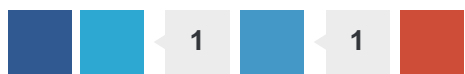




5 June 2015

# Regions 'outperforming London in innovation'

By Josh Hall





Cities outside London are leading the way in innovation in goods and services.

This is according to a new report, which suggests that Oxford, Liverpool, and Teesside are outperforming the capital when it comes to developing new offerings.

Figures from the Enterprise Research Centre suggest that Liverpool is leading the way in the creation of new goods and services.

The Centre looked at six key factors impacting on innovation, in a study of some 14,000 businesses.

London ranked only 25th in their list of areas.

But the study also found that while 45 per cent of businesses consider themselves 'innovation active', only 18 per cent are actually active in product innovation.

Research head Stephen Roper said: "For the first time, this research gives us a picture of which localities of the UK have the highest proportion of firms introducing new products and services.

"The findings run counter to the dominant narrative of a country dependent on London, with innovation being much more dispersed across the country than was previously thought."



0 Comments

Simply Business

Login ▾

Recommend

Share

Sort by Best ▾



Start the discussion...

Be the first to comment.

ALSO ON SIMPLY BUSINESS

WHAT'S THIS?

### Could the rise of independent retailers save our high streets? [If there were only 100 Businesses in the US / UK](#)

6 comments • 4 months ago



**simplybusiness** — Some great points John, and I think small business owners - especially ones ...

5 comments • 3 months ago



**John Ainsley** — Yes. We have a good Chamber of Commerce up here in the North East and I would ...

### [New hotline for unpaid interns will 'name and shame' businesses](#)

6 comments • 4 months ago



**simplybusiness** — Hi Juan, thanks for the comment. Have you been one one of the 'internships' you ...

### [Five Freelancing mistakes that are costing you cash](#)

10 comments • 5 months ago

## Categories

[Business finance](#)  
[Employee and HR](#)  
[General business](#)  
[Insurance](#)  
[Landlord](#)  
[Managing your business](#)  
[Marketing your business](#)  
[News](#)  
[Online](#)  
[Opinion](#)  
[Shop](#)  
[Start a business](#)  
[Staying legal](#)  
[Tax and finance](#)

## Archive

<a href="#">2015</a>	<a href="#">2011</a>
<a href="#">2014</a>	<a href="#">2010</a>
<a href="#">2013</a>	<a href="#">2009</a>
<a href="#">2012</a>	<a href="#">2008</a>

## Social

[Twitter](#)  
[Facebook](#)  
[Google+](#)  
[LinkedIn](#)  
[YouTube](#)

---

### Insurance

[Tradesmen](#)  
[Professionals](#)  
[Shops](#)

### Customers

[Policy renewal](#)  
[Make a claim](#)  
[Proof of policy](#)

[Restaurants & pubs](#)

[Landlords](#)

### About

[Our team](#)

[Awards & recognition](#)

[Press](#)

[Partners & affiliates](#)

[Team Impact](#)

### Contact & support

[FAQs](#)

[Twitter](#)

[Refer a friend](#)

[Benefits](#)

[Complaints](#)

### Careers

[Tech careers](#)

[Current vacancies](#)

### Knowledge

[All articles](#)

[Opinion](#)

[Social](#)

### Address

1 Finsbury Square  
London  
EC2A 1AE

Sol House  
29 St Katherine's Street  
Northampton  
NN1 2QZ

### Social

[Twitter](#)

[Facebook](#)

[Google+](#)

[LinkedIn](#)

[YouTube](#)

### Legal

[Terms & conditions](#)

[Privacy policy](#)

[Cookie policy](#)

### Newsletter

Sign up to get our monthly newsletter, jam-packed with industry news, tips and events

[SUBSCRIBE](#)

