Product Sheet

Regional Economic Forecasting Service

Mapping regional economic factors for better business decisions

Understanding the link between consumers, businesses and the economy, both locally and nationally, is an increasingly important part of managing risk and optimising opportunities. Each local area comprises different socio–demographic groups and industrial sectors that react differently to economic change. Therefore, the challenge is to understand how the market that you operate in responds to economic change. Such analysis plays a vital role in understanding risk, informing strategic planning and investment decisions, identifying new hotspots of economic activity and ranking regional and local economic performance - past, present and future.

Experian's UK Regional Economic Forecasting Service is the definitive resource for UK local level forecasting and analysis, providing organisations with a rich supply of economic data and forecasts for the UK, its 12 regions, over 90 counties and 350 local authorities.

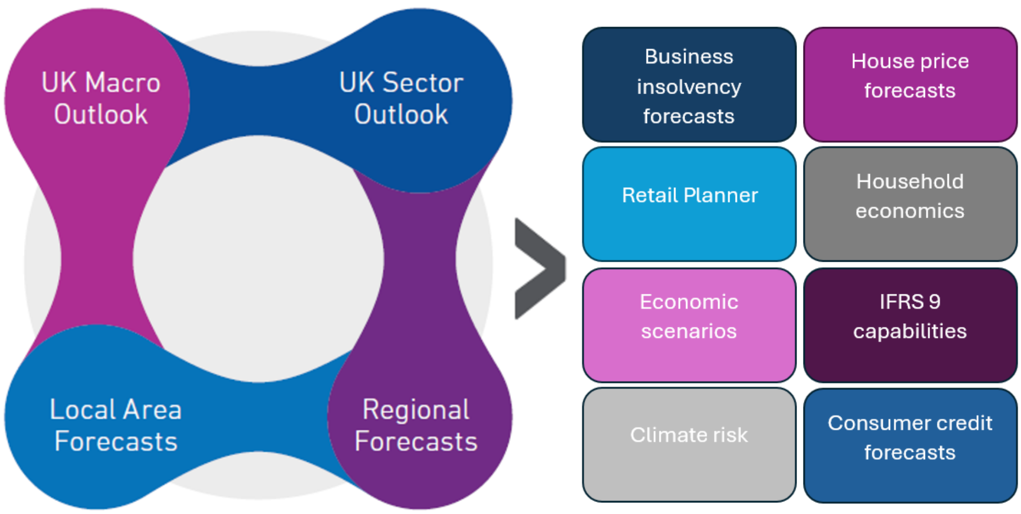
How it works

Our forecast data sets and analyses use a wealth of regional trends to understand the current, and forecast the future, economic developments for each region and the local authorities within them. Indicators include:

- Gross Value Added (GVA), contribution to the local economy by industry sector.
- Labour market.
- Demographics.
- Household income and spending.
- Regional house price forecasts.
- Regional economic growth.

A full forecast is updated quarterly, with a 20-year forecast horizon accessible online. The forecasts are supplemented with bi-annual seminars to discuss the latest views.

We can also provide bespoke local and regional dashboards tailored to your business requirements, by leveraging our extensive datasets to channel the key metrics direct to you. By bringing together data, market analysis and consultancy, Experian can provide you with valuable insights into risk concentrations, economic resilience and identify future growth opportunities.



The benefits

We can help you take advantage of market opportunities and risks, by leveraging economic forecasts of local economies, industry sectors and households to understand future changes in economic development and household and business finances. This provides you with:

- An independent view of the market based upon a quantitative analysis of data.
- Benchmarking of your sector, account, local area or local exposures, assessing current and future market risk and economic pressures at a granular or account level.
- A view of future growth opportunities across the UK, with the capability of assessing the economic resilience of a region or local area.
- Support in developing accurate business cases for entry into new markets.
- Concentration risk analysis – providing a view of geographic, demographic and risk concentrations within and across portfolios.

Why Experian?

- 25-year track record of observing & forecasting the behaviour of the UK economy, local area economies and credit markets, regularly ranked among the top economic forecasting houses operating in the UK.
- Experian are specialists in bringing together the disciplines of credit risk and economics to meet an ever-increasing regulatory requirement to combine lending policy and economic forecasts into a forward-looking modelling approach.
- We have many years of experience working with the FCA.
- A team of experienced analysts with access to a range of market leading technologies that will turn data, into information, into insight and take the insights and turn those into actions by answering the 'So what?'
- Broad range of clients covering banking and financial services, retail, planning, utilities, local authority districts and more.

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