

# London Borough Business Profiles Brent



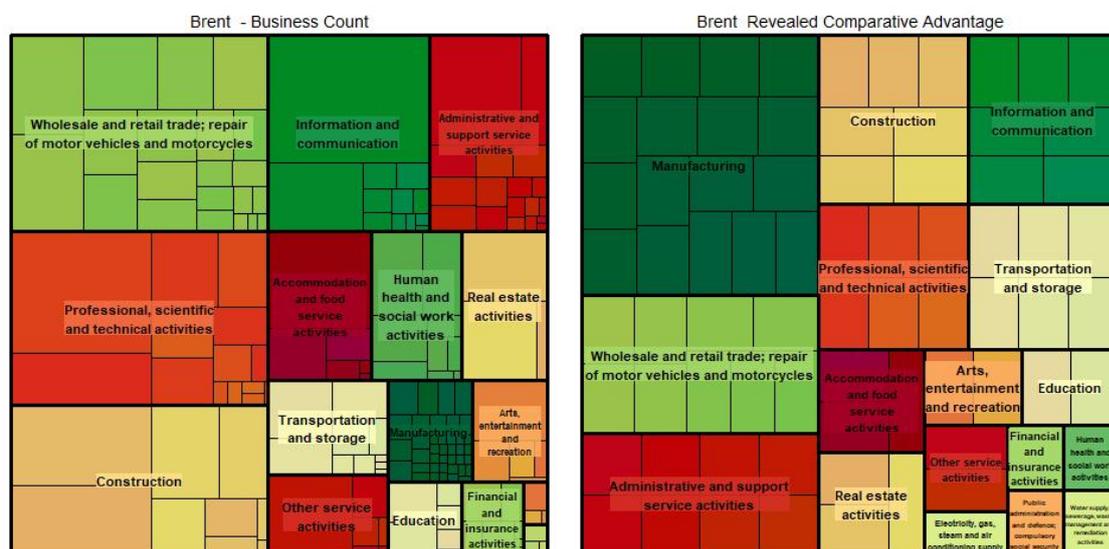
## Borough Overview

Measure	Description	Borough	London
<b>Business count</b>	The number of registered business in the borough.	<b>16,460</b>	<b>568,200</b>
<b>Business density</b>	The number of registered businesses per resident employee. A score of 1 indicates an equal number of business and employees based in the borough. A low score suggests that resident employees are out-commuting or work for a few large companies, a high score indicates low levels of out-commuting and/or smaller businesses.	<b>0.17</b>	<b>0.21</b>
<b>Micro-share</b>	The share of registered business that are micro-businesses - defined as those businesses that have between 0-9 employees.	<b>89%</b>	<b>87%</b>
<b>Rateable properties per business</b>	The number of rateable properties per registered business. A low ratio indicates that there are more businesses than rateable properties in the borough suggesting smaller businesses in industries that may not have a fixed place of work e.g. consultancy or construction.	<b>0.48</b>	<b>0.48</b>
<b>GVA per business (£m)</b>	The borough's total economic output (Gross Value Added) per registered business.	<b>0.58</b>	<b>0.75</b>
<b>Business diversity</b>	A measure of the industry concentration of the total business count. Higher scores indicate the business population is more concentrated in a few industries.	<b>0.23</b>	<b>0.32</b>
<b>Complexity</b>	<p>The complexity score measures the number of industries in which the borough 'punches above its weight' i.e. where the share of businesses in that industry exceeds the borough's share of all businesses in the country. The borough holds a 'comparative advantage' in these industries.</p> <p>The final score is the count of industries in which the borough has a comparative advantage, scaled by how widespread the industry is nationally, as measured by the count of local authorities that also punch above their weight in that industry.</p> <p>A score of 0 indicates no industry specialism. Higher scores indicate more specialist and unique economic activity.</p>	<b>0.80</b>	<b>0.90</b>

Sources: ONS Interdepartmental Business Registry, Annual Survey of Hours and Earnings, Cebr calculations

# Business count and areas of comparative advantage

The charts below illustrate the business count and relative comparative advantage of businesses in Brent by industry. The different colours represent the broad industry sectors whereas the smaller rectangles within each coloured rectangle reflect industries that make up each sector<sup>1</sup>. The area of each rectangle represents the relative size of each element in the borough’s business base.



The image to the left displays Brent’s business count data. The image to the right highlights the comparative advantage of various sectors within the borough. The comparative advantage considers whether an industry business count is large relative to its own business base and the size of the industry nationally. Larger rectangles imply more of a sectoral strength and opportunities for future growth.

Sector Rank	Business count	Comparative advantage
1	Wholesale and retail trade	Manufacturing
2	Professional, scientific and technical	Wholesale and retail trade
3	Construction	Administrative and support services
4	Information and communication	Construction
5	Accommodation and food services	Professional, scientific and technical

The largest sector within the business base in Brent was wholesale and retail trade. Retail sale in specialised and non-specialised stores were the two largest industry categories in the sector. Although wholesale and retail trade was the largest sector by business count, Brent has 17 industries within manufacturing that hold a relative comparative advantage over local authorities nationally. Brent was one of only 17 local authorities in the UK calculated to hold a comparative advantage in the manufacture of basic pharmaceutical products.

<sup>1</sup> Industries defined according to their 3-digit Standard Industrial Classification code

## Top industries

Industry	Total borough business count	Total share of borough business count
70229 : Management consultancy activities	890	7%
62020 : Computer consultancy activities	880	7%
82990 : Other business support service activities	575	4%
41202 : Construction of domestic buildings	520	4%
69201 : Accounting, and auditing activities	345	3%

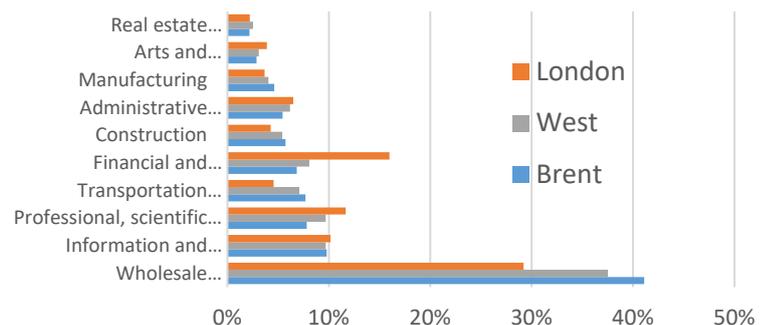
Management consultancy activities followed by computer consultancy activities have the highest number of businesses in terms of local units in Brent. Together the top five industry groupings account for a quarter of all registered businesses in the borough.

## Turnover

Total business turnover in Brent is dominated by the wholesale and retail sector which accounts for 41% of the total (43% of turnover among micro-businesses).

This compares to 37% of turnover across the West London subregion and 29% across London.

Top 10 sectors by % of total turnover



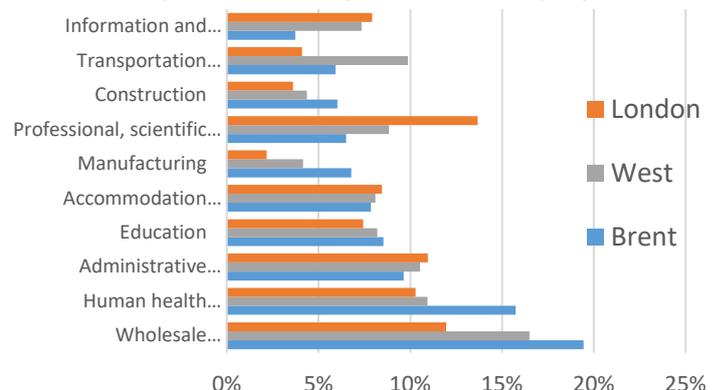
## Employment

The top ten sectors by employment account for 90% of total employment in Brent.

The equivalent sectors account for 89% of employment across the West London sub-region and 81% of employment in London.

The wholesale and retail sector is the largest, accounting for 19% of all employment in the borough.

Top 10 sectors by % of total employment



# Clustering

Sector	Industry	Cluster score	Business count across borough	MSOA Dominance <sup>2</sup>	Dominant MSOA name	Knowledge Intensive industry	Share of micro-business
Public administration and defence; compulsory social security	General public administration activities	0.228	30	100%	Brent 017	No	33%
Arts, entertainment and recreation	Artistic creation	0.108	140	29%	Brent 032	No	97%
Transportation and storage	Sea and coastal freight water transport	0.095	25	60%	Brent 020	Yes	100%
Information and communication	Television programme production activities	0.091	125	20%	Brent 032	Yes	100%
Wholesale and retail trade; repair of motor vehicles and motorcycles	Retail sale via mail order houses or via Internet	0.079	205	22%	Brent 011	No	93%

A business cluster can be defined as a geographic concentration of related businesses in a particular field. Business clusters are known to increase competition and productivity. There are numerous famous business clusters around London such as the tailors situated on Saville Row to the jewellery shops in Hatton Gardens. The table above is a snapshot of the geographical clusters<sup>3</sup> present in Brent.

The most geographically clustered industries in Brent are outlined in the table above. The industry with the highest cluster score is general public administration activities with a score of 0.23. More specifically, of the 30 local business units, all of them are located in one MSOA indicating that there exists a geographical cluster of public administration activities in Brent 017. Additionally, despite a relatively low business count, there is a concentrated geographical cluster of sea and coastal freight water transport located in the same MSOA namely Brent 020.

The clustering table also identifies whether the industry is classified as Knowledge Intensive<sup>4</sup> and the share of businesses in the industry operating in the borough that are defined as micro-businesses (fewer than 10 employees).

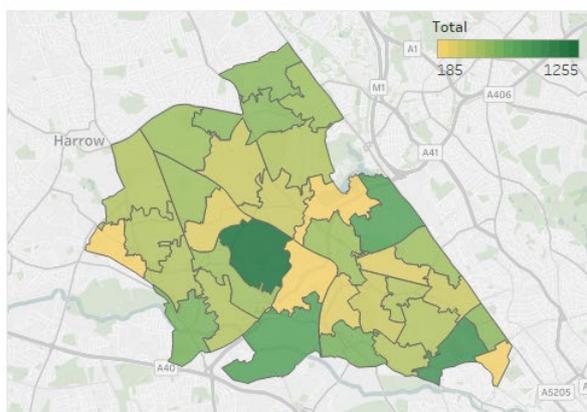
<sup>2</sup> Proportion of industry local units found in the dominant MSOA.

<sup>3</sup> The cluster score is calculated as the proportion of businesses with the same 5-digit SIC code operating in the same MSOA divided by the sum of all the businesses with the same 5-digit SIC code in the borough. The higher the score the more geographically clustered the industry.

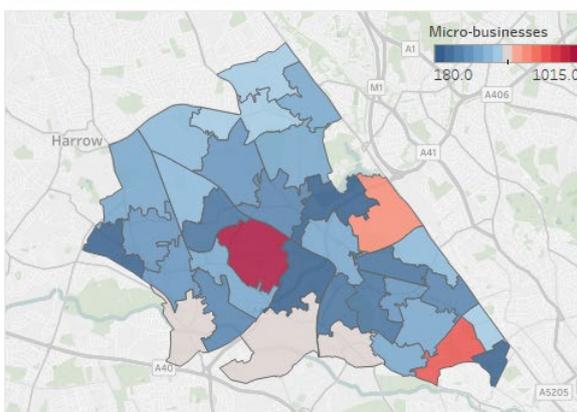
<sup>4</sup> The Office for National Statistics has categorised certain Standard Industry Classification (SIC) codes as Knowledge Intensive service industries. This categorisation is based on the proportion of tertiary-educated people employed in the industry.

# Mapping the business base

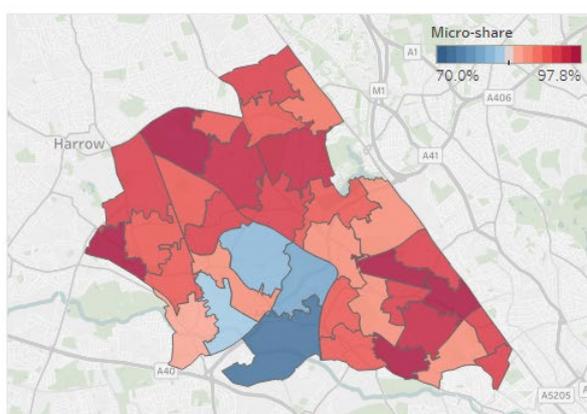
Local Units



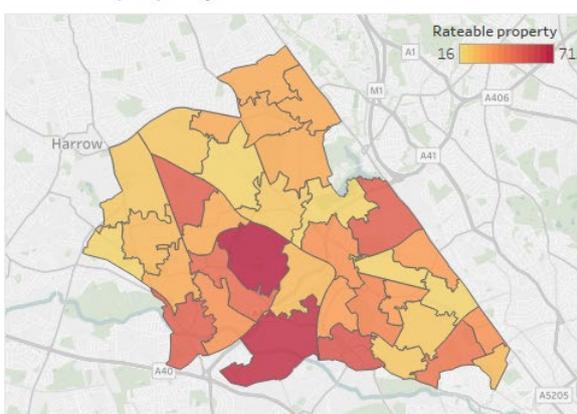
Micro-businesses



Micro-share



Rateable property



**Local units:** There are 16,460 businesses (in local units) across Brent. As illustrated on the map in the left corner, the businesses are relatively evenly spread out across the borough with a higher density of businesses located in the middle of the borough. The MSOA with the highest concentration of businesses is Brent 017 which contains 8% (1,255 local units) of all local units in Brent.

**Micro-businesses:** Of the 16,460 businesses located in Brent, 14,730 are microbusinesses with 0-9 employees (89%). Unsurprisingly, the MSOA with the highest number of microbusinesses is Brent 017 with 1,015 local units. The map in the top right corner displays the distribution of micro-businesses across Brent. Similar to the local units map to the left, there is a high concentration of micro-businesses located in the middle of the borough.

**Micro-share:** The average share of microbusinesses across MSOAs in Brent is 89%. Brent 033 has the highest share of microbusinesses at 98%. In contrast, Brent 017 who have the highest number of microbusinesses in local units only have an 81% share of microbusinesses because most of the larger businesses are also located in this MSOA.

**Rateable property:** Brent has 7,956 rateable properties the majority of these properties are located in Brent 017. This aligns with other results as Brent 017 also has the highest number of businesses local units.

# MSOA reference map

The map below indicates the three-digit reference number for each of Brent's MSOAs.

