

27 October, 2015

**PRESS RELEASE**

**Embargoed Until 00:01, Tuesday, 27 October 2015**

**NEW INDEX REVEALS WOLVERHAMPTON IS THE LEAST PROSPEROUS PART OF BRITAIN**

**LONDON—The Legatum Institute's 'Geography of Prosperity' index finds people living in Hammersmith & Fulham and Kensington & Chelsea are the most prosperous in Britain**

**Wolverhampton is officially the least prosperous part of the UK, according to the Index published today.**

The Legatum Institute, an international think tank based in London, published its first ever 'Geography of Prosperity' Index today, comparing the prosperity of 170 areas across Britain. The findings are based on measuring the average income per person along with how happy they feel.

- People living in Hammersmith & Fulham and Kensington & Chelsea are slightly more miserable than people living in most other areas of the UK (84th out of 170). However, their exceptional wealth - residents have an average income of £133,000 a year, over five times the national average - makes the two West London areas the most prosperous in Britain.
- On the other end of the scale, residents of Wolverhampton have an income of just over £18,000 a year and are the most miserable in the UK—making them the least prosperous.
- People living in the Outer Hebrides are some of the poorest in Britain, with an average income of £15,000 a year (135th out of 170). However, that doesn't stop the islands being the fifth most prosperous in the country, thanks to residents topping the life satisfaction rankings in the entire UK.

The Index reveals a number of other interesting findings:

- London contains 4 out of the 5 most prosperous areas in the country but also 3 out of the 10 least prosperous areas including Croydon, Brent and Bexley & Greenwich. Inner London contains 9 out of the top 10 wealthiest areas. People in Hammersmith & Fulham and Kensington & Chelsea have an average income of £133,000 a year. However, 4 of the 10 most miserable areas in the country are in London: Haringey and Islington, Croydon, Camden & the City of London and Brent.
- A further 4 of the most prosperous areas can be found in Scotland. People living in the Outer Hebrides are the happiest in the UK, followed by residents of the Orkney Islands. However, Scotland also contains people with some of the lowest incomes in the country—in East Lothian/Midlothian (£13,200) and North and West Ayrshire (£12,400).
- Wales contains 3 out of 10 of the least wealthy parts of the UK. People living in Anglesey have the lowest incomes in the country—£11,200 a year - below the annual national minimum wage, while the Gwent Valleys (£12,300) and South West Wales (£13,300) are also near the bottom when it comes to income. Wales is also the most miserable of the four nations of the United Kingdom.

- Some of the happiest people in Britain live in Northern Ireland. Three areas - West and South of Northern Ireland (3rd), Outer Belfast (=4th) and East of Northern Ireland (=10th)—were in the top ten in the entire UK when it came to life satisfaction. Northern Ireland is, however, also the second poorest of the four nations of the United Kingdom. People in Northern Ireland have an average income of £17,900 a year, whereas people in England have an income of £23,800.

The most prosperous places in the UK are:

1. Hammersmith & Fulham and Kensington & Chelsea
2. Westminster
3. Wandsworth
4. Camden and the City of London
5. Eilean Sar (Outer Hebrides)

The least prosperous places in the UK are:

1. Wolverhampton
2. Sandwell (West Midlands)
3. Blackpool
4. Liverpool
5. East Derbyshire

The findings come a week before the Legatum Institute unveils its 2015 global Prosperity Index.

*Sian Hansen, Executive Director of the Legatum Institute, said:*

*“The “Geography of Prosperity” index reveals that prosperity is about more than just wealth—it is about feeling that one’s life is worthwhile. The data shows that Wolverhampton is the least prosperous part of the UK because its citizens report the lowest levels of satisfaction with their lives in the whole country.*

*“Residents of Wolverhampton are almost twice as likely to be unemployed, and are more likely to be claiming a working-age benefit. A lack of opportunity not only makes the area poorer but perhaps more importantly it makes people feel more unhappy. The index shows that while robust economic success can make an area prosperous: this in itself is not enough. Some of the most prosperous areas of the country are those where, regardless of their income, people have the opportunity to lead healthy, fulfilling and prosperous lives.”*

**ENDS**

## **Notes to Editors**

1. The Geography of Prosperity Index ranks 170 areas in the UK based on combining the results of two different data sets. Firstly, Eurostat’s data on gross domestic product for UK local areas and secondly, the ONS’ well-being statistics. Both datasets are aggregated at the Nomenclature of Territorial Units for Statistics (NUTS) 3 level. A full methodology document is available at [www.uk.prosperity.com](http://www.uk.prosperity.com) (also embargoed until 00:01, Tuesday, 27 October 2015).
2. A digital map of each of the 170 areas covered in the Index is available on the website.

## **Media Enquiries**

For more information or to arrange an interview please contact:  
Nick Faith on +44 (0) 7960 996 233.

## **About the Legatum Institute**

The Legatum Institute seeks to identify the drivers of prosperity, which we define as both wealth and wellbeing. Our signature product is the *Legatum Prosperity Index™*, a unique global assessment of national prosperity that assesses 142 countries and is an essential tool for governments across the globe. For more information please go to [www.li.com](http://www.li.com) and [www.prosperity.com](http://www.prosperity.com).