

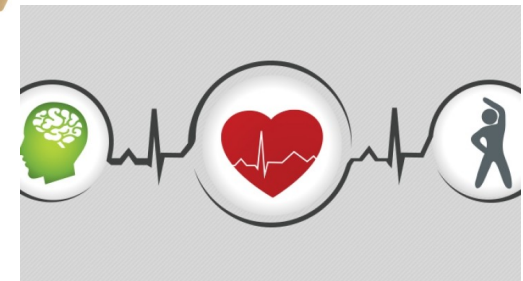
# The Best Medium Sized Urban Areas in the UK



# How to chose

Urban Areas of 200k to 400k in England and Wales, judged on following factors:

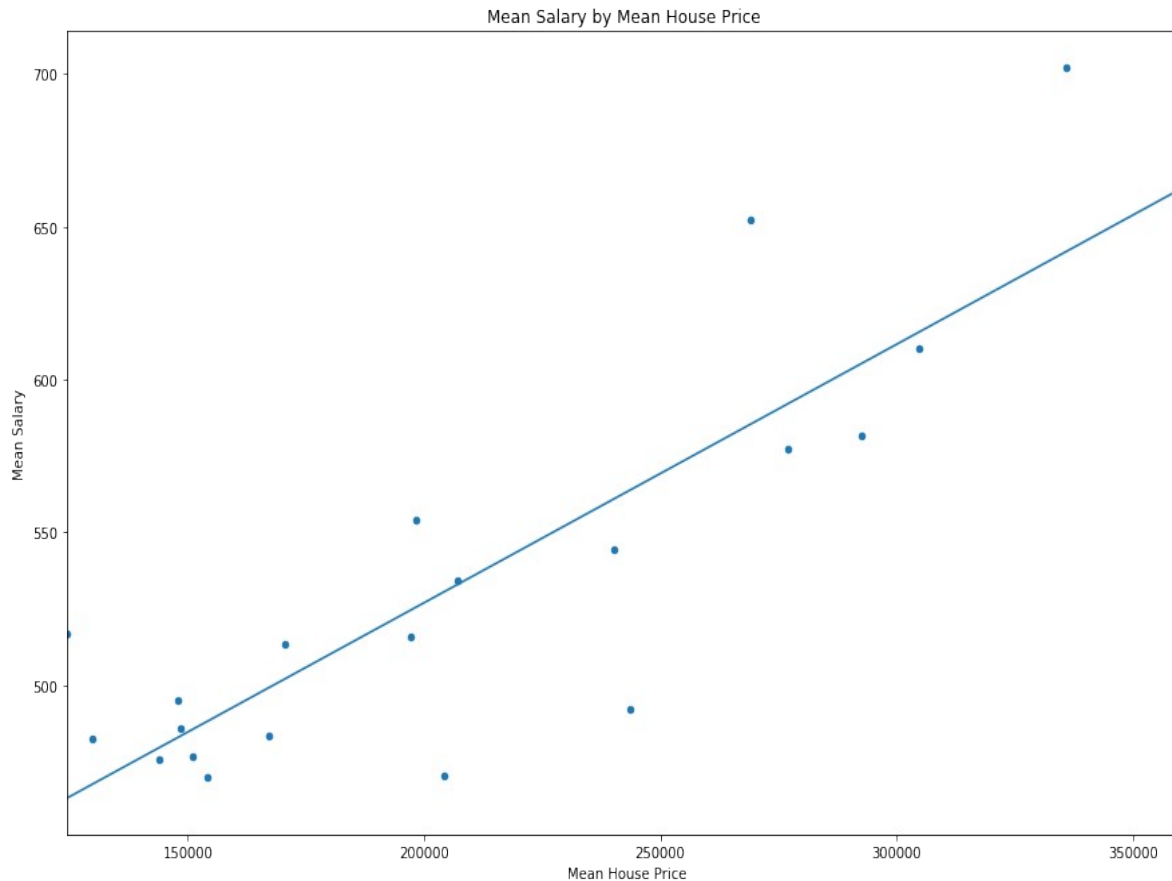
- Economic
- Environment
- Population Type
- Health
- Amenities



# How to chose

- Economic : Salaries - ONS  
House Prices -rightmove
- Environment : Natural Space - ONS
- Population Type : 16-64 year olds -ONS
- Health : Life Expectancy -ONS
- Amenities: - Four Square
  - Golf
  - Sushi Restaurant
  - Gyms
  - Music Venues

# Weighting scores



Weighted amenities =  
number of amenities/ number of people

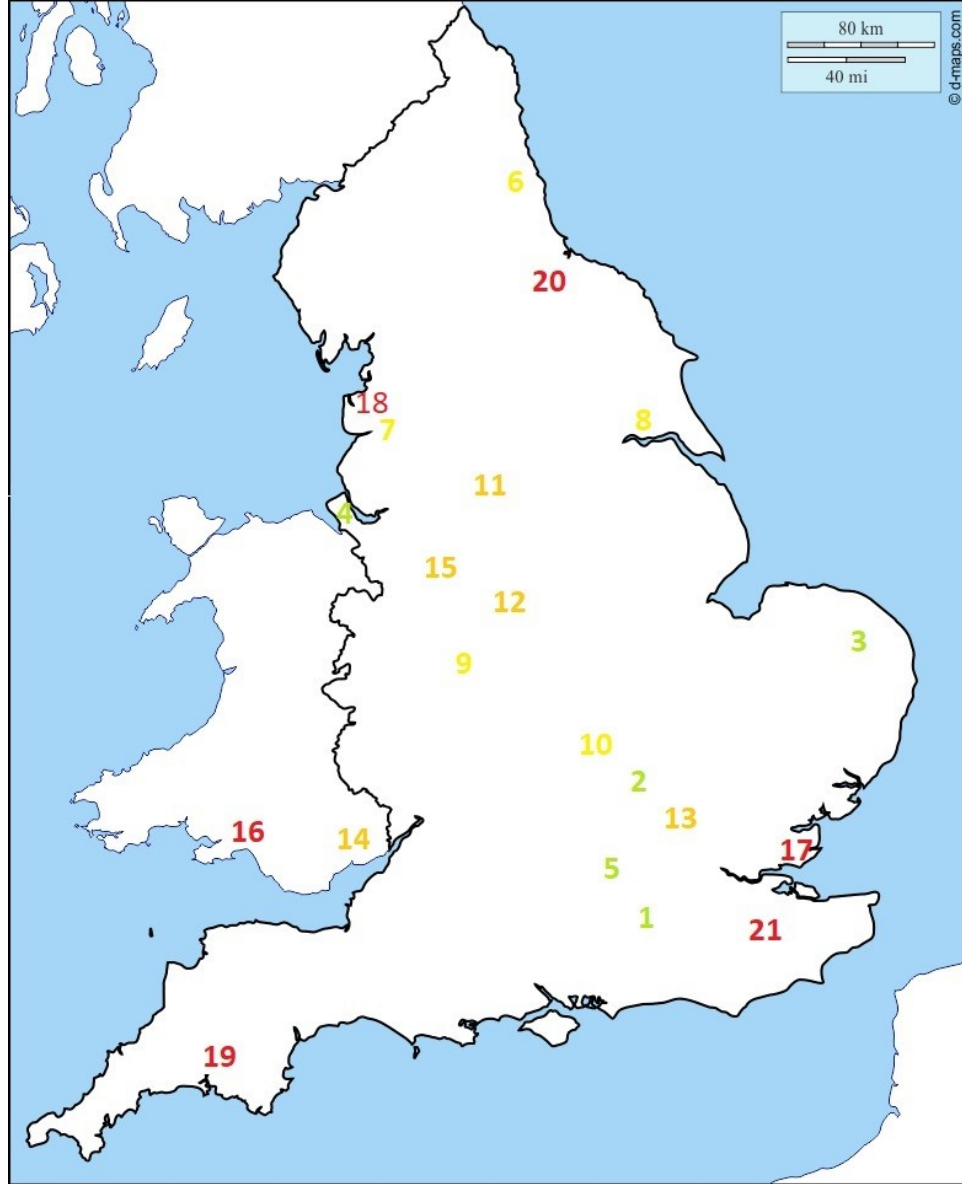
Weighted total natural space =  
size ptotal natural space  
/ built up pace

$$\text{Weighted Salary} = (\text{Observed Salary} - \text{Expected Salary}) / \text{Expected Salary}$$

# Results

	Rank	City	House Prices	Salary	Natural Space	Life Expectancy	Percentage of 16-65	Amenities	Total
	1	Farnborough/ Aldershot	19	2	11	0	2	9	43
	2	Milton Keynes	18	11	1	4	8	2	44
	3	Norwich	14	20	13	1	0	0	48
	4	Birkenhead	0	0	16	12	19	4	51
	5	Reading	20	9	15	3	1	3	51

# Geographic Spread



Rank	City
1	Farnborough/ Aldershot
2	Milton Keynes
3	Norwich
4	Birkenhead
5	Reading
6	Sunderland
7	Preston
8	Kingston upon Hull
9	Coventry
10	Northampton
11	Barnsley/ Dearne Valley
12	Derby
13	Luton
14	Newport
15	Stoke-on-Trent
16	Swansea
17	Southend-on-Sea
18	Blackpool
19	Plymouth
20	Teesside
21	Medway

# Better Approaches

- **Choice of dimensions**
- **Choice of scoring methods for each dimensions – normalisation**

**weighted score = (score-mean of sample)/  
standard deviation of sample**

- **Choice of dimensions**
- **Different weight of dimensions**

# Better Approaches

**How do you choose a better approach?**

- **More objective**

**Collect data on best choices**

- **Completely Subjective**

**What is the best choice for you?**