

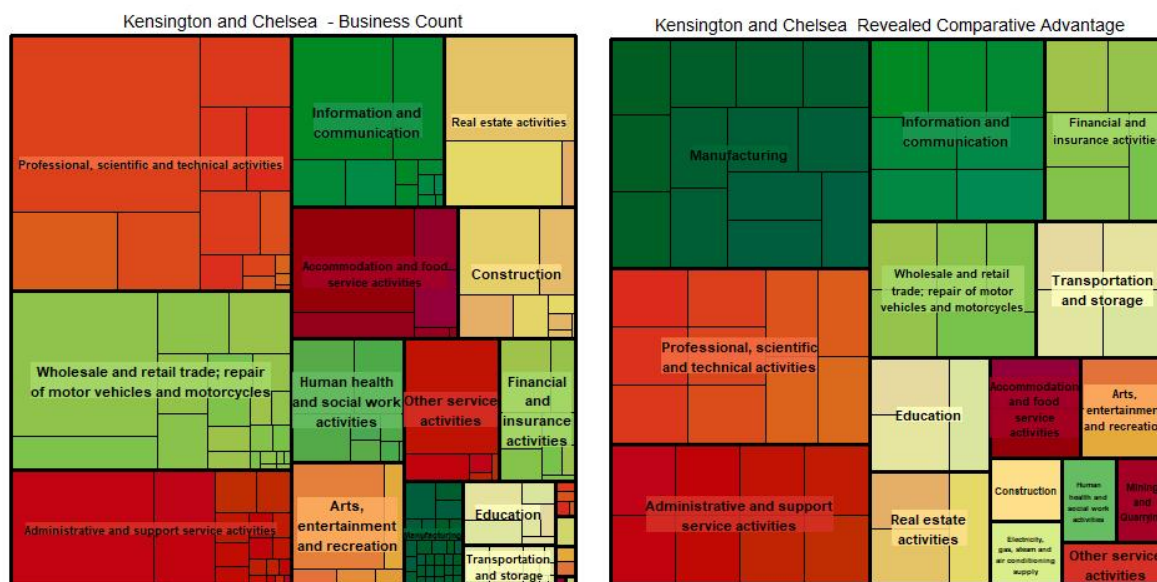
## Borough Overview

Measure	Description	Borough	London
<b>Business count</b>	The number of registered business in the borough.	<b>15,590</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>0.47</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>85%</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>0.52</b>	<b>0.48</b>
<b>GVA per business (£m)</b>	The borough's total economic output (Gross Value Added) per registered business.	<b>0.80</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>0.33</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>0.76</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 Kensington and Chelsea 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 Kensington and Chelsea'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	Wholesale and retail trade	Professional, scientific and technical
3	Administrative and support services	Administrative and support services
4	Information and communication	Information and communication
5	Real estate activities	Wholesale and retail trade

The professional, scientific and technical sector is the most prominent in Kensington and Chelsea when measured by total business count with strong representation from management consultancies, and specialised design firms. Wholesale and retail and information and communication firms are also well represented in Kensington and Chelsea's business base.

Kensington and Chelsea has 13 industries within manufacturing that hold a relative comparative advantage over local authorities nationally.

<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	1475	11%
82990 : Other business support service activities	820	6%
56101 : Licensed restaurants	425	3%
74100 : Specialised design activities	415	3%
68310 : Real estate agencies	395	3%

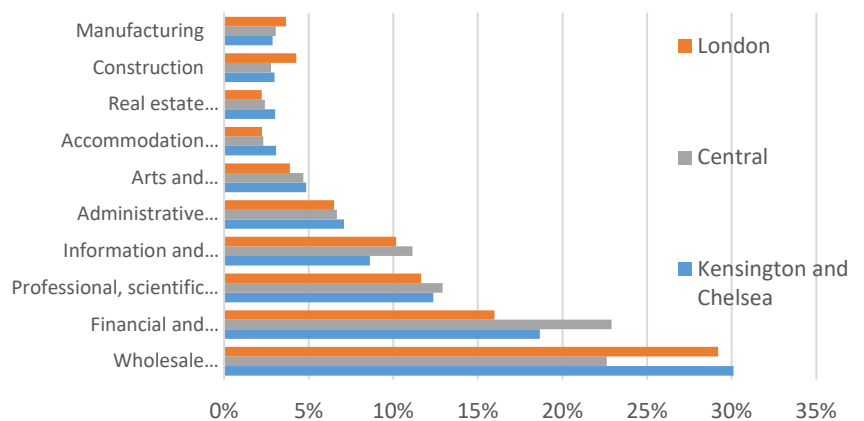
Management consultancy activities followed by other business support service activities have the highest number of businesses in terms of local units in Kensington and Chelsea. Together the top five industry groupings account for a quarter of all registered businesses in the borough.

## Turnover

Total business turnover in Kensington and Chelsea is dominated by the wholesale and retail sector which accounts for 30% of the total (35% of turnover among micro-businesses).

This compares to 23% of turnover across the Central London subregion and 29% across London.

Top 10 sectors by % of total turnover



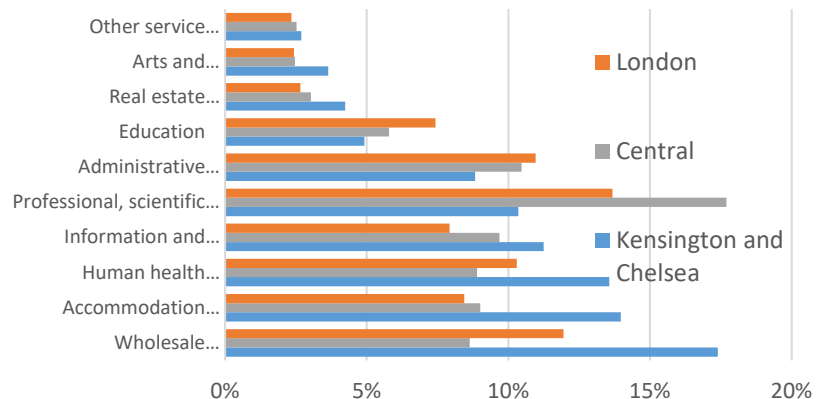
## Employment

The top ten sectors by employment account for 91% of total employment in Kensington and Chelsea.

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

The wholesale and retail 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 <sup>2</sup>	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	0.413	380	39%	Kensington and Chelsea 012	No	72%
Financial and insurance activities	Fund management activities	0.167	55	64%	Kensington and Chelsea 012	Yes	73%
Construction	Development of building projects	0.122	355	24%	Kensington and Chelsea 012	No	96%
Wholesale and retail trade; repair of motor vehicles and motorcycles	Retail sale of watches and jewellery in specialised stores	0.091	95	37%	Kensington and Chelsea 012	No	89%
Accommodation and food service activities	Hotels and similar accommodation	0.086	160	22%	Kensington and Chelsea 015	No	38%

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 Sville Row to the jewellery shops in Hatton Gardens. The table above is a snapshot of the geographical clusters<sup>3</sup> present in Kensington and Chelsea.

The most geographically clustered industries in Kensington and Chelsea are outlined in the table above. The industry with the highest cluster score of 0.4 is retail sale of clothing in specialised stores. More specifically, of the 380 local business units, 150 of those (39%) of them are situated in one MSOA indicating that there exists a geographical cluster of clothing stores in Kensington and Chelsea 012. Additionally, there is also a cluster of retail sales of jewellery and watches in the same MSOA. From the table, it is also possible to identify a small yet significant cluster of fund management activities in Kensington and Chelsea 012.

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).

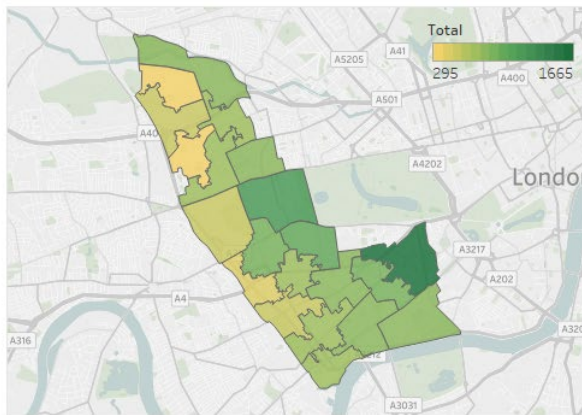
<sup>2</sup> Proportion of industry local units found in the dominant MSOA.

<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.

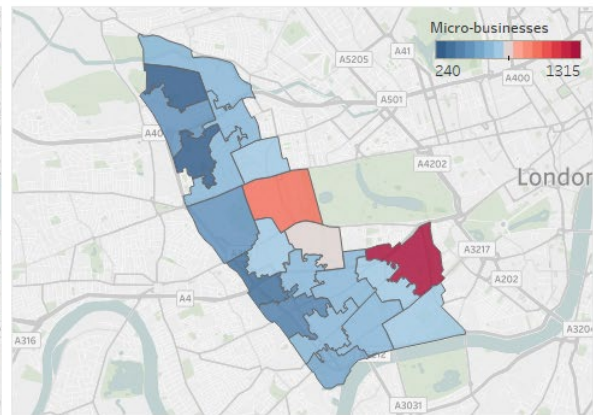
<sup>4</sup> The Office for National Statistics has categorised certain Standard Industry Classification (SIC) codes as Knowledge Intensive service industries. This categorisation is based on the proportion of tertiary-educated people employed in the industry.

# Mapping the business base

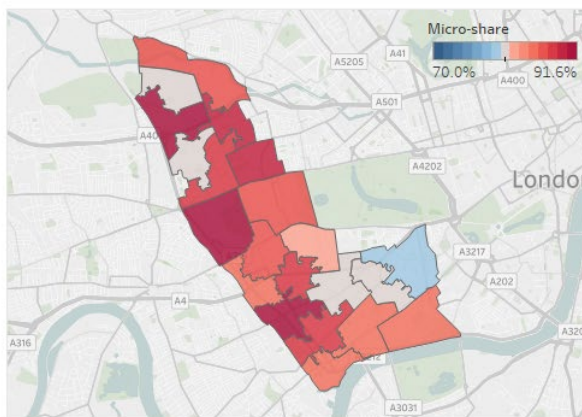
Local Units



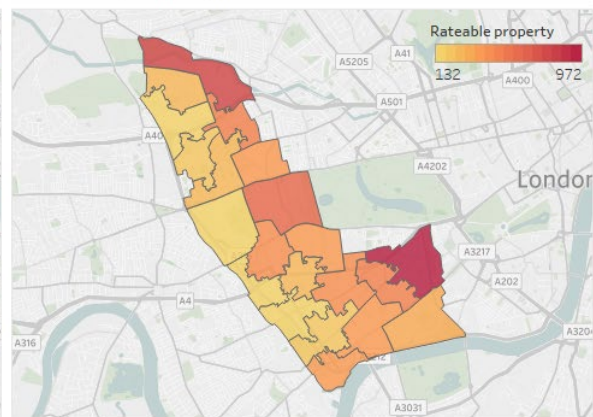
Micro-businesses



Micro-share



Rateable property



**Local units:** There are 15,590 businesses (in local units) across Kensington and Chelsea. As illustrated on the map in the left corner, the businesses are relatively evenly spread out across the borough with a slightly higher density of businesses in the south east of the borough. The MSOA with the highest concentration of businesses is Kensington and Chelsea 012 which contains 11% (1,665 local units) of all local units in Kensington and Chelsea.

**Micro-businesses:** Of the 15,590 businesses located in Kensington and Chelsea, 13,315 are microbusinesses with 0-9 employees. Unsurprisingly, the MSOA with the highest number of microbusinesses is Kensington and Chelsea 012 with 1,315 local units. The map in the top right corner displays the distribution of micro-businesses across Kensington and Chelsea. Similar to the local units map to the left, there is a high concentration of micro-businesses located in the south-east of the borough.

**Micro-share:** The average share of microbusinesses across MSOAs in Kensington and Chelsea is 85%. Kensington and Chelsea 003 has the highest share of microbusinesses at 92%. In contrast, Kensington and Chelsea 012 who have the highest number of microbusinesses in local units only have a 79% share of microbusinesses because most of the larger businesses are also located in this MSOA.

**Rateable property:** Kensington and Chelsea has 8,045 rateable properties the majority of these properties are located in Kensington and Chelsea 012. This aligns with other results as Kensington and Chelsea 012 also has the highest number of businesses local units.

# MSOA reference map

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

