



Place Analytics to shape your future

Barnet 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	Barnet
Your Vista region	
No. of data points evaluated	-
Order type	Vista
Report ordered	11/03/2025
Report finalised	30/03/2025
Client contact	Steve, Terst org

This report provides

1. Barnet's place attractiveness score and ranking
Barnet'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. Barnet'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:



Barnet ranked 52nd from all Local Authorities

Your scores by place pillar



Your rankings in each pillar area

	Invest	Visit	Live	Study
Score	35%	17%	28%	75%
Benchmark score	56%	55%	61%	55%
Ranking (363 Locations)	12	105	98	7

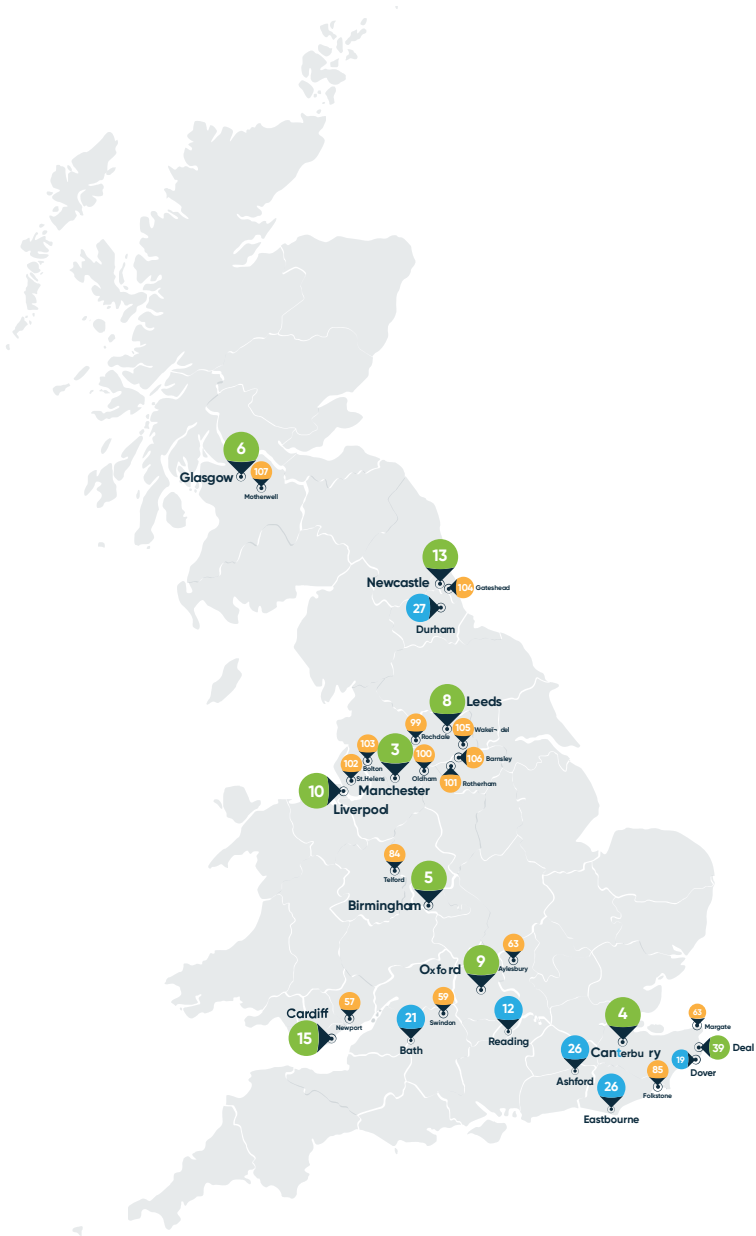
Your Qualitative Scores



Your Overall Place Attractiveness Ranking



Barnet ranked 52nd from all locations in GB



Your closest competitors across GB are:

Town	Score
Hailsham	51
Andover	50
Morpeth	49
Barnet	52
Pickering	53
Stafford	54
Bristol	55

Your Regional Performance



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

Your Investment Score

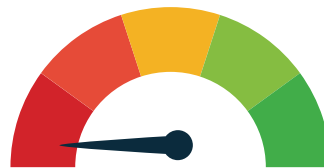


Barnet ranked 12th from all towns

Your scores by sub-category



FDI performance
35%



Infrastructure
0%



Enterprise
33%

Factors impacting your score:

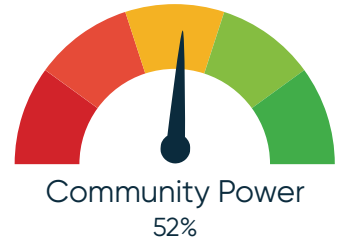
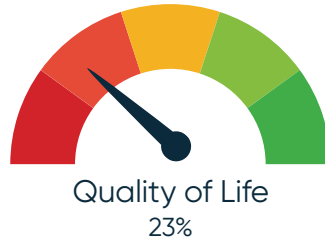
Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
Population (2020)					399007
Smart City					
Office Rent		27%			
Total Big 4					
No LQs>1		1			
UK Science Parks (Count)					
Employment rate - 16-64 2020				70%	
No. foreign investors 2016-20					38
GVA - Current Prices per 1000 population 2020			23		
Home to Work Travel Time					39
% aged 16-64 who are employees			54%		
Economic activity rate - 16-64 2020				75%	
Deaths of new enterprises (Per 10,000 population) 2020					87
% aged 16-64 who are self employed	15%				
Broadband - SFBB availability (% premises) 2021					97%

Your Live Scores



Barnet ranked 98th from all towns

Your scores by sub-category



Factors impacting your score:

Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
Rail Hub (Yes = 1 No = 0)	1%				
Theatres (Count)				3	
Average House Price - Â£ (HPI April 2021)					546082
Crime Rates - Jan-Mar 2021 - per 1000 pop			24		
Median Annual Salary 2021 (FT workers by residence)					35716
Arts funding (Â£000s) "SD"					13289
Distance to nearest A&E	1				
School Places per 1000 population				161	
Unemployment rate - aged 16-64 (most recent; combination of area levels)	8%				
% recycling rate of household waste					
Average no. of parks, playing fields within 1000m radius					5
Disposable household income					12465
Ethnicity - % of ethnic minority - Aged 16+ (most recent)		39%			
% of high street is leisure					
Average distance to nearest park (m)	305				

Your Visit Scores

Visit scores description



Barnet ranked 105th from all towns

Factors impacting your score:

Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
Hotels (No hotels - 06/10/2021 - 07/10/2021)		4			
Nights 2017-19 ave (000s)			446		
Domestic Trips 2017-19 ave (000s)			216		
Airport # Direct Destinations					235
Distance to nearest Large Airport (miles)			18		

Your Study Scores

Study scores description



Barnet ranked 7th from all towns

Factors impacting your score:

Performance Factor	LOW	LOW-MODERATE	MODERATE	MODERATE-HIGH	HIGH
CUG 2023		112			
Guardian 2022		112			
% NVQ lvl4 16-65			56%		
Student Population - UK 2020					14939
Student Population - Non UK 2019					5218

Datapoints Reviewed

Your Investment Scores	investment scores review test
Your Live Scores	live scores review test
Your Visit Scores	visit scores review test
Your Study Scores	study scores review test
Qualitative Factors	qualitative factors scores review test
Overall Place Attractiveness	overall place scores review test

Your qualitative scores

Your alignment to SDG Goals

5

GENDER
EQUALITY



4

QUALITY
EDUCATION



3

GOOD HEALTH
AND WELL-BEING



12

RESPONSIBLE
CONSUMPTION
AND PRODUCTION



[Details](#)

The Vista Segmentation

vista_segmentation.invest.title vista_segmentation.invest.description vista_segmentation.live.title
vista_segmentation.live.description vista_segmentation.visit.title vista_segmentation.visit.description
vista_segmentation.study.title vista_segmentation.study.description



Invest

Enterprise Reboot

- Poor track record in foreign investment / economic development efforts need to be focussed on enterprise
- Lower levels of educational attainment
- Higher levels of social deprivation
- Poorer performing local economies



Live

Shabby Chic

- Often heritage, old industrial and transport hubs that were built up around ports or a specific industry
- Some regeneration efforts under way
- Impacted by demise of retail but some other attractions
- Strong night time economies limited to weekend



Visit

Britpop

- Smaller areas with historic context and buildings
- Functional coastal towns
- Major regional hubs with strong leisure and hospitality offer
- Attractive for day trippers



Study

Home schooling

- Limited student populations
- Low cost of living areas and lower costs for distance learners
- Local student recruitment as opposed to regional
- Operating in areas with generally lower educational attainment rates

Your actions and recommendations

Invest	Live	Study	Visit
Invest actions text	live actions text	study actions text	



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