

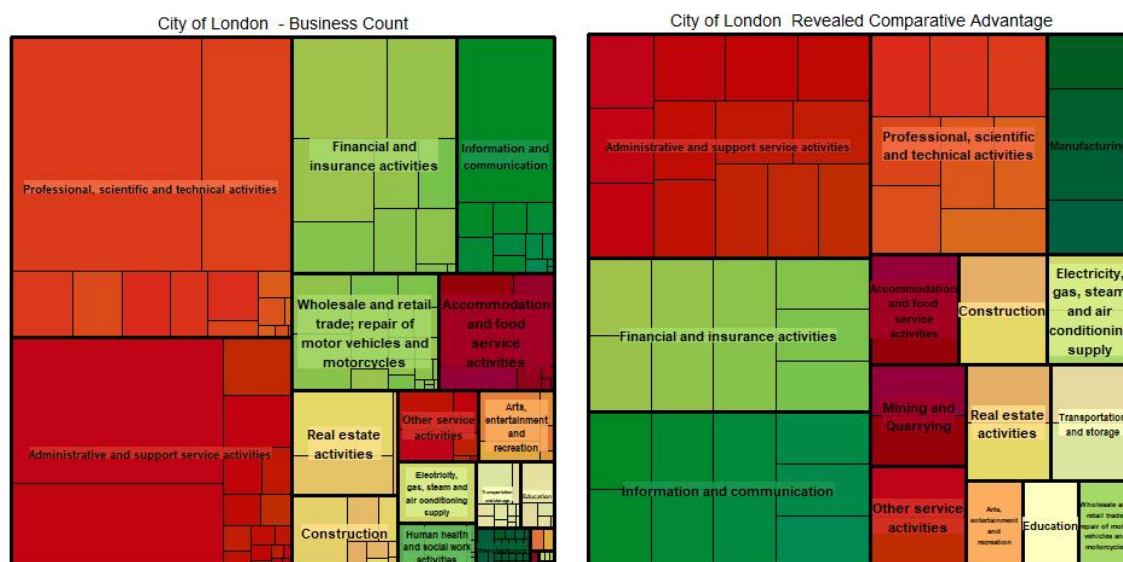
## Borough Overview

Measure	Description	Borough	London
<b>Business count</b>	The number of registered business in the borough.	<b>27,365</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>1.00</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>79%</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>0.59</b>	<b>0.48</b>
<b>GVA per business (£m)</b>	The borough's total economic output (Gross Value Added) per registered business.	<b>1.9</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>0.54</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>1.90</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 City of London 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 City of London'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	Professional, scientific and technical	Administrative and support service
2	Administrative and support service	Financial and insurance activities
3	Financial and insurance activities	Information and communication
4	Wholesale and retail trade	Professional, scientific and technical
5	Real estate activities	Accommodation and food services

The professional, scientific and technical sector is the most prominent in the City of London when measured by total business count with the strongest representation from legal activities and management consultancies. Administrative and support service businesses are also well represented in the City's business base, especially in employment placement agencies.

The City of London has 13 industries within administrative and support service activities that hold a relative comparative advantage over local authorities nationally.

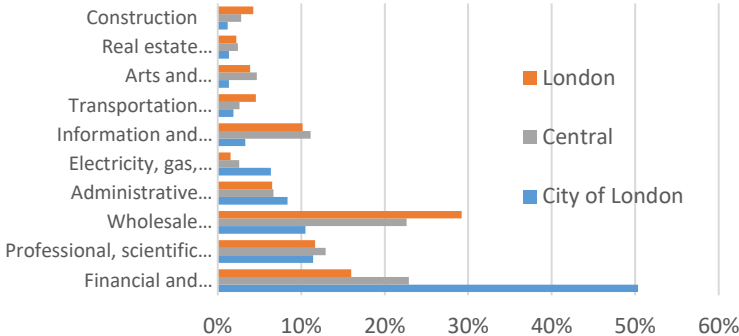
<sup>1</sup> Industries defined according to their 3-digit Standard Industrial Classification code

# Turnover

Total business turnover in City of London is dominated by the financial and insurance sector which accounts for 50% of the total (22% of turnover among micro-businesses).

This compares to 23% of turnover across the Central London subregion and 16% across London.

Top 10 sectors by % of total turnover



# Employment

The top ten sectors by employment account for 95% of total employment in the City of London.

The equivalent sectors account for 83% of employment across the Central London sub-region and 79% of employment in London.

The financial and insurance sector is the largest, accounting for 35% of all employment in the borough.

Top 10 sectors by % of total employment

