

London Borough Business Profiles

Ealing



Borough Overview

Measure	Description	Borough	London
Business count	The number of registered business in the borough.	19,490	568,200
Business density	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.	0.17	0.21
Micro-share	The share of registered business that are micro-businesses - defined as those businesses that have between 0-9 employees.	90%	87%
Rateable properties per business	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.	0.48	0.48
GVA per business (£m)	The borough's total economic output (Gross Value Added) per registered business.	0.54	0.75
Business diversity	A measure of the industry concentration of the total business count. Higher scores indicate the business population is more concentrated in a few industries.	0.25	0.32
Complexity	<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>	0.79	0.90

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 Ealing by industry. The different colours represent the broad industry sectors whereas the smaller rectangles within each coloured rectangle reflect industries that make up each sector¹. The area of each rectangle represents the relative size of each element in the borough’s business base.



The image to the left displays Ealing’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	Information and communication
4	Information and communication	Administrative and support services
5	Administrative and support services	Transportation and storage

The wholesale and retail trade sector is the most prominent in Ealing when measured by total business count with retail trade not in stores, stalls or markets the third largest industry in the sector, behind sale of other goods in specialist stores and non-specialised retail sales. Professional, scientific and technical and construction industries are also well represented in Ealing’s business base.

Ealing has 16 industries within manufacturing that hold a relative comparative advantage over local authorities nationally.

¹ 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	1270	8%
62020 : Computer consultancy activities	1155	7%
82990 : Other business support service activities	765	5%
41202 : Construction of domestic buildings	615	4%
47910 : Retail sale via mail order houses or via Internet	365	2%

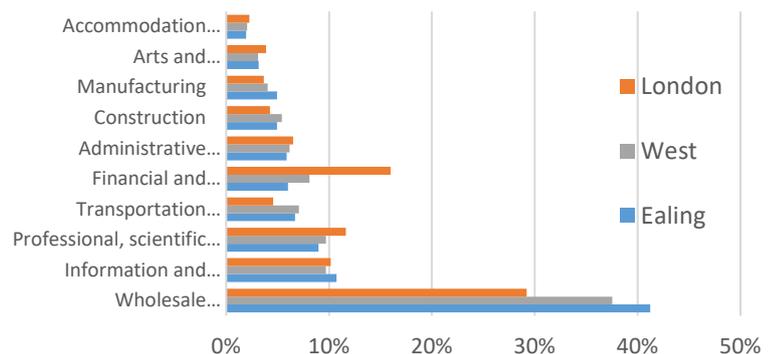
Management consultancy activities followed by computer consultancy activities have the highest number of businesses in terms of local units in Ealing. Together the top five industry groupings account for a quarter of all registered businesses in the borough.

Turnover

Total business turnover in Ealing is dominated by the wholesale and retail sector which accounts for 41% of the total (44% of turnover among micro-businesses).

This compares to 38% of turnover across the West London subregion and 29% across London.

Top 10 sectors by % of total turnover



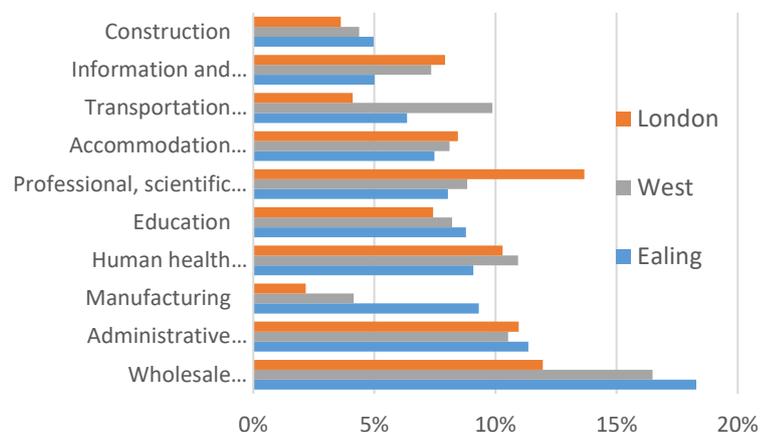
Employment

The top ten sectors by employment account for 89% of total employment in Ealing.

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 18% of all employment in the borough.

Top 10 sectors by % of total employment



Clustering

Sector	Industry	Cluster score	Business count across borough	MSOA Dominance ²	Dominant MSOA name	Knowledge Intensive industry	Share of micro-business
Wholesale and retail trade	Retail sale via mail order houses or via Internet	0.275	365	36%	Ealing 011	No	96%
Wholesale and retail trade	Retail sale of clothing in specialised stores	0.225	105	57%	Ealing 023	No	81%
Wholesale and retail trade; repair of motor vehicles and motorcycles	Non-specialised wholesale of food, beverages and tobacco	0.105	80	44%	Ealing 015	No	68%
Transportation and storage	Other service activities incidental to land transportation	0.095	15	100%	Ealing 015	No	86%
Manufacturing	Manufacture of bread; manufacture of fresh pastry goods and cakes	0.081	35	57%	Ealing 015	No	50%

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 clusters³ present in Ealing.

The most geographically clustered industries in Ealing are outlined in the table above. The industry with the highest cluster score of 0.275 is retail sale via mail order or via internet. More specifically, of the 365 local business units, 57% of them are located in one MSOA indicating that there exists a geographical cluster of online retail businesses in Ealing 011. Additionally, despite a relatively low business count, there is a small concentrated geographical cluster of other service activities incidental to land transportation located in the same MSOA namely Ealing 015.

The clustering table also identifies whether the industry is classified as Knowledge Intensive⁴ and the share of businesses in the industry operating in the borough that are defined as micro-businesses (fewer than 10 employees).

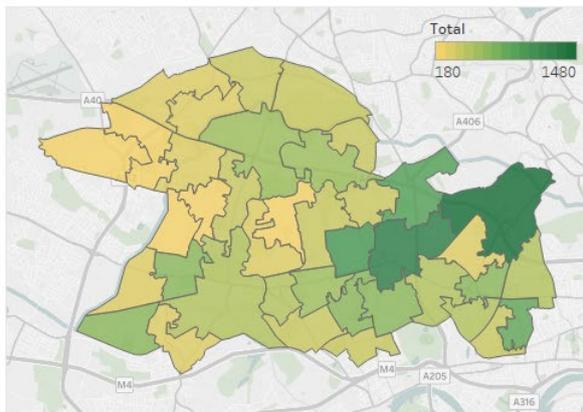
² Proportion of industry local units found in the dominant MSOA.

³ 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.

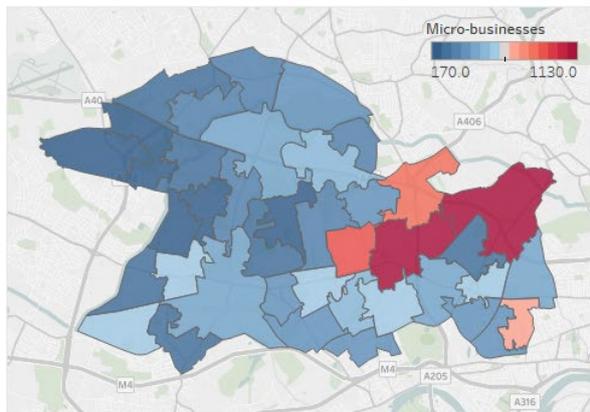
⁴ The Office for National Statistics has categorised certain Standard Industry Classification (SIC) codes as Knowledge Intensive service industries. This categorisation is based on the proportion of tertiary-educated people employed in the industry.

Mapping the business base

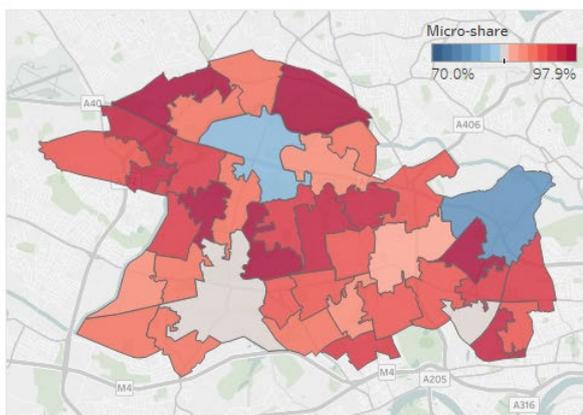
Local Units



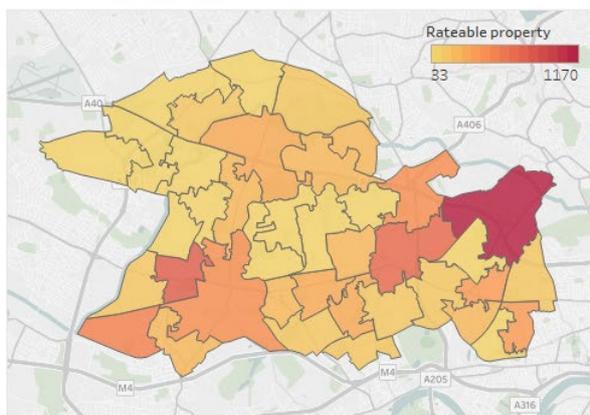
Micro-businesses



Micro-share



Rateable property



Local units: There are 19,490 businesses (in local units) across Ealing. 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 to the right of the borough. The MSOA with the highest concentration of businesses is Ealing 015 which contains 8% (1,480 local units) of all local units in Ealing.

Micro-businesses: Of the 19,490 businesses located in Ealing, 17,435 are microbusinesses with 0-9 employees (90%). Unsurprisingly, the MSOA with the highest number of microbusinesses is Ealing 015 with 1,170 local units. The map in the top right corner displays the distribution of micro-businesses across Ealing. Similar to the local units map to the left, there is a high concentration of micro-businesses in situated in the right-hand corner of Ealing.

Micro-share: The average share of microbusinesses across MSOAs in Ealing is 90%. Ealing 014 has the highest share of microbusinesses at 98%. In contrast, Ealing 015 who have the highest number of microbusinesses in local units only have a 76% share of microbusinesses.

Rateable property: Ealing has 9,360 rateable properties the majority of these properties are located in Ealing 015. This aligns with other results as Ealing 015 also has the highest number of businesses local units.

MSOA reference map

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

