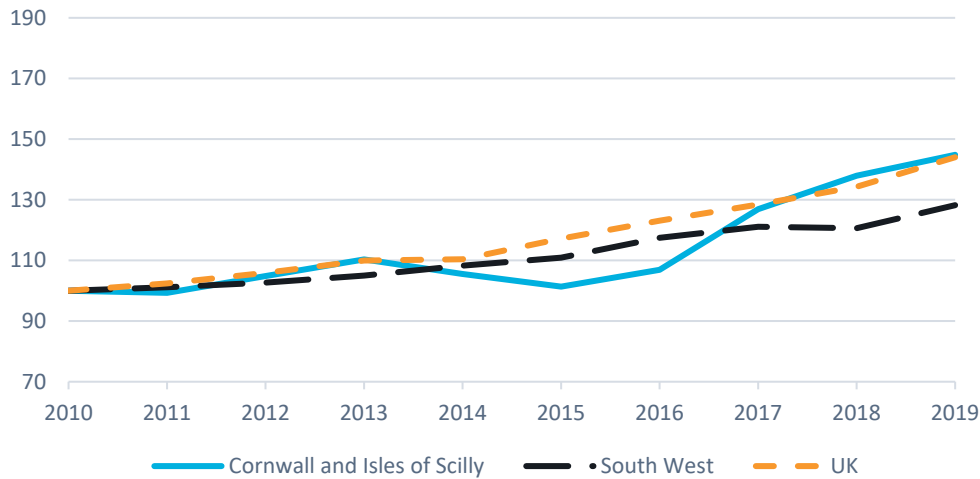
Occupation	Job Postings	LQ
Field Service Engineer	1,509	2.06
Embedded Software Engineer	2,799	1.61
IT Support Analyst	2,232	1.21
Web Developer	1,898	1.21
Software Developer	8,614	1.19

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKK2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	6.5		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.1		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.8		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	0.0		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.3		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	8.1		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	83.3		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.2		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	9.7		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	14.5		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	72.0		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	55.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	92.7		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	13.9		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	13.9		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	56.7		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.2		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	25.6		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	0.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	0.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	3.3		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.3		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	27.2		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	37.3		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	94.6		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.5		0.0	0.9	1.6	2.3	6.1

Cornwall and Isles of Scilly (UKK3)

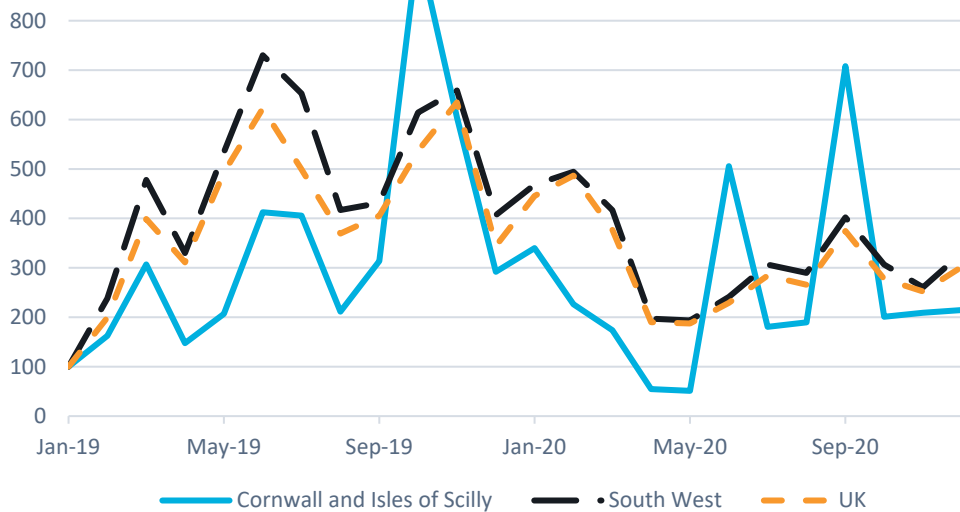
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	32 (of 5,566)
Accelerators	1 (of 272)
Incubators	6 (of 233)
Digital Spinouts	1 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

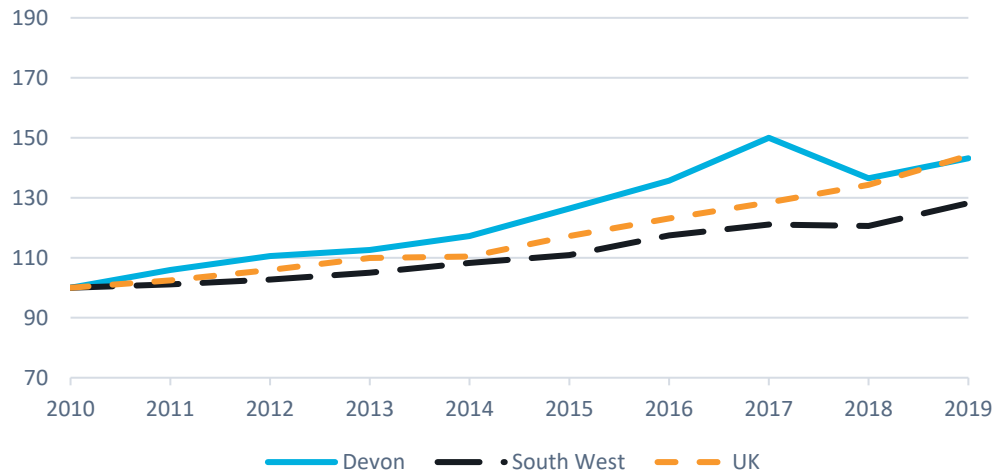
Occupation	Job Postings	LQ
Field Service Engineer	179	1.53
Data Scientist	168	1.53
IT Consultant	157	1.36
Data Engineer	740	1.33
Embedded Software Engineer	361	1.30

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKK3	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	3.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	4.8		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	3.9		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	1.9		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	6.5		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	60.0		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	9.3		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	14.9		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	66.6		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	45.5		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	87.1		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	31.1		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	31.1		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	55.6		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	3.4		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	2.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	0.0		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	0.0		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	0.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.1		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	3.5		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	24.9		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	33.9		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	90.0		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.9		0.0	0.9	1.6	2.3	6.1

Devon (UKK4)

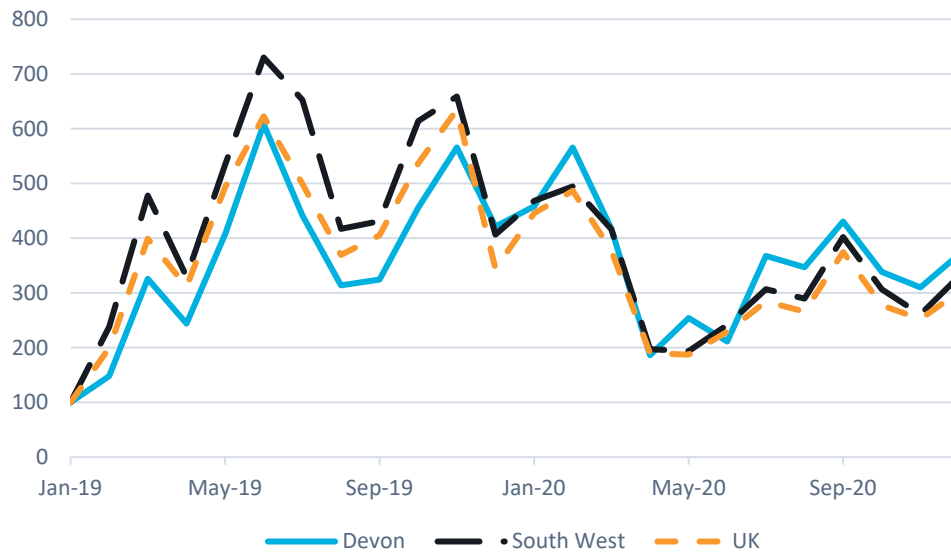
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	31 (of 5,566)
Accelerators	4 (of 272)
Incubators	3 (of 233)
Digital Spinouts	4 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Field Service Engineer	756	1.85
Web Developer	1,168	1.33
Software Developer	5,137	1.27
IT Service Manager	439	1.21
Test Analyst	646	1.19

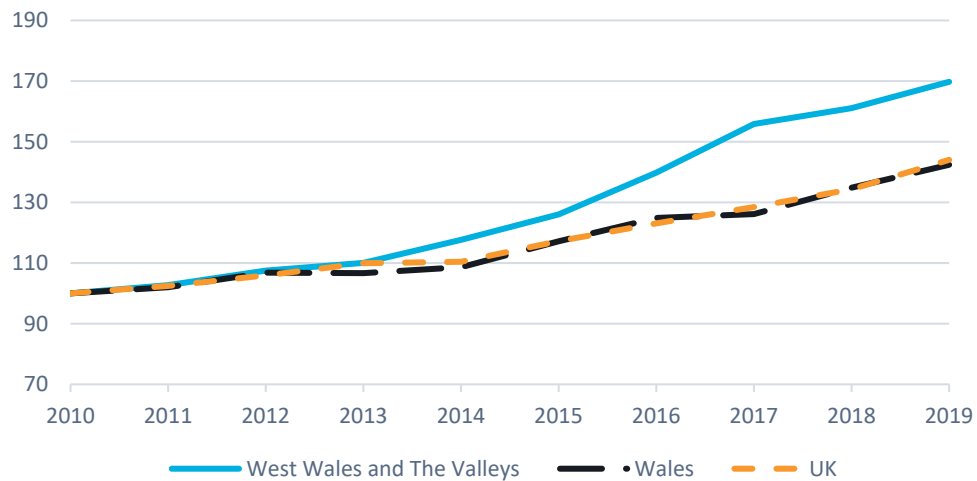
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKK4	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	4.5		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.2		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.7		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	0.0		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.6		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.1		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	83.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.1		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	9.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	14.9		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	76.9		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	61.9		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	89.5		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	20.1		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	20.1		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	59.6		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.4		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	3.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	1.2		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	22.4		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	18.6		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	1.2		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	3.3		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	32.0		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	37.9		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	91.5		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.3		0.0	0.9	1.6	2.3	6.1

10 Wales

West Wales and The Valleys (UKL1)

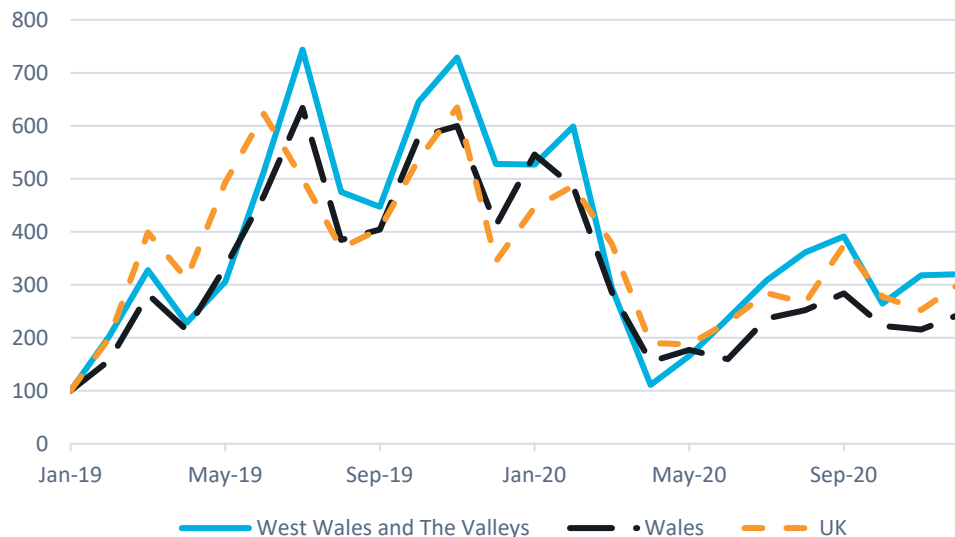
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	52 (of 5,566)
Accelerators	1 (of 272)
Incubators	6 (of 233)
Digital Spinouts	8 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

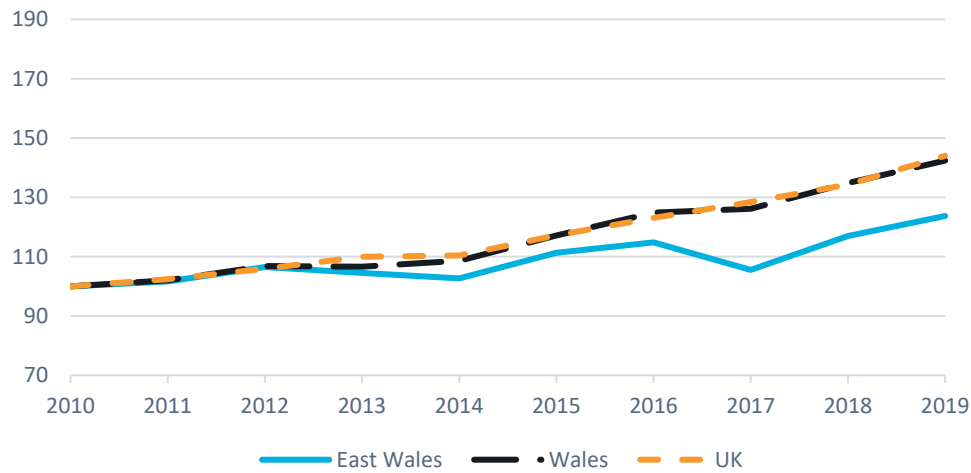
Occupation	Job Postings	LQ
Field Service Engineer	445	1.83
IT Support Analyst	1,066	1.73
System Administrator	243	1.53
Software Developer	3,442	1.43
Network Engineer	296	1.14

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKL1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	3.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.8		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	3.8		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	9.6		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.1		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	7.6		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	87.2		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	16.4		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	20.9		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	72.0		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	53.4		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	93.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	16.0		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	18.7		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	56.9		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	2.2		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	6.7		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	67.9		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	21.2		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.9		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	4.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.3		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	28.2		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	36.1		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	89.2		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.3		0.0	0.9	1.6	2.3	6.1

East Wales (UKL2)

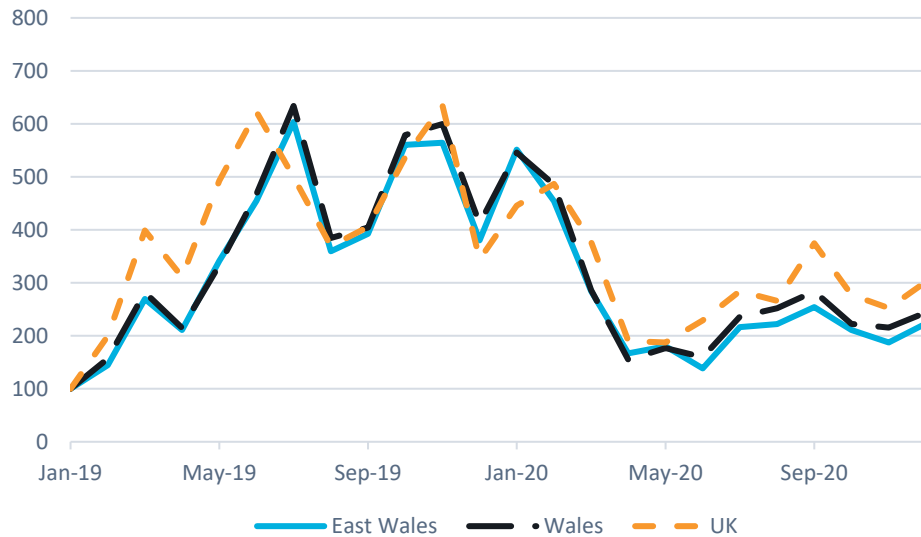
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	90 (of 5,566)
Accelerators	3 (of 272)
Incubators	1 (of 233)
Digital Spinouts	4 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Test Analyst	1,883	1.92
Test Automation Engineer	882	1.49
Embedded Software Engineer	2,096	1.20
Cyber Security Analyst	1,510	1.14
IT Service Manager	731	1.12

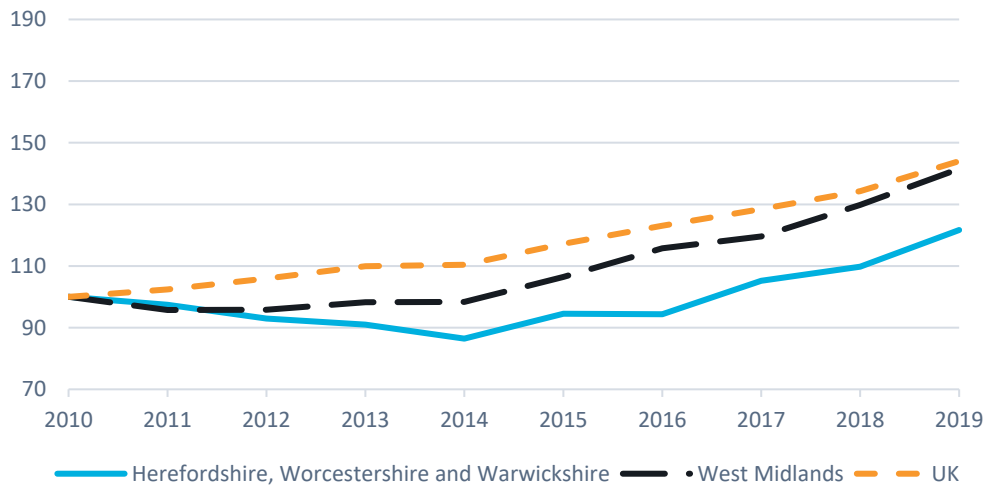
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKL2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	6.2		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.5		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	7.8		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	8.8		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	3.8		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	3.8		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	79.7		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	13.3		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	17.2		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	76.9		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	66.4		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	93.0		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	28.9		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	42.4		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	60.5		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	3.4		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	7.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	14.7		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	20.1		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	19.3		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	8.6		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	4.3		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.8		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	35.8		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	43.3		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	92.0		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.0		0.0	0.9	1.6	2.3	6.1

11 West Midlands

Herefordshire, Worcestershire and Warwickshire (UKG1)

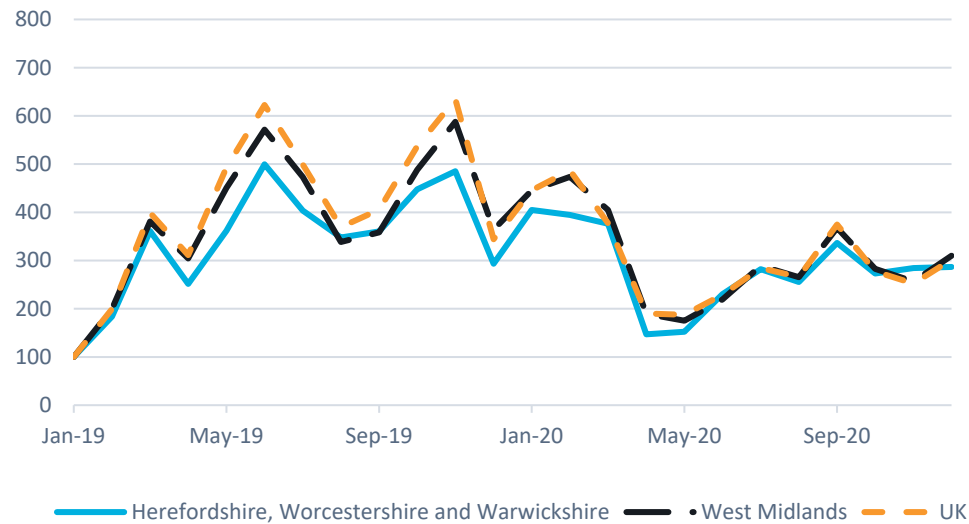
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	60 (of 5,566)
Accelerators	2 (of 272)
Incubators	6 (of 233)
Digital Spinouts	4 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

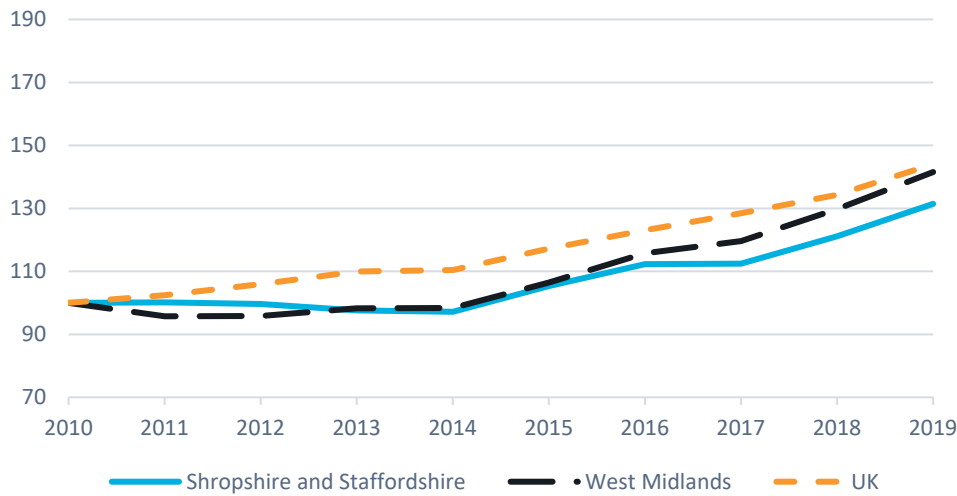
Occupation	Job Postings	LQ
Cyber Security Analyst	1,530	1.92
Embedded Software Engineer	1,752	1.59
IT Project Manager	1,355	1.30
Field Service Engineer	912	1.23
IT Consultant	562	1.17

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKG1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	6.2		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.9		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	3.7		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	1.4		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	4.6		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	7.1		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	89.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.8		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	10.8		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	17.0		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	75.6		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	62.6		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	94.8		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	13.5		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	41.8		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	62.3		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.4		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	57.4		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	24.4		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	56.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	5.4		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	2.9		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	43.3		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	42.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	93.6		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.2		0.0	0.9	1.6	2.3	6.1

Shropshire and Staffordshire (UKG2)

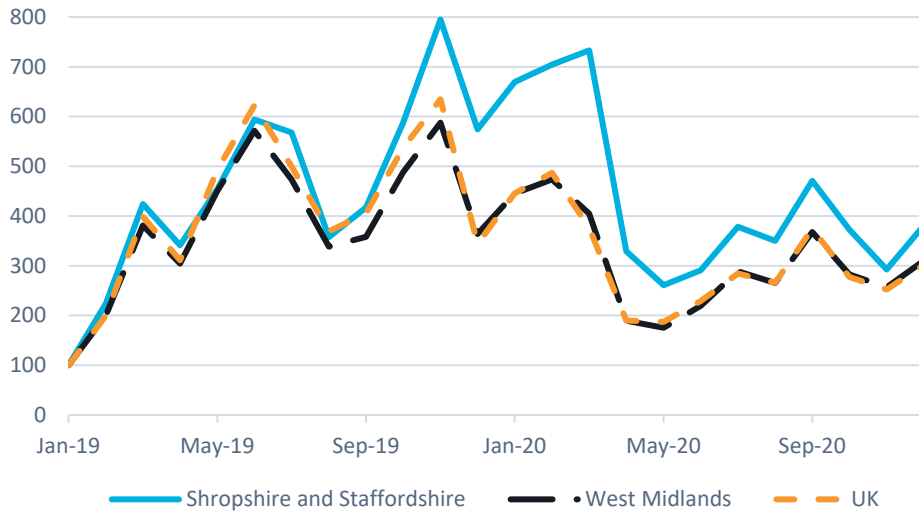
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	30 (of 5,566)
Accelerators	0 (of 272)
Incubators	2 (of 233)
Digital Spinouts	0 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

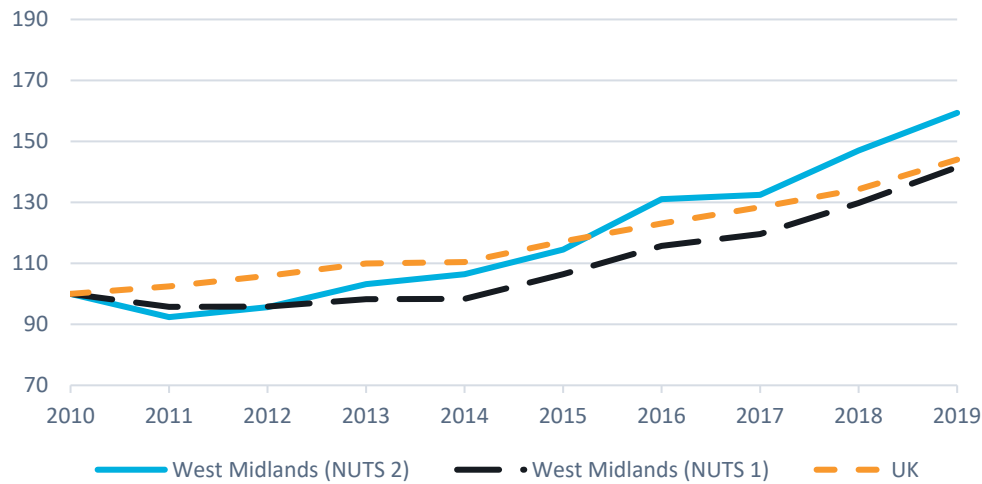
Occupation	Job Postings	LQ
Network Engineer	1,665	1.65
Database Administrator	968	1.61
Field Service Engineer	1,403	1.47
Test Analyst	1,702	1.35
IT Support Analyst	3,093	1.29

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKG2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	5.4		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.6		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.6		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	3.0		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	4.4		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	6.2		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	85.0		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	4.4		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	13.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	18.9		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	74.2		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	66.6		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	93.8		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	10.7		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	19.1		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	60.0		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	0.9		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	2.2		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	12.8		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	1.2		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.8		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.6		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.1		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	33.8		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	37.1		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	89.0		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.7		0.0	0.9	1.6	2.3	6.1

West Midlands (UKG3)

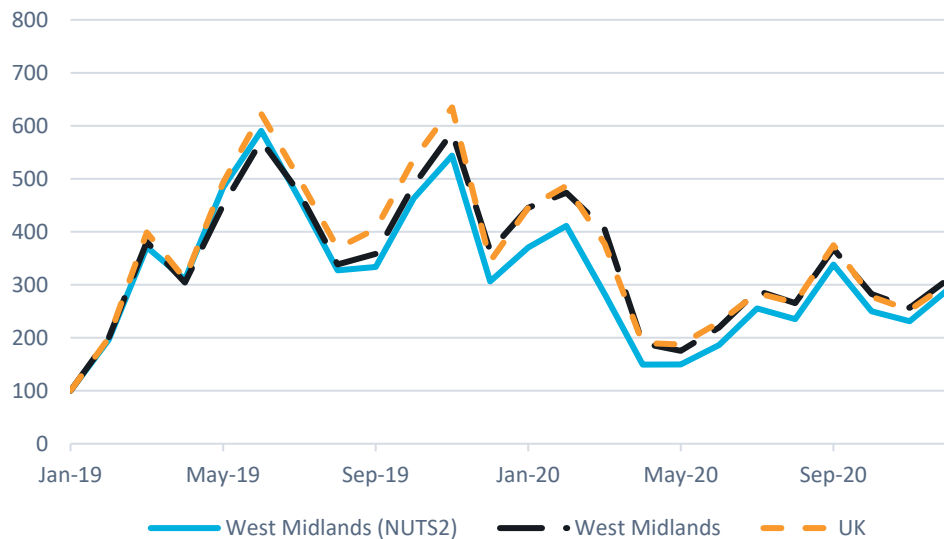
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	96 (of 5,566)
Accelerators	6 (of 272)
Incubators	16 (of 233)
Digital Spinouts	13 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Management Consultant	831	1.41
IT Consultant	2,310	1.40
Network Engineer	2,367	1.33
Field Service Engineer	2,200	1.31
IT Service Manager	1,909	1.29

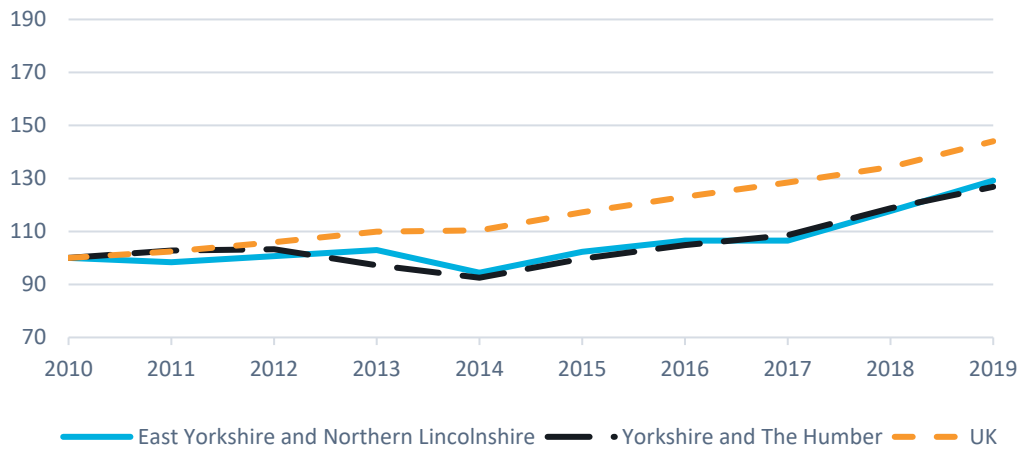
Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKG3	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	6.9		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.5		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.4		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	1.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.0		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	8.4		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	111.8		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.2		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	15.8		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	15.8		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	86.3		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	88.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	97.3		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	29.0		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	76.8		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	60.3		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.5		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	6.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	11.9		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	79.2		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	20.1		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	7.2		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	2.2		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.6		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	40.5		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	34.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	90.8		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.7		0.0	0.9	1.6	2.3	6.1

12 Yorkshire and The Humber

East Yorkshire and Northern Lincolnshire (UKE1)

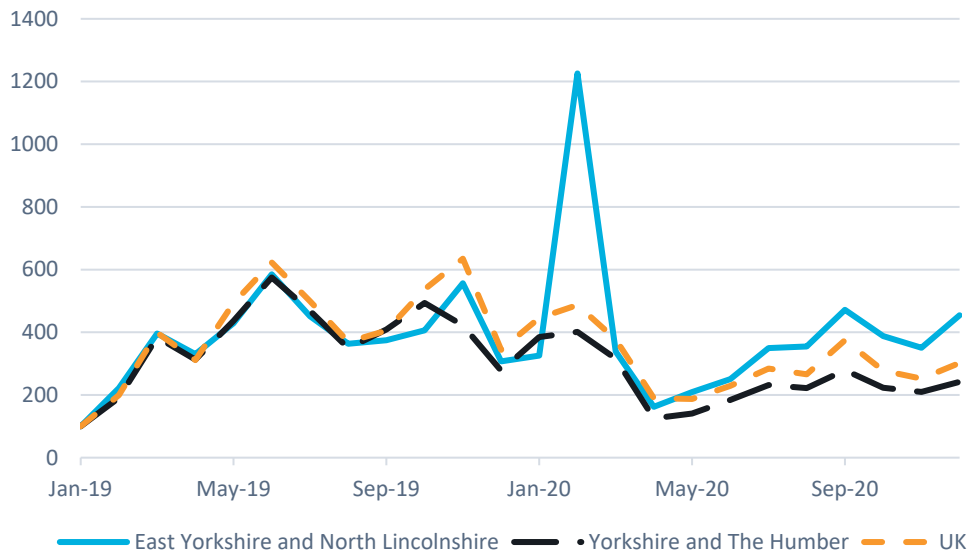
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	14 (of 5,566)
Accelerators	0 (of 272)
Incubators	1 (of 233)
Digital Spinouts	0 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

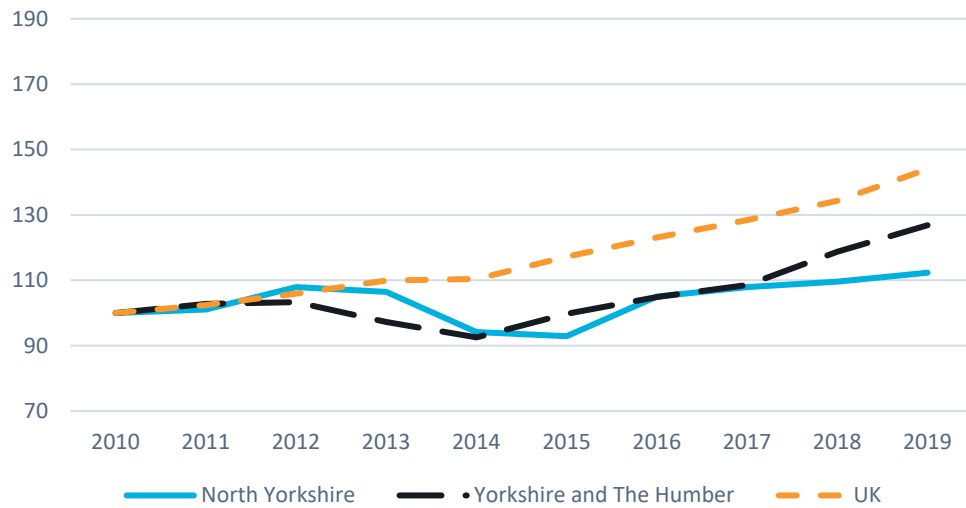
Occupation	Job Postings	LQ
IT Support Analyst	1,210	1.35
Software Developer	4,728	1.35
Test Analyst	590	1.25
Database Administrator	262	1.17
Network Engineer	428	1.14

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKE1	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	3.6		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	1.8		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	3.5		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	8.8		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	1.9		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	6.5		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	56.3		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	-0.2		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	17.0		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	23.7		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	78.4		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	101.6		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.2		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	49.9		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	49.9		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	67.7		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.3		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	14.6		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	14.8		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	23.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	0.0		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	0.0		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	22.3		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	31.7		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	89.7		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	0.7		0.0	0.9	1.6	2.3	6.1

North Yorkshire (UKE2)

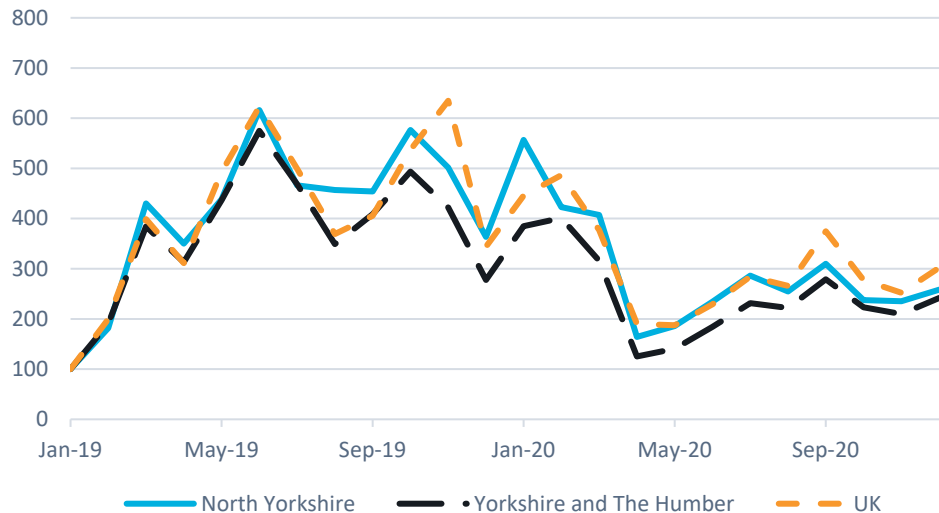
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	27 (of 5,566)
Accelerators	0 (of 272)
Incubators	1 (of 233)
Digital Spinouts	6 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

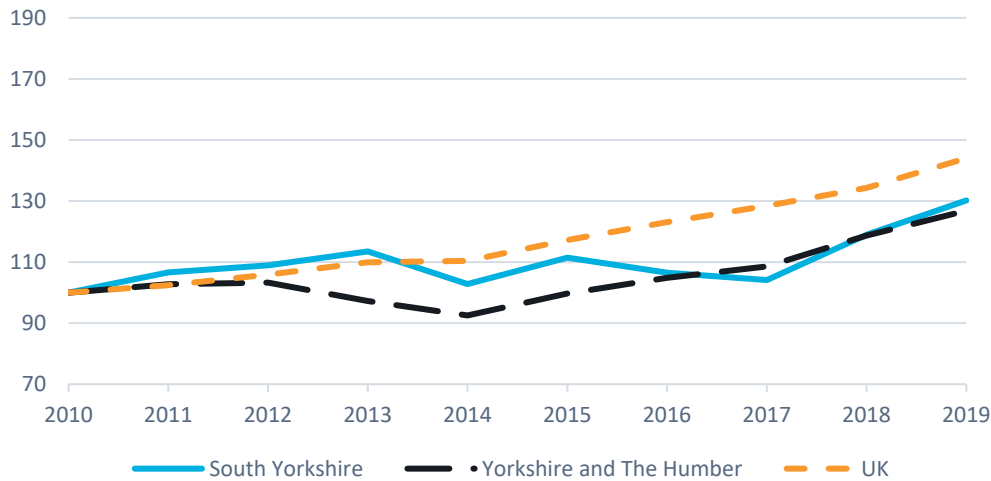
Occupation	Job Postings	LQ
Network Engineer	659	1.88
IT Support Analyst	1,378	1.65
Test Analyst	589	1.34
Database Administrator	257	1.23
Field Service Engineer	389	1.18

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKE2	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	5.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	2.1		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	6.4		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	3.4		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	2.6		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	3.6		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	67.3		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.5		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	11.2		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	15.1		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	72.0		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	76.0		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	91.3		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	22.5		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	22.6		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	64.6		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.4		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	21.2		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	34.8		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	44.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	3.5		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	7.2		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	1.0		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	35.9		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	40.6		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	91.7		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.1		0.0	0.9	1.6	2.3	6.1

South Yorkshire (UKE3)

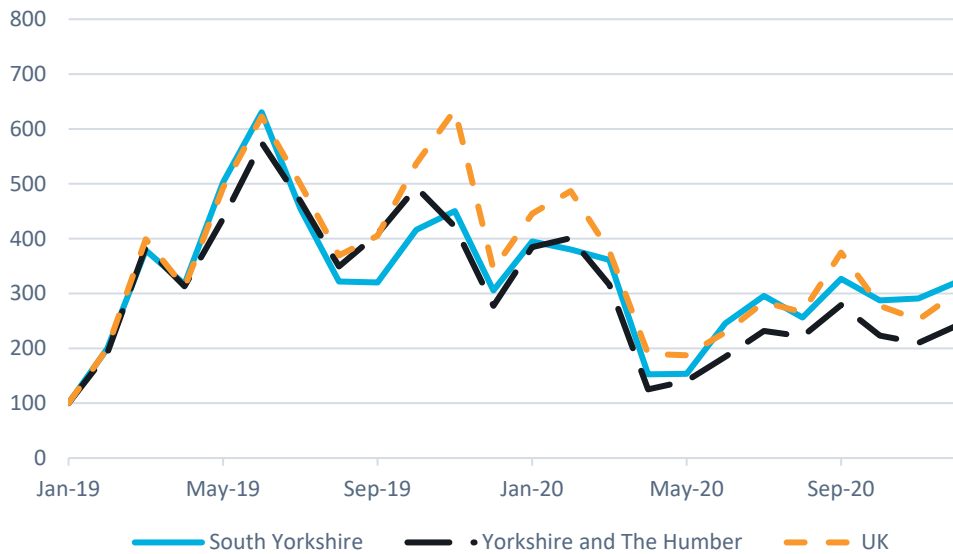
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	36 (of 5,566)
Accelerators	7 (of 272)
Incubators	6 (of 233)
Digital Spinouts	9 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

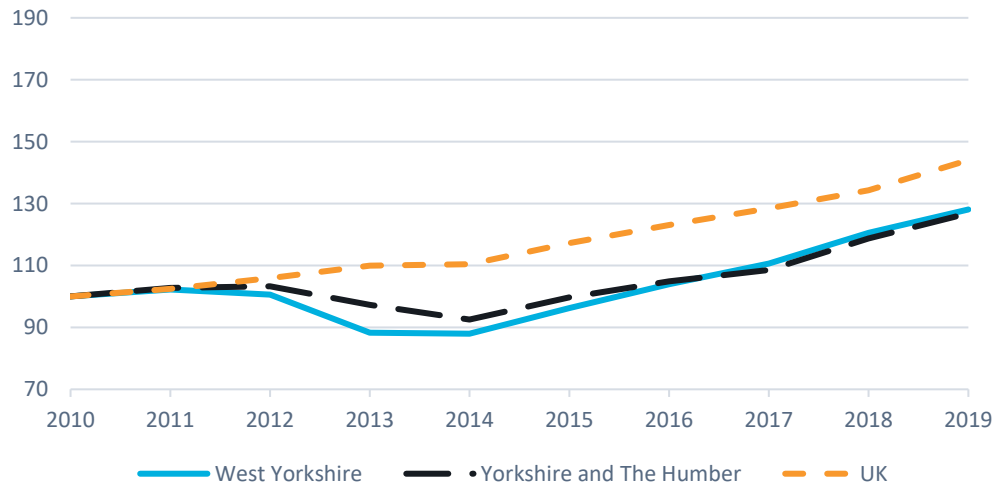
Occupation	Job Postings	LQ
Test Analyst	1,048	1.51
Web Developer	1,473	1.31
IT Service Manager	594	1.28
System Administrator	417	1.22
Software Developer	6,215	1.20

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKE3	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	5.8		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.2		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	5.2		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	10.7		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	4.4		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	4.8		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	66.3		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.0		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	17.9		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	17.7		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	82.7		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	63.4		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	97.1		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	18.2		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	18.2		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	58.6		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.6		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	0.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	13.5		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	30.5		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	47.0		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	2.2		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	6.4		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.5		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	35.3		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	37.5		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	90.8		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	2.2		0.0	0.9	1.6	2.3	6.1

West Yorkshire (UKE4)

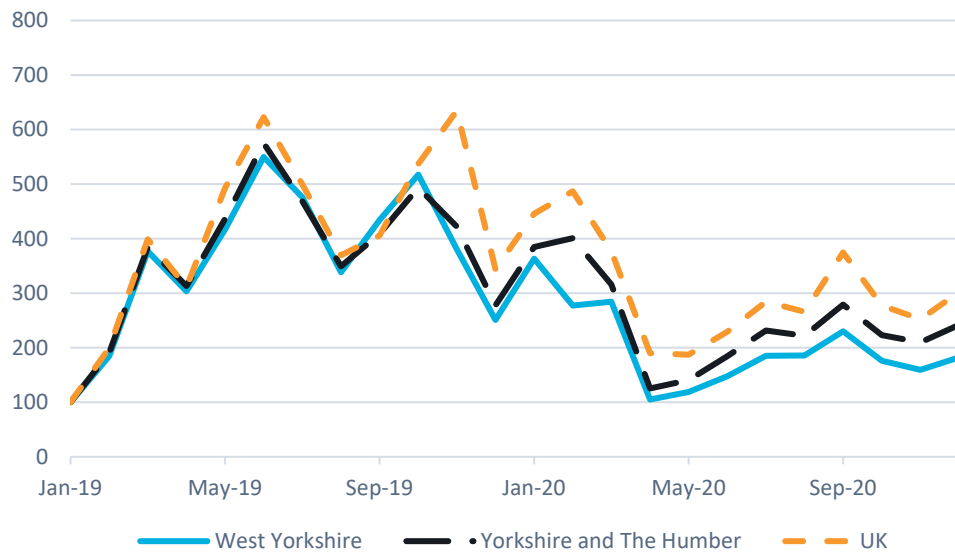
Digital Sector GVA (2010, indexed at 100)



Digital Assets

Digital Asset	Region total (of UK total)
Digital High Growth Companies	93 (of 5,566)
Accelerators	4 (of 272)
Incubators	10 (of 233)
Digital Spinouts	4 (of 279)

Digital Occupation job adverts (Jan-2019, indexed at 100)



Top Digital Occupation Demand 2019-2020 – ranked by Location Quotient (LQ)

Occupation	Job Postings	LQ
Test Analyst	3,126	1.54
Database Administrator	1,421	1.47
Test Automation Engineer	1,588	1.29
IT Support Analyst	4,697	1.22
Software Developer	17,474	1.16

Core Indicators vs all NUTS2 regions – boxplot visualisation

Indicator name	Period	UKE4	Box plot comparison	Low	25th centile	Median	75th centile	High
Digital sector % share of total enterprises	2020	7.0		2.7	4.5	6.4	8.6	17.0
Digital sector % share of employees	2019	3.5		1.3	2.1	2.9	4.0	10.7
Digital sector % share of enterprise births	2019	7.0		3.5	5.2	6.5	7.8	15.2
Average annual growth in digital sector employees (% p.a.)	2015-19	8.2		-6.1	0.0	2.0	4.7	10.7
Digital sector % share of GVA	2019	5.3		1.4	3.3	4.4	5.7	14.7
Average real growth in digital sector GVA – 5 years (% p.a.)	2014-19	7.8		-3.3	3.2	4.8	6.5	11.0
Average digital sector GVA per worker (£k p.a., 2018 prices)	2019	81.7		54.0	76.8	83.0	91.2	149.8
Balance of international trade in digital services as % of GVA	2018	0.2		-0.3	0.0	0.2	0.8	5.8
Earnings p.a. as % of house prices	2020	17.3		7.0	9.8	13.3	17.5	22.9
Average business floorspace per £1k rateable value (sq m)	Mar 2020	17.4		2.3	11.9	15.0	18.3	23.7
Indoor 4G coverage from all 4 operators (% of premises)	Jan 2021	84.4		60.2	74.2	78.3	84.4	99.2
Mean fixed broadband download speeds (Mbps)	Jun 2020	72.3		40.3	62.6	68.8	76.5	101.6
Superfast broadband coverage (% of premises)	Jan 2021	96.3		82.6	93.0	94.8	96.6	97.3
Full fibre coverage (% of premises)	Jan 2021	28.5		5.2	13.5	17.2	25.5	60.7
Gigabit-capable coverage (% of premises)	Jan 2021	55.6		5.2	16.5	25.5	49.9	82.0
3yr survival rate of digital sector firms (%)	2016-2019	61.5		55.0	58.8	61.4	64.6	68.8
% of digital sector firms identified as 'high growth'	2020	1.7		0.5	1.0	1.4	2.3	7.0
Digital sector firms raising Angel Network funds	2016-20	1.0		0.0	0.0	1.0	5.0	60.0
VC investment in digital sector firms per capita (£)	2016-20	13.4		0.0	7.2	23.4	58.3	3928.3
Computer Science FTEs in REF2014	2014	48.4		0.0	14.8	38.0	69.4	204.6
Average % Computer Science research rated 4* in REF2014	2014	18.9		0.0	9.0	19.3	25.1	56.0
Innovate UK grants in "AI & Data Economy" sector (£m)	2011-20	2.0		0.0	1.2	2.8	7.5	178.3
Digital sector university spin-outs per 1m pop	Apr 2021	1.7		0.0	0.7	2.0	4.4	30.5
Higher Education postgrad computing students per 1k pop	2019/20	0.3		0.0	0.1	0.3	0.6	2.0
Digital sector mean gross annual pay (£k)	2017	32.5		22.8	32.5	35.4	40.8	63.6
Proportion of people aged 16-64 with NVQ4+ (%)	2020	38.1		29.8	37.3	39.1	45.3	67.9
Proportion of people aged 16+ using the internet (%)	2020	91.0		87.4	90.1	91.7	93.8	96.7
Higher Education computing students per 1k pop	2019/20	1.5		0.0	0.9	1.6	2.3	6.1

Control Information

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