

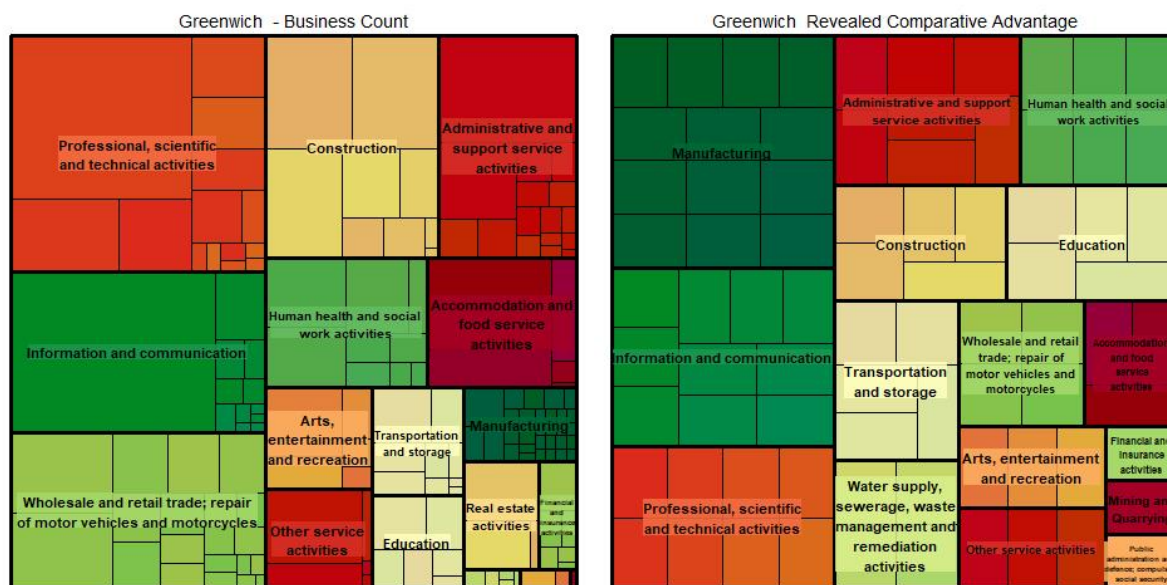
Borough Overview

Measure	Description	Borough	London
Business count	The number of registered business in the borough.	11,265	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.	0.14	0.21
Micro-share	The share of registered business that are micro-businesses - defined as those businesses that have between 0-9 employees.	89%	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.	0.42	0.48
GVA per business (£m)	The borough's total economic output (Gross Value Added) per registered business.	0.41	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.	0.33	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>	0.63	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 Greenwich 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 Greenwich’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	Manufacturing
2	Information and communication	Information and communication
3	Wholesale and retail trade	Professional, scientific and technical
4	Construction	Administrative and support services
5	Administrative and support services	Human health and social work

The professional, scientific and technical sector is the most prominent in Greenwich when measured by total business count with strong representation from management consultancies, architectural and engineering firms. Information and communication, wholesale and retail and construction firms are also well represented in Greenwich’s business base.

Greenwich has 13 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	955	11%
62020 : Computer consultancy activities	930	11%
82990 : Other business support service activities	520	6%
41202 : Construction of domestic buildings	250	3%
47110 : Retail sale in non-specialised stores with food, beverages or tobacco predominating	245	3%

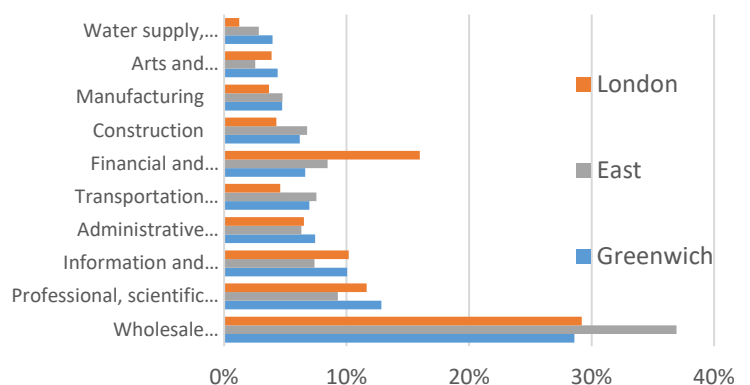
Management consultancy activities followed by computer consultancy activities have the highest number of businesses in terms of local units in Greenwich. Together the top five industry groupings account for a third of all registered businesses in the borough.

Turnover

Total business turnover in Greenwich is dominated by the wholesale and retail sector which accounts for 29% of the total (30% of turnover among micro-businesses).

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

Top 10 sectors by % of total turnover



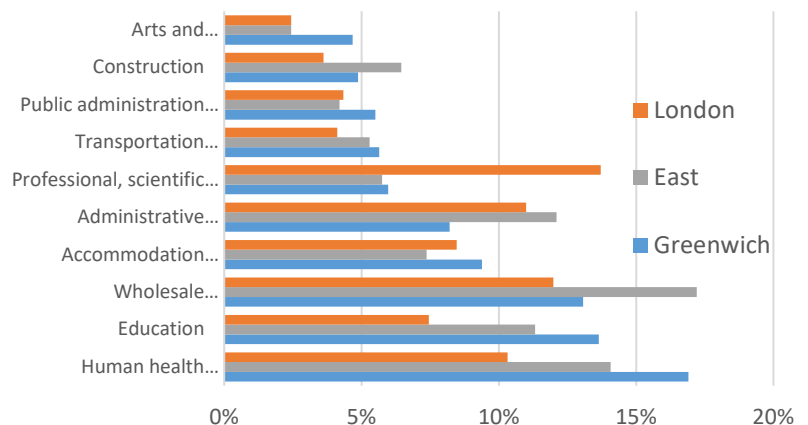
Employment

The top ten sectors by employment account for 88% of total employment in Greenwich.

The equivalent sectors account for 86% of employment across the East London sub-region and 77% of employment in London.

The human health and social work sector is the largest, accounting for 17% 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
Professional, scientific and technical activities	Management consultancy activities	0.186	955	11%	Greenwich 038	Yes	99%
Human health and social work activities	Residential care activities for learning disabilities, mental health and substance abuse	0.170	15	100%	Greenwich 027	No	75%
Manufacturing	Printing (other than printing of newspapers and printing on labels and tags)	0.144	35	57%	Greenwich 004	No	78%
Accommodation and food service activities	Licensed restaurants	0.125	145	21%	Greenwich 036	No	54%
Public administration and defence; compulsory social security	Justice and judicial activities	0.114	10	100%	Greenwich 002	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 Greenwich.

The most geographically clustered industries in Greenwich are outlined in the table above. The industry with the highest cluster score is management consultancy activities with a score of 0.2. More specifically, of the 955 local business units, 105 of those (11%) of them are situated in one MSOA indicating that there exists a geographical cluster of management consultancy activities in Greenwich 038. Additionally, despite a relatively low business count, there is a concentrated geographical cluster of residential care activities for learning disabilities, mental health and substance abuse located in the same MSOA namely Greenwich 027.

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).

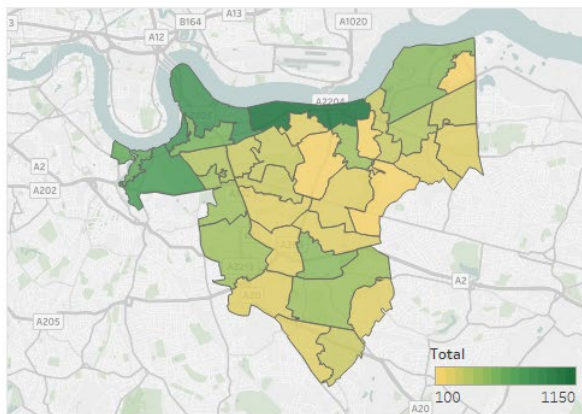
² Proportion of industry local units found in the dominant MSOA.

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.

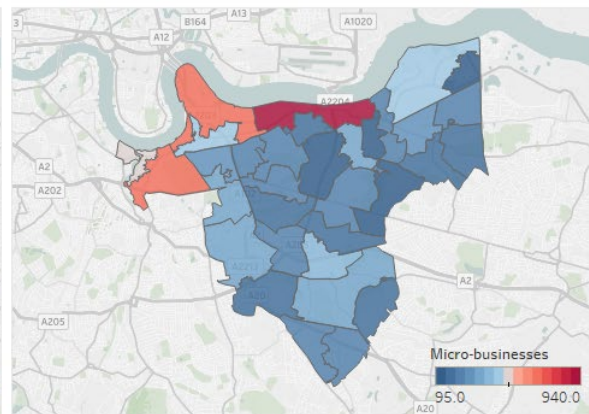
⁴ The Office for National Statistics has categorised certain Standard Industry Classification (SIC) codes as Knowledge Intensive service industries. This categorisation is based on the proportion of tertiary-educated people employed in the industry.

Mapping the business base

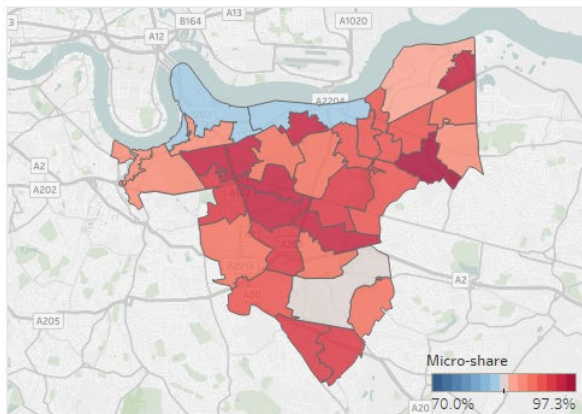
Local Units



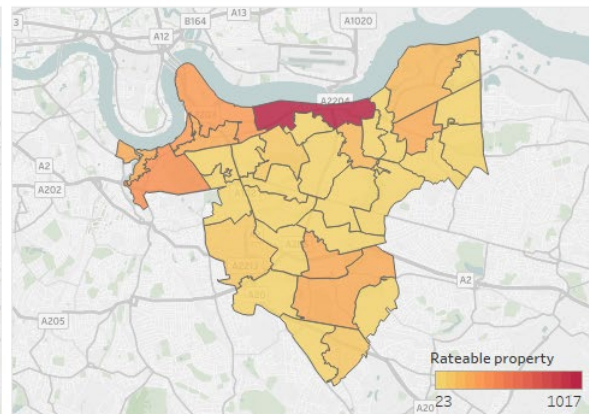
Micro-businesses



Micro-share



Rateable property



Local units: There are 11,260 businesses (in local units) across Greenwich. 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 along the river Thames. The MSOA with the highest concentration of businesses is Greenwich 004 which contains 10% (1,150 local units) of all local units in Greenwich.

Micro-businesses: Of the 11,260 businesses located in Greenwich, 9,990 are microbusinesses with 0-9 employees (89%). Unsurprisingly, the MSOA with the highest number of microbusinesses is Greenwich 004 with 1,017 local units. The map in the top right corner displays the distribution of micro-businesses across Greenwich. Similar to the local units map to the left, there is a high concentration of micro-businesses in the northern parts of Greenwich along the river Thames.

Micro-share: The average share of microbusinesses across MSOAs in Greenwich is 91%. Greenwich 033 has the highest share of microbusinesses at 97%. In contrast, Greenwich 004 who have the highest number of microbusinesses in local units only have an 82% share of microbusinesses because most of the larger businesses are also located in this MSOA.

Rateable property: Greenwich has 4,740 rateable properties the majority of these properties are located in Greenwich 004. This aligns with other results as Greenwich 004 also has the highest number of businesses local units.

MSOA reference map

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

