

Hammersmith and Fulham

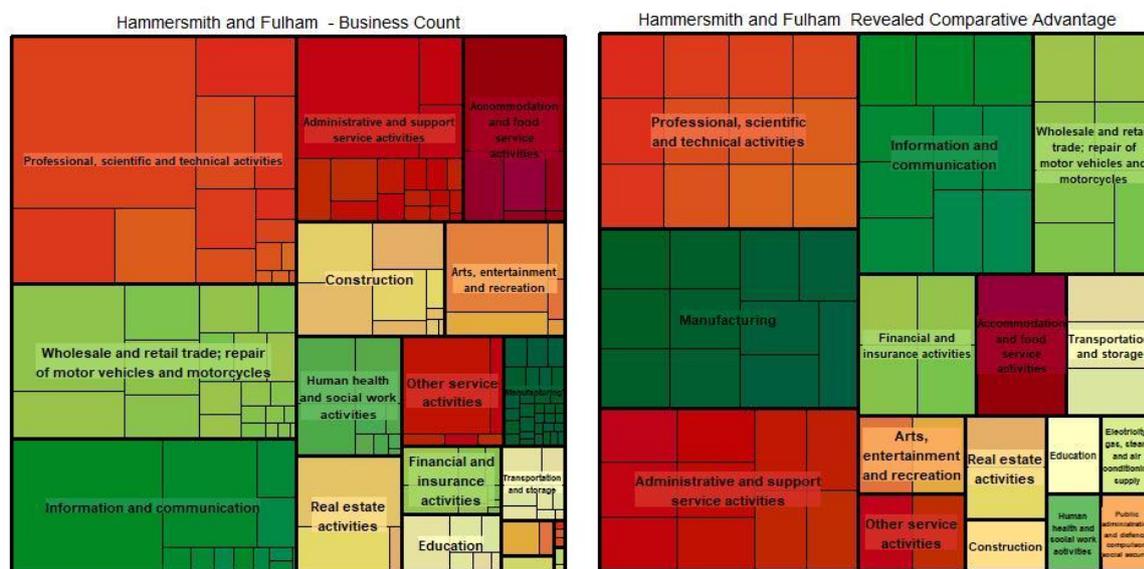
Borough Overview

Measure	Description	Borough	London
Business count	The number of registered business in the borough.	14,460	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.	0.23	0.21
Micro-share	The share of registered business that are micro-businesses - defined as those businesses that have between 0-9 employees.	86%	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.	0.55	0.48
GVA per business (£m)	The borough's total economic output (Gross Value Added) per registered business.	0.83	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.	0.31	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>	0.64	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 Hammersmith and Fulham 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 Hammersmith and Fulham'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	Professional, scientific and technical
2	Wholesale and retail trade	Manufacturing
3	Information and communication	Administrative and support services
4	Administrative and support services	Information and communication
5	Accommodation and food services	Financial and insurance services

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

Hammersmith and Fulham has 12 industries within professional, scientific and technical sector 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	1330	11%
82990 : Other business support service activities	730	6%
62020 : Computer consultancy activities	620	5%
74100 : Specialised design activities	290	2%
56101 : Licensed restaurants	275	2%

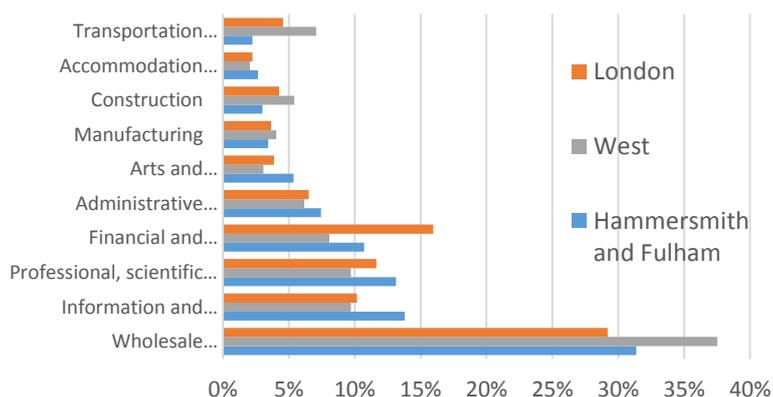
Management consultancy activities followed by other business support service activities have the highest number of businesses in terms of local units in Hammersmith and Fulham. Together the top five industry groupings account for a quarter of all registered businesses in the borough.

Turnover

Total business turnover in Hammersmith and Fulham is dominated by the wholesale and retail sector which accounts for 31% of the total (40% 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



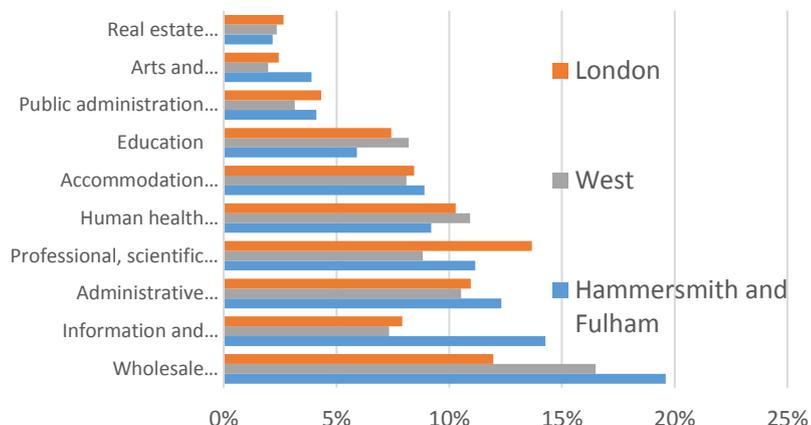
Employment

The top ten sectors by employment account for 92% of total employment in Hammersmith and Fulham.

The equivalent sectors account for 78% of employment across the West London sub-region and 80% of employment in London.

The wholesale and retail sector is the largest, accounting for 20% 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; repair of motor vehicles and motorcycles	Retail sale of clothing in specialised stores	0.449	195	54%	Hammersmith and Fulham 004	No	62%
Public administration and defence; compulsory social security	Public order and safety activities	0.416	50	100%	Hammersmith and Fulham 015	No	55%
Wholesale and retail trade; repair of motor vehicles and motorcycles	Retail sale of footwear in specialised stores	0.191	40	75%	Hammersmith and Fulham 004	No	67%
Wholesale and retail trade; repair of motor vehicles and motorcycles	Retail sale of watches and jewellery in specialised stores	0.177	30	83%	Hammersmith and Fulham 004	No	75%
Electricity, gas, steam and air conditioning supply	Production of electricity	0.154	35	71%	Hammersmith and Fulham 013	No	100%

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 Hammersmith and Fulham.

The most geographically clustered industries in Hammersmith and Fulham are outlined in the table above. The industry with the highest cluster score is retail sale of clothing in specialised stores with a score of 0.45. More specifically, of the 195 local business units, 105 of those (54%) of them are situated in one MSOA indicating that there exists a geographical cluster of specialised clothing retail stores in Hammersmith and Fulham 004. Additionally, there is a concentrated geographical cluster of footwear and jewellery retailers in Hammersmith and Fulham 004.

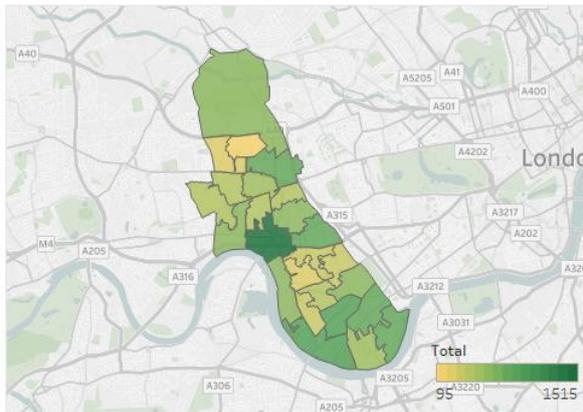
² Proportion of industry local units found in the dominant MSOA.

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.

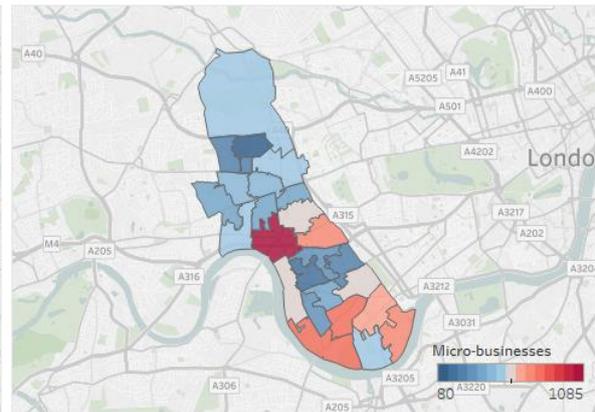
The clustering table also identifies whether the industry is classified as Knowledge Intensive⁴ and the share of businesses in the industry operating in the borough that are defined as micro-businesses (fewer than 10 employees).

Mapping the business base

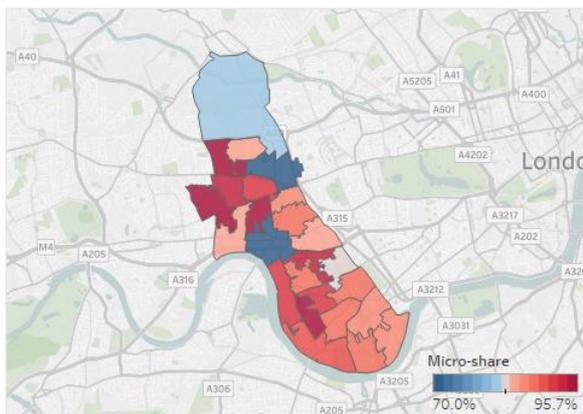
Local Units



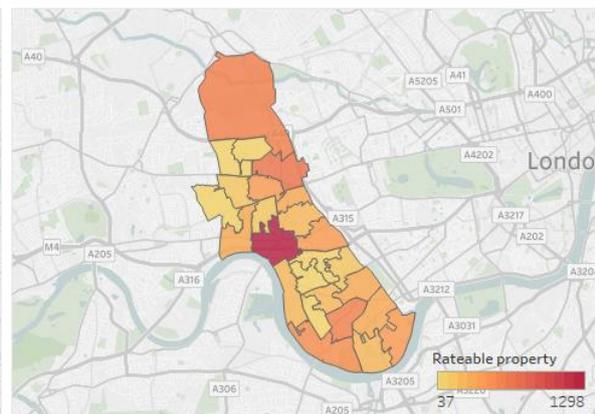
Micro-businesses



Micro-share



Rateable property



Local units: There are 14,460 businesses (in local units) across Hammersmith and Fulham. 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 in the middle of the borough (around Hammersmith station). The MSOA with the highest concentration of businesses is Hammersmith and Fulham 013 which contains 10% (1,515 local units) of all local units in Hammersmith and Fulham.

Micro-businesses: Of the 14,460 businesses located in Hammersmith and Fulham 12,370 are microbusinesses with 0-9 employees (86%). Unsurprisingly, the MSOA with the highest number of microbusinesses is Hammersmith and Fulham 013 with 1,085 local units. The map in the top right corner displays the distribution of micro-businesses across Hammersmith and Fulham. Similar to the local units map to the left, there is a high concentration of micro-businesses in the middle and southern parts of borough.

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.

Micro-share: The average share of microbusinesses across MSOAs in Hammersmith and Fulham is 86%. Hammersmith and Fulham 003 and 022 have the highest share of microbusinesses at 96%. In contrast, Hammersmith and Fulham 013 who have the highest number of microbusinesses in local units only have a 72% share of microbusinesses because most of the larger businesses are also located in this MSOA.

Rateable property: Hammersmith and Fulham has 8,020 rateable properties the majority of these properties are located in Hammersmith and Fulham 013. This aligns with other results as Hammersmith and Fulham 013 also has the highest number of businesses local units.

MSOA reference map

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

