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Milton Keynes wins plaudits as best place for women to launch start-up

Milton Keynes has been named as the place which is best for women to launch a new start-up, just ahead of London in second place and Swansea in third.

Location is one of the key factors to be considered when launching a start-up, as it can really make or break a business. It's one of the reasons that over half of UK start-ups fold in the first five years. Here are the top three UK cities for these start-ups, looking at factors like business survival rates, average rent, and population.

To help women in business better understand the best location to start up, the figures have looked at the number of females employed in each city, the average gender pay gap percentage in those areas and the percentage of female business owners per city.

1. Milton Keynes

With a thriving economy that includes key players within the scientific, professional, retail, and technical sectors, Milton Keynes offers SMEs a great chance to thrive, with a 41.91% five-year survival rate. Several national and international brands all reside in Milton Keynes, including Argos, Mercedes-Benz, Domino's Pizza, and Suzuki.

- Population: 229,941
- Number of females employed: 57,463
- 5-year start-up survival rate: 41.91%
- Cost of living (Monthly rent per household): £880
- Average weekly pay for full-time workers: £473
- Gender pay gap: 18.5%
- Female business owners: 31.8%
- Index score out of 5: 5

2. London

As one of the world's most visited cities, it's no surprise the UK capital is riding high on our list. The iconic city is responsible for approximately 30% of UK GDP and is a major player in both national and international finance. London also thrives when it comes to media, technology, and tourism.

- Population: 7,556,900
- Number of females employed: 1,771,202
- 5-year start-up survival rate: 39.35%
- Cost of living (Monthly rent per household): £1,699
- Average weekly pay for full-time workers: £545
- Gender pay gap: 19.6%
- Female business owners: 22.7%
- Index score out of 5: 4.99

3. Swansea

The service sectors are well represented in Swansea, with close to 90% of those employed there working in education, health, public administration, or finance. The city is also home to the DVLA headquarters, as well as several technology and communication giants.



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- Population: 300,352
- Number of females employed: 45,724
- 5-year start-up survival rate: 38.79%
- Cost of living (Monthly rent per household): £608
- Average weekly pay for full-time workers: £375
- Gender pay gap: 8.7%
- Female business owners: 34%
- Index score out of 5: 4.96