



Place Analytics to shape your future

Arbroath Place Report

About your report

This Vista report is produced by eutopia and includes scores based on quantitative and qualitative datasets. The quantitative data is gathered from a range of data providers through APIs and manual updates where APIs are not available. Qualitative data is collated using multiple opensource datapoints and is dynamic. Place scores and rankings are developed through Vista's unique AI enabled algorithm and have been extensively tested. Place perception scores are dynamic and updated regularly as part of your subscription using the log in details provided.

The criteria for your report

Your location	Arbroath
Your Vista region	Scotland
No. of data points evaluated	-
Order type	Vista
Report ordered	09/03/2025
Report finalised	09/03/2025
Client contact	dfvdf, jknfvjkn

This report provides

1. Arbroath's place attractiveness score and ranking
Arbroath's scores by place pillar:
2. Invest
 - a. FDI performance
 - b. Enterprise performance
 - c. Infrastructure development
3. Live
 - a. Quality of Life
 - b. Prosperity
 - c. Community Power
4. Visit
5. Study
6. Arbroath's performance in regional context
(this will be pulled from data in model)
7. SDG alignment
8. Place perceptions
9. Your place characteristics
10. Recommendations to enhance your place performance

Your results at a glance

Your overall place attractiveness based on these scores:



Arbroath ranked 268th from all Local Authorities

Your scores by place pillar



Your rankings in each pillar area

	Invest	Visit	Live	Study
Score	10%	5%	40%	66%
Benchmark score	56%	55%	61%	55%
Ranking (363 Locations)	231	305	28	57

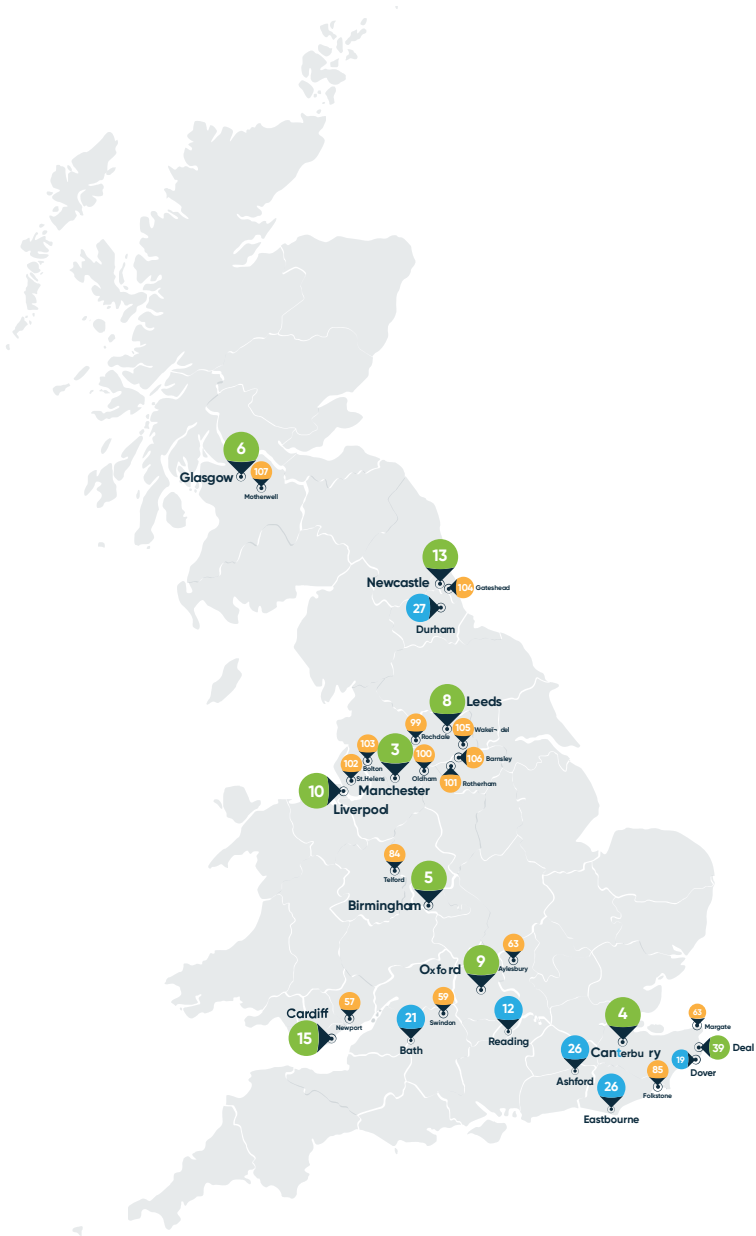
Your Qualitative Scores



Your Overall Place Attractiveness Ranking



Arbroath ranked 268th from all locations in GB



Your closest competitors across GB are:

Town	Score
Eastleigh	267
Darlington	266
Southport	265
Arbroath	268
Newtown	269
Ealing	270
Atherstone	271

Your Regional Performance



These rankings represent performance in a regional context – out of 64 towns in the South East

Your Investment Score



Arbroath ranked 231st from all towns

Your scores by sub-category



FDI performance
10%



Infrastructure
0%



Enterprise
24%

Factors impacting your score:

Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
Population (2020)		115820			
GVA - Current Prices per 1000 population 2020	17				
Broadband - SFBB availability (% premises) 2021					87%
Employment rate - 16-64 2020				74%	
Economic activity rate - 16-64 2020				77%	
% aged 16-64 who are employees				68%	
% aged 16-64 who are self employed	7%				
Total Big 4					
Smart City					
UK Science Parks (Count)					
Deaths of new enterprises (Per 10,000 population) 2020	29				
Office Rent	8%				
No. foreign investors 2016-20			3		
No LQs>1		1			
Home to Work Travel Time		25			

Your Live Scores



Arbroath ranked 28th from all towns

Your scores by sub-category



Factors impacting your score:

Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
Crime Rates - Jan-Mar 2021 - per 1000 pop	10				
Unemployment rate - aged 16-64 (most recent; combination of area levels)	3%				
Ethnicity - % of ethnic minority - Aged 16+ (most recent)	1%				
School Places per 1000 population				170	
Theatres (Count)		1			
Rail Hub (Yes = 1 No = 0)	1%				
Arts funding (£000s) "SD"				8764	
Median Annual Salary 2021 (FT workers by residence)			30305		
Average House Price - £ (HPI April 2021)	151789				
Average distance to nearest park (m)					989
Average no. of parks, playing fields within 1000m radius		3			
Disposable household income		2303			
% of high street is leisure					
% recycling rate of household waste	1%				
Distance to nearest A&E					18

Your Visit Scores



Arbroath ranked 305th from all towns

Factors impacting your score:

Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
Distance to nearest Large Airport (miles)					47
Airport # Direct Destinations	28				
Domestic Trips 2017-19 ave (000s)		124			
Nights 2017-19 ave (000s)		332			
Hotels (No hotels - 06/10/2021 - 07/10/2021)		3			

Your Study Scores



Arbroath ranked 57th from all towns

Factors impacting your score:

Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
% NVQ lvl4 16-65			48%		
CUG 2023		130			
Guardian 2022		130			



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