

Camden Business Perceptions Survey 2017

Final report

Prepared for Camden Council
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Introduction

- The 2017 survey is the third to be commissioned – following 2012 and 2014
- Much of the analysis is therefore presented as time-series
- The analysis is based on a sample of 400 responses from businesses stratified by size and sector
- Key objectives of the study are to:
 - Provide quantitative data to support Council performance management processes
 - Provide an understanding of key issues and challenges facing Camden's businesses
 - Provide an understanding of the advantages and disadvantages of Camden as a place to do business
 - Indicate the potential for business growth and key initiatives to support this (within the London Borough of Camden)
 - Indicate the level of satisfaction with Council services and business customer interactions.
 - Assess the level of interest of business involvement in local recruitment, local procurement and Corporate Social Responsibility (CSR)
 - Benchmark against the 2012 and 2014 surveys
- The analysis highlights differences between different groups of businesses where those differences are interesting and based on reliable data. One such group is Growth Sector, definitions for which can be found at the rear of the slide deck

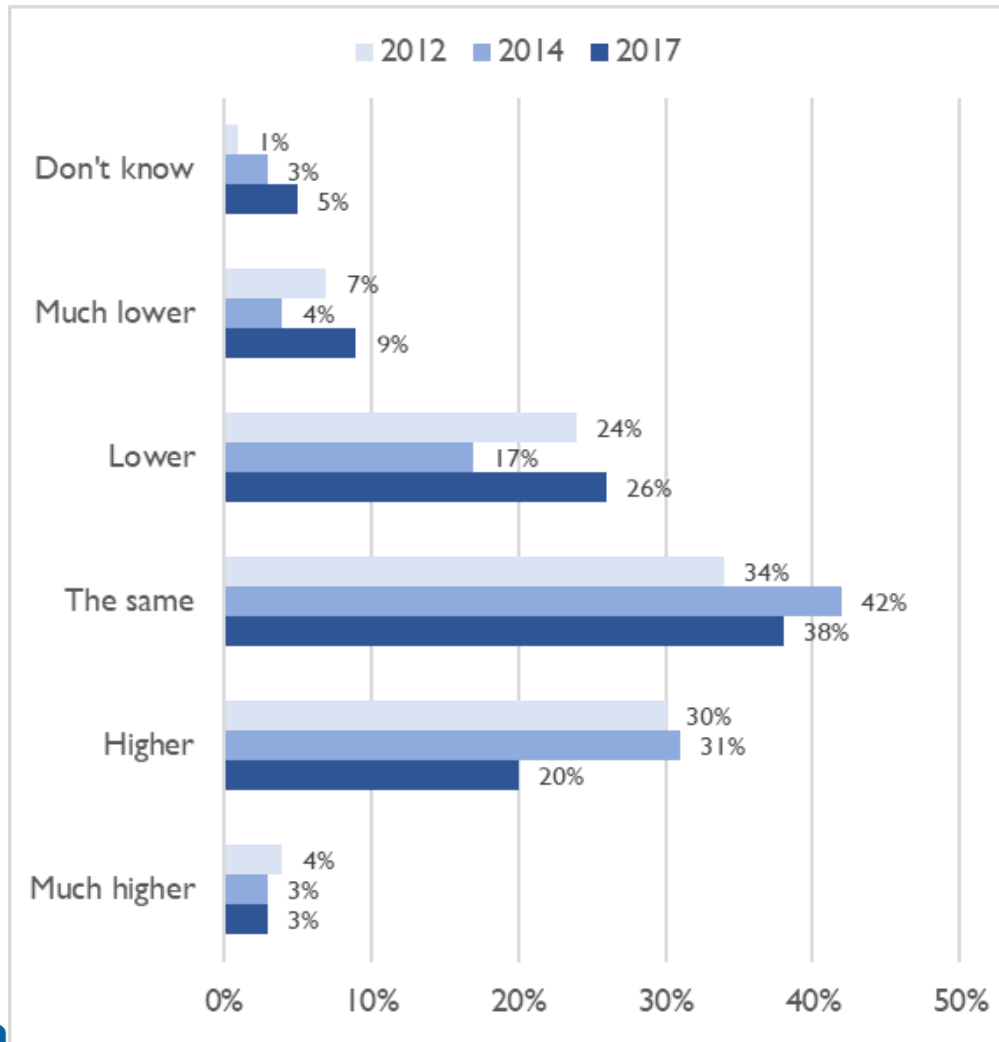
Theme 1 - Business Activity

- Key findings

- The results indicate that trading conditions are tougher in 2017 than in either 2014 or 2012
- There has been a rise in the proportion of firms indicating that business activity levels are lower than a year ago (35% cf. 21% in 2014) along with a decrease in the proportion indicating that they are higher (23% cf. 34% in 2014)
- Despite this, employment levels have not been significantly affected (73% indicate employment levels to be the same as last year, cf. 72% in 2014)
- Optimism around future business activity and employment levels are also lower than in 2014 and 2012; more firms are expecting business activity levels and employment to be lower (10% cf. 9% in 2014 on business activity; 7% cf. 5% in 2014 on employment levels), whilst fewer firms are expecting them to be higher (40% cf. 46% in 2014 on business activity and 18% cf. 24% in 2014 on employment)
- This overall picture is not universal, however; the findings around business activity and optimism are more positive in certain elements of the economy. The following groups of business demonstrated a higher than average proportion of business that had experienced a growth in business activity in the last year:
 - Micro firms (i.e. Limited companies with no employees at 30% and Sole traders/partnerships at 42%, cf. the average of 23%)
 - Mid-sized businesses (i.e. employing 10 to 49 at 28% cf. the average of 23%)
 - Firms operating in Financial & Insurance Services (60% cf. 23%), Human Health and Social Work (58%), Education (41%), Arts Entertainment & Recreation (33%), Administrative Support (32%),
- And the following groups of businesses are more optimistic about growth in the coming year as they have a higher proportion of firms indicating they anticipate business activity levels to be higher in a year's time:
 - Micro businesses (Limited companies with zero employees at 50% and Sole traders/partnerships at 51% cf. the average of 40%)
 - Firms in Financial & Insurance Services (60% cf. the average of 40%), Information and Communication (52%), Administrative Support (52%) and Arts Entertainment & Recreation (50%)
 - Businesses which have been established for at least 3 years (75% cf. 40%)
 - Firms that are part of an international company (70% cf. 40%)
 - Firms located in Kings Cross (76%), Kilburn (65%), Canelowes (61%), Regent's Park (60%) and Bloomsbury (55%)
 - Firms in each of the three growth sectors (Science & Tech at 60%, Technical Professional & Business Support Services at 44% and Creative & Cultural at 41%)

Business Activity

Level versus 12 months ago



Change in activity	2012	2014	2017
Lower/Much Lower	31%	21%	35%
The same	34%	42%	38%
Higher/Much Higher	34%	34%	23%

- The results indicate that trading conditions are tougher in 2017 than in either 2014 or 2012
- There has been a decline in the proportion of firms reporting higher levels of business activity compared to 12 months ago – from around one third (34%) in 2012 and 2014 to under one quarter (23%) in 2017
- There has also been an increase in those reporting lower levels of business activity than a year ago (35% cf. 21% in 2014)
- Lastly, there has been a decline in those reporting business activity as the same as 12 months ago (38% cf. 42% in 2014)
- Whilst the survey did not enquire as to reasons for changes in business activity, one might speculate that the uncertain economic environment following the EU referendum may be influencing these results at least to some extent

Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W1/S1 & W1/S2)

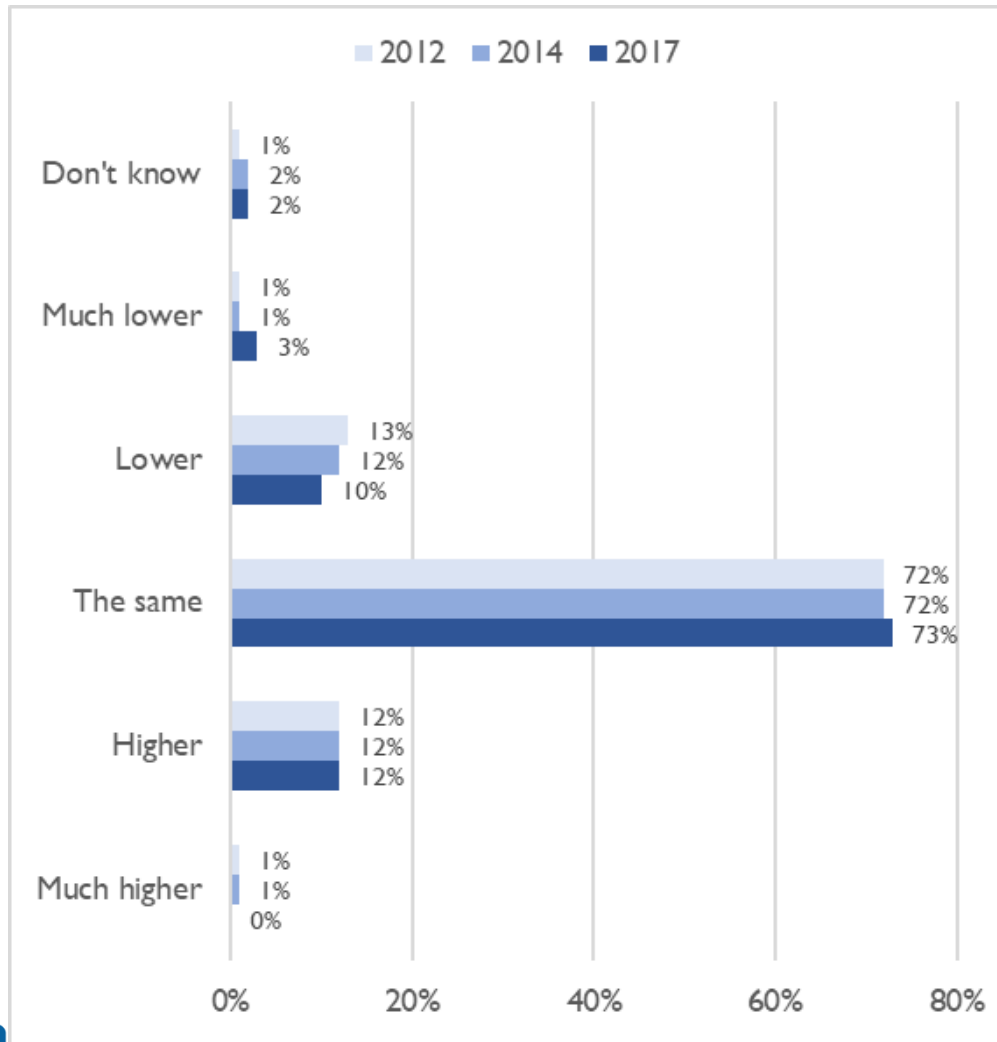
Business Activity

Level versus 12 months ago

- Other notable results include:
 - Micro firms - i.e. limited companies with no employees (30%) or sole traders/partnerships (42%) - were more likely to have reported an increase in business activity than those employing 1 to 9 staff (18%)
 - Those employing 5 to 9 (42%) were significantly more likely to report a decline in business activity than micro firms (30%) and those employing 10 to 49 (15%)
 - Sectors with the highest proportion of firms reporting higher business activity levels than a year ago include: transport and storage (35% cf. 23% average); financial and insurance services (49%); arts, entertainment and recreation (41%) and; administrative support (31%)
 - Sectors with the lowest proportion of firms reporting higher business activity levels than a year ago include: manufacturing (8% cf. 23% average); wholesale and retail (20%); real estate (6%) and; other service activities (17%)
 - Of the growth sectors, Technical Professional and Business Support Services has the highest proportion of firms reporting higher business activity levels than a year ago (27% cf. 23% average). Creative & Cultural has the highest proportion reporting lower business activity levels (34% - the same as the Camden average)
 - The downturn in business activity is hitting local companies (where 37% of firms report a decline in business activity) harder than national (18%) or international companies (12%)
 - Companies experiencing lower levels of business activity are much more likely to indicate that they feel Camden is a poor place to do business – 74% of firms that rate Camden as a poor place to do business report a decline in business activity, compared to 31% of those that rate it good.

Business Activity

Employment versus 12 months ago



Change in employment	2012	2014	2017
Lower/Much Lower	14%	13%	13%
The same	72%	72%	73%
Higher/Much Higher	13%	13%	12%

- There has been no major change in reported levels of employment compared to previous years
- The majority of firms (73%) report employment levels to be the same as a year ago. This is comparable, though very marginally above, prior years
- When compared to both 2012 and 2014, a marginally lower proportion of firms report both lower employment (13%) and higher employment (12%) than a year ago
- No firms reported employment to be much higher and a larger proportion (3%) than in previous years indicated that employment is much lower, which may be a cause for concern

Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W1/S3 & W1/S4)

Business Activity

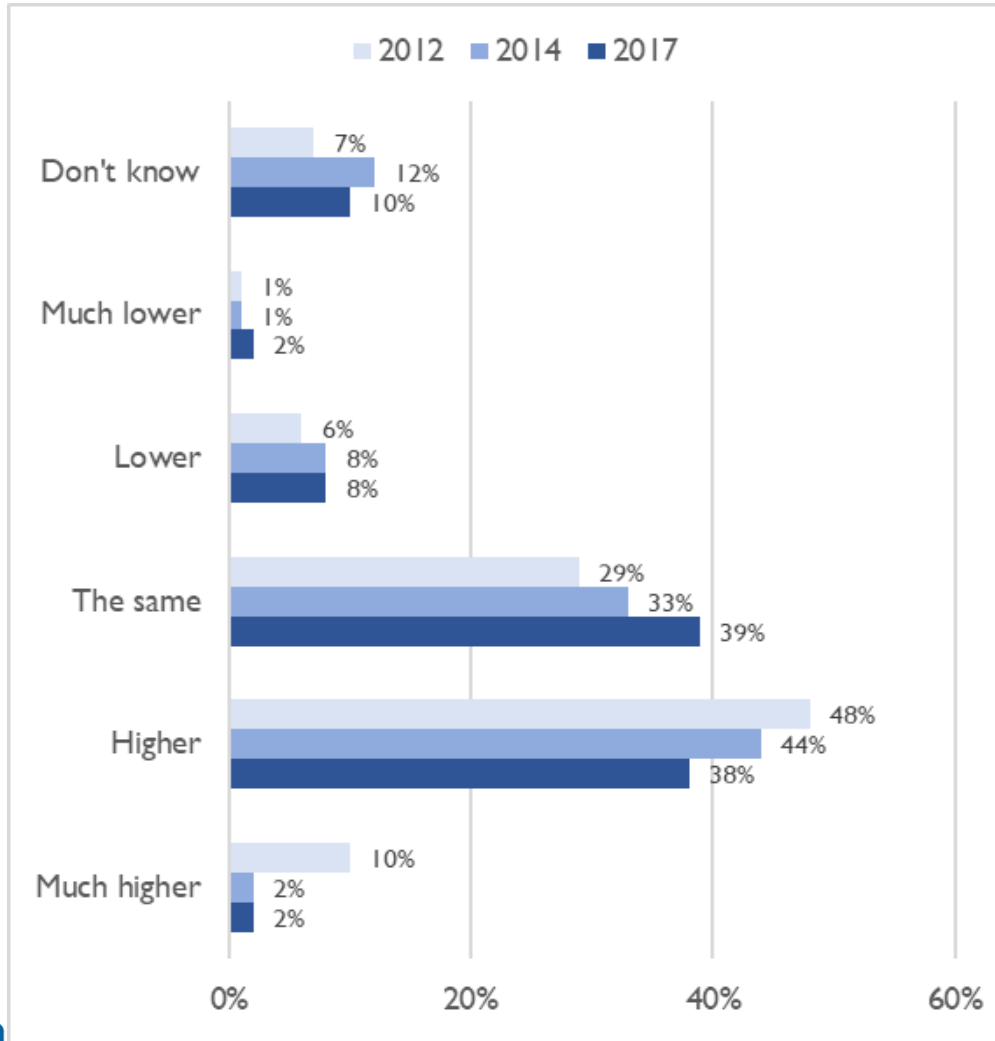
Employment versus 12 months ago

- Other notable results include:
 - With such a large proportion of firms reporting that employment was the same as a year ago, (73%) the observed differences between sectors and size bands are based on small samples and therefore are not commented on here
 - A higher than average proportion of local firms report employment as being the same as a year ago (77% cf. 73%), whilst a marginally smaller proportion (9% cf. 12%) report it as higher
 - Firms that are part of a national company or international company were more likely to report a higher level of employment than average (56% and 18% respectively)
 - More than half (53%) of firms that consider Camden to be a poor place to do business have reported a reduction in employment levels in the last year (cf. the average of 13%)
 - Firms which experience challenges recruiting staff with the right skills and experience are more likely to report a growth in employment (21% f. 12% on average)
 - Sectors which demonstrate a higher than average proportion of firms indicating a growth in employment are Manufacturing (17% cf. the average of 12%), Information & Communication (18%)
 - Sectors which demonstrate a higher than average proportion of firms indicating a decline in employment are Manufacturing (18% cf. the average of 13%*), Accommodation & Food Services (35%) and Other Services Activities (51%)
 - Two of the growth sectors – Technical, Professional & Business Support Services and Science & Tech – show a higher proportion of firms reporting a higher level of employment than a year ago compared to the average (16% and 20% respectively, cf.12%). In the Creative & Cultural sector, 11% of firms report a growth in employment.

* The proportion of Manufacturing firms indicating stable employment over the last year is lower than average (65% cf. 73%, indicating that this sector has experienced more employment volatility over the last year)

Business Activity

Activity optimism



Change in future activity	2012	2014	2017
Lower/Much Lower	7%	9%	10%
The same	29%	33%	39%
Higher/Much Higher	58%	46%	40%

- The level of optimism around future business activity is at a low point compared with the previous two surveys (40%, down from 46% in 2014 and 58% in 2012)
- This indicates that not only is a higher proportion of firms experiencing lower business activity levels than a year ago, but optimism is also lower now
- There has also been an increase in the proportion of firms that are expecting lower business activity levels in a year's time (10%, up from 9% in 2014 and 7% in 2012)
- Very few firms (2%) in our survey expect business activity levels to be 'much higher' in a year, which is comparable to 2014 but much lower than 2012

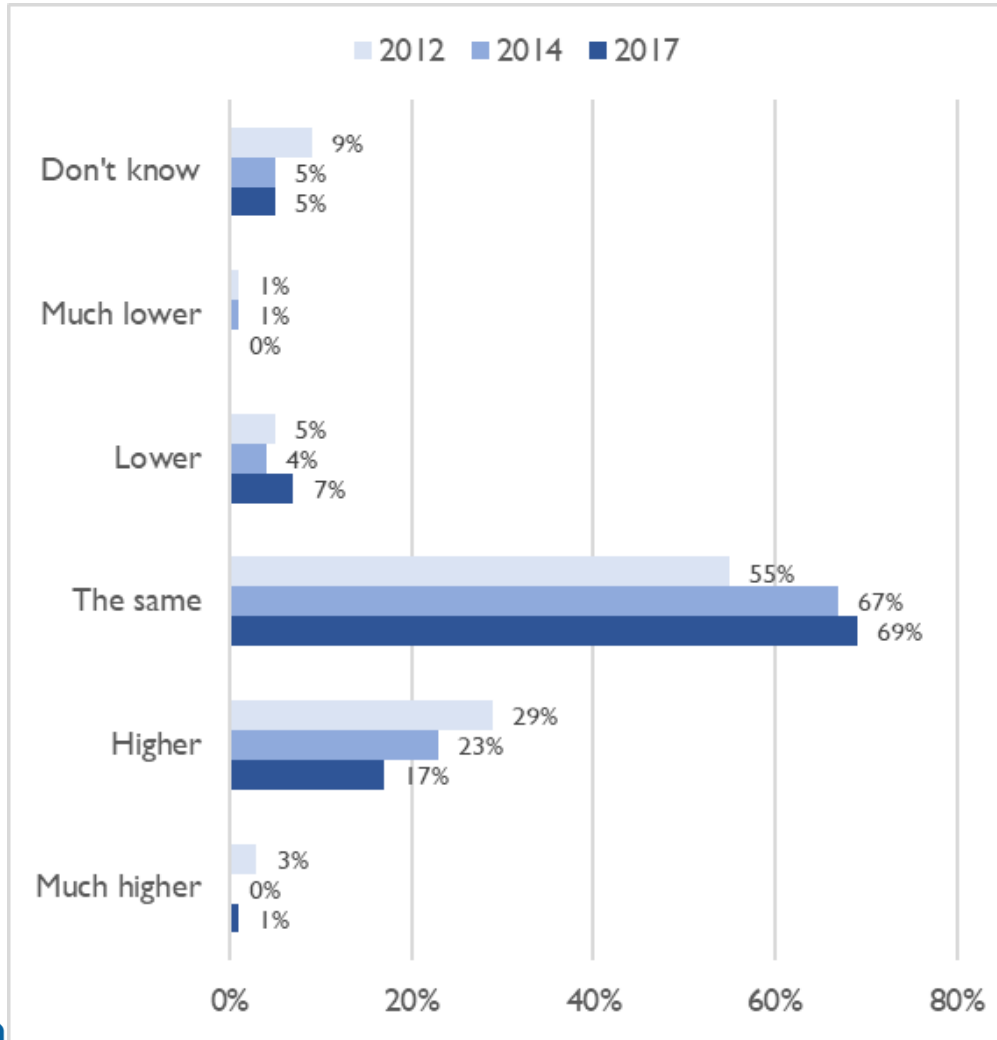
Business Activity

Activity optimism

- Other notable results include:
 - Micro businesses are more optimistic than small businesses; 50% of Limited companies with zero employees and 51% of Sole traders/partnerships expect business activity levels to be higher in a year's time (cf. 40% on average)
 - The most optimistic sectors in terms of the proportion of firms anticipating growth in business activity over the next year are Financial & Insurance Services (60% cf. the average of 40%), Information and Communication (52%), Administrative Support (52%) and Arts Entertainment & Recreation (50%)
 - Businesses which have been established for at least 3 years feel more optimistic than firms that have been running for 1-2 years (75% expect growth cf. 34%)
 - Local companies are the least optimistic (37% anticipate an increase in business activity), whilst those that are international are the most optimistic (70%), in terms of the proportion of the companies that expect growth in the next year
 - A higher proportion of firms that report difficulties in recruiting staff with the right skills/experience expect business levels to be higher (48%) than those that do not (32%)
 - A higher proportion of firms that report skills gaps amongst current staff expect business levels to be higher (63%) than those that do not (32%)
 - Firms that perceive the Council as business unfriendly are also more likely to expect business levels to decline in the next year (24% cf. an average of 10%)
 - The locations with the highest proportion of firms anticipating growth in the next year are Kings Cross (76%), Kilburn (65%), Cantelowes (61%) and Regent's Park (60%)
 - Of the growth sectors, Science and Tech is the most optimistic, with 60% of firms indicating they expect business activity levels to be higher in a year's time. The other two growth sectors are more optimistic than the Camden average (44% for TPBSS and 41% for Creative & Cultural cf. 40%)

Business Activity

Employment optimism



Change in future employment	2012	2014	2017
Lower/Much Lower	5%	5%	7%
The same	55%	67%	69%
Higher/Much Higher	31%	24%	18%

- Firms are more pessimistic in 2017 about future employment levels than in previous years
- A higher proportion of firms (7%) expect employment to be lower in a year's time than held this view in 2014 (5%) and 2012 (5%)
- In addition, in 2017 fewer than one in five firms expect employment levels to be higher next year compared to one in four in 2014 and one in three in 2012

Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W1/S7 & W1/S8)

Business Activity

Employment optimism

- Other notable findings include:

- Sole traders & partnership (7%) and companies employing between 1 and 4 (13%) have the lowest proportion of firms expecting higher employment levels in a years time compared to the average of 18%.
- One quarter of firms in manufacturing expect employment levels to be lower in a year's time (cf. 7% on average)
- Firms that have been operating for between 3 and 20 years (26% of firms) are significantly more likely to expect growth than those that are more than 20 years old (11%)
- International companies (58%) are significantly more likely to expect growth than any other type of firms, whilst other types of firms (local, London, national) are significantly more likely to anticipate static employment levels than international firms (74%, 56% and 64% cf. 27%)
- Firms operating in the following sectors have a higher than average proportion of firms anticipating employment growth in the next year: Financial & Insurance Services (41% cf. the average of 18%), Administrative Support (24%), Accommodation & Food Services (22%), Professional Scientific and Technical Services (21%) and Transport and Storage (21%)
- Firms in West Hampstead (38%), Cantelowes (33%), King's Cross (29%), Regent's Park (28%), Bloomsbury (28%), Belsize (28%) and Highgate (26%) and are most optimistic about employment growth in the next year
- A higher proportion of firms in Technical, Professional & Business Support Services and Science & Tech (22% in each sector are anticipating employment growth in the next year compared to the average (18%). In Creative and Cultural, however, the proportion is lower than average (13%)

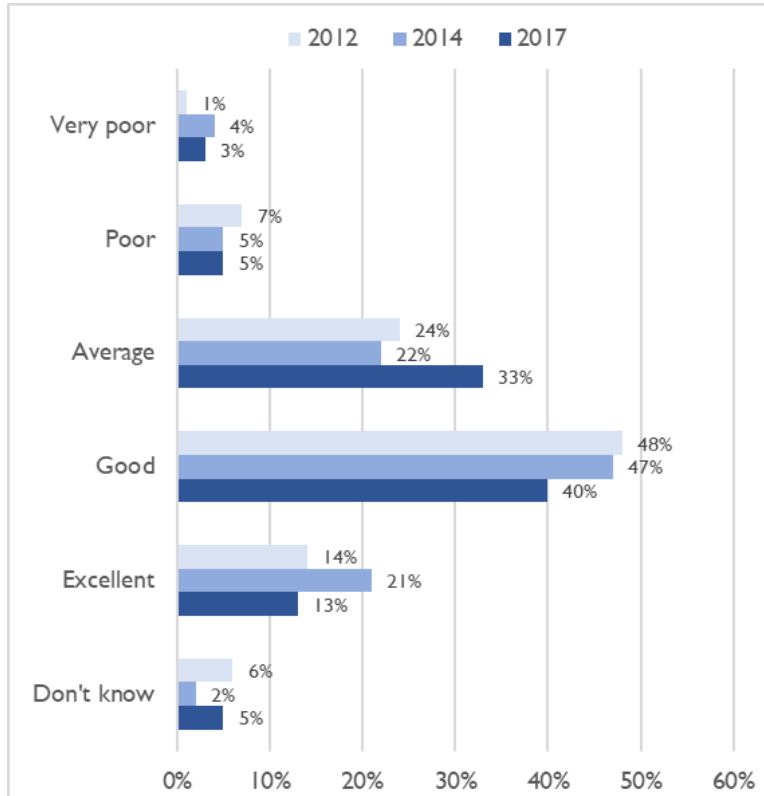
Theme 2 – Camden as a place to do business

- Key findings:

- There has been a minor shift in the perception of Camden as a place to do business, with firms reporting a slightly more negative perception in 2017 compared with earlier years.
- Whilst the proportion of firms rating Camden as 'poor' or 'very poor' has remained very similar (8% cf. 9% in both 2014 and 2012), there has been an increase in the proportion of firms rating Camden as average (33% from 22% in 2014) and a decrease in the proportion rating it as 'good' or 'excellent' (53% down from 67% in 2014)
- The top three issues rated as important for businesses are:
 - speed of internet connection (mentioned by 88% of firms)
 - good transport links (86%)
 - the quality of the local environment (80%)
- Issues which should be considered a priority for the Council – because they are rated important but weak – are:
 - costs and availability of premises (76% rated this as weak whilst 73% indicated it is important)
 - parking (18% rated this as weak whilst 48% identified this as important)
 - crime and anti-social behaviour (49% and 69%)
 - access to skilled labour (48% and 60%)

Camden as a place to do business

Overall assessment



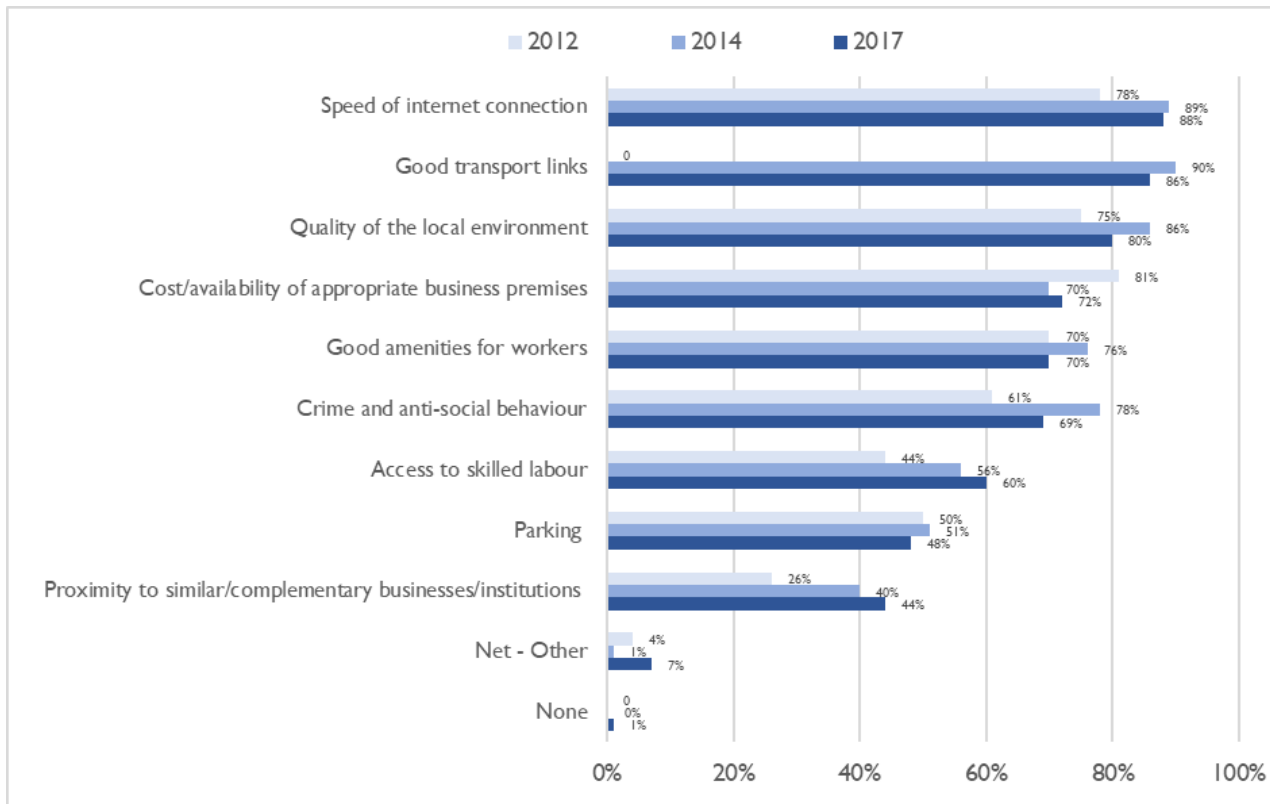
Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W1/S9 & W1/S10)

Camden as a place to do business	2012	2014	2017
Poor/Very Poor	9%	9%	8%
Average	24%	22%	33%
Good/Excellent	61%	67%	53%

- There has been a minor shift in the perception of Camden as a place to do business, with firms reporting a slightly more negative perception in 2017 compared with earlier years
- The proportion rating it as 'poor' or 'very poor' has remained the same
- However, one third of firms now rate Camden as an 'average' place to do business, up from 22% in 2014 and 24% in 2012
- And just over half of firms (53%) rate it as a 'good' or 'excellent' place to do business, down from two-thirds in 2014 (67%). Key reasons for giving this rating include that Camden is a desirable location (32% of those rating good/excellent), useful local facilities (17%), good transport links (17%) and that Camden is an affluent area to do business (11%).
- When businesses rate Camden as a poor or very poor location to do business, the key reasons are rents and business rates are rising (43% of firms rating Camden as a poor/very poor location for business), Camden Council is not run well (23%), parking and traffic issues (13%), waste collection (12%) and anti-social behaviour or crime are a problem (12%)
- Sectors which demonstrate a higher than average proportion of firms stating that Camden is a good or excellent place to do business include Real Estate (80% cf. 53% on average), Professional Scientific and Technical Services (63%), Human Health and Social Work Activities (75%) and Other Services Activities (62%).
- Those with the highest proportion giving a poor rating are Accommodation & Food Services (26% cf. 8% on average) and Arts Entertainment & Recreation (15%)
- Two growth sectors have high proportion of firms rating Camden as a good or excellent place to do business: Technical Professional and Business Support Services (60% cf. 53%) and Science & Tech (63%). A marginally lower than average proportion of firms in the Creative & Cultural growth sector (47% cf. 53% rate Camden give this rating).

Camden as a place to do business

Key issues



Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W1/S11 and W1/S12)

- The top three issues identified by firms are:
 - Speed of internet connection (88% for firms)
 - Good transport links (86%)
 - Quality of the local environment (80%)
- Issues which have grown in significance year on year include:
 - Access to skilled labour (60% up from 56% in 2014 and 44% in 2012)
 - Proximity to similar businesses/organisations (44%, up from 40% in 2014 and 26% in 2012)
- Issues which have declined in significance year on year include:
 - Good transport links (86% down from 90%)
 - Parking 48% down from 51% in 2014 and 50% in 2012)
- For the TPBSS sector, the key issues are speed of internet (96%), transport links (86%) and quality of local environment (85%)
- For the Science & Tech sector, the key issues are good transport links (100%), speed of internet connection (88%) and cost/availability of business premises (86%)
- For the Creative & Cultural sector, the key issues are speed of internet (89%), transport links (87%) and quality of the local environment (79%).

Technical, Professional & Business Support		Science & Tech		Creative & Cultural		Non-growth sector	
Speed of internet connection	96%	Good transport links	100%	Speed of internet connection	89%	Good transport links	82%
Good transport links	86%	Speed of internet connection	88%	Good transport links	87%	Speed of internet connection	79%
Quality of the local environment	85%	Cost/availability of business premises	86%	Quality of the local environment	79%	Quality of the local environment	76%
Good amenities for workers	75%	Access to skilled labour	76%	Crime and anti-social behaviour	72%	Cost/availability of business premises	74%
Cost/availability of business premises	69%	Good amenities for workers	74%	Cost/availability of business premises	69%	Good amenities for workers	70%

Camden as a place to do business

Key issues by sector

The table below identifies the sectors for which each of the identified issue is most acute, measured by the proportion of firms identifying each issue

Issues	Top 3 Sectors by proportion of firms identifying this issue
Speed of internet connection (average 88%)	Manufacturing (100%), Financial and Insurance Services (100%), Professional Scientific & Technical Services (93%)
Good transport links (86%)	Manufacturing (100%), Professional Scientific & Technical Services (91%), Information & Communication (90%)
Quality of the local environment (80%)	Professional Scientific & Technical Services (85%), Manufacturing (84%), Wholesale & Retail/Administrative Support/Other Service Activities (all 83%)
Cost and availability of appropriate business premises (rents/ rates) (72%)	Real Estate (90%), Manufacturing (84%), Wholesale & Retail (84%)
Good amenities for workers (70%)	Real Estate (82%), Financial and Insurance Services (81%), Wholesale & Retail (77%)
Crime and anti-social behaviour (69%)	Real Estate (82%), Wholesale & Retail (82%), Financial and Insurance Services (81%)
Access to skilled labour (60%)	Administrative Support (88%), Financial and Insurance Services (78%), Information & Communication (63%)
Parking (48%)	Other Services Activities (65%), Arts Entertainment & Recreation (65%), Real Estate (63%)
Proximity to similar, complementary businesses and institutions (44%)	Manufacturing (75%), Accommodation & Food Services (71%), Other Services Activities (65%)

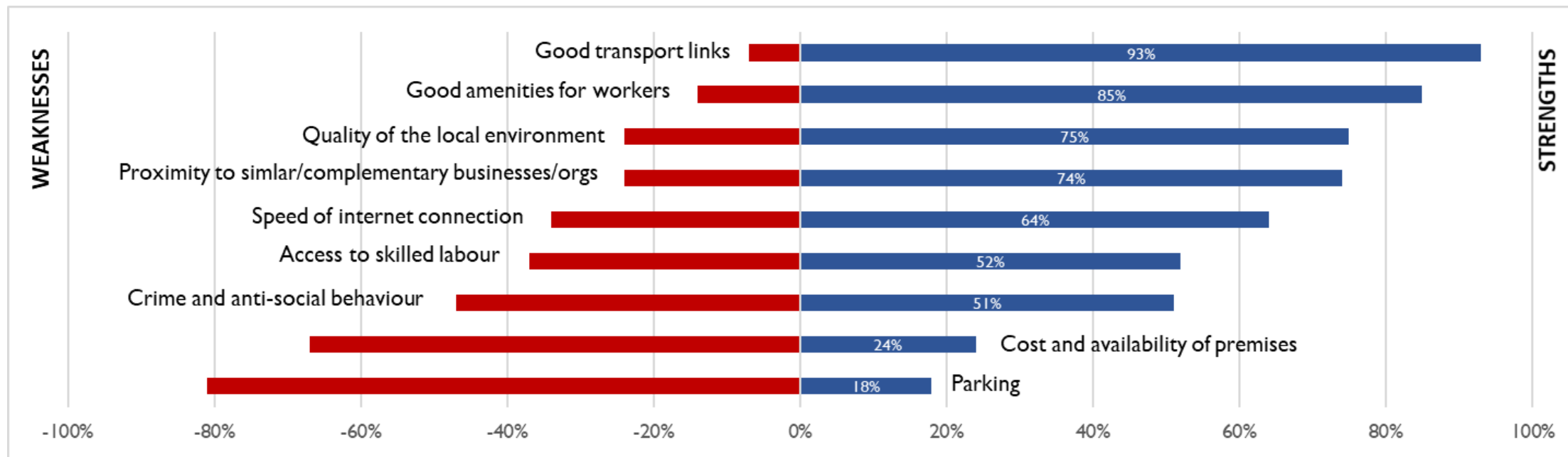
Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W1/S11A)

Note that only sectors with a minimum of than 5 responses indicating an issue are included here

Camden as a place to do business

Strengths/weaknesses

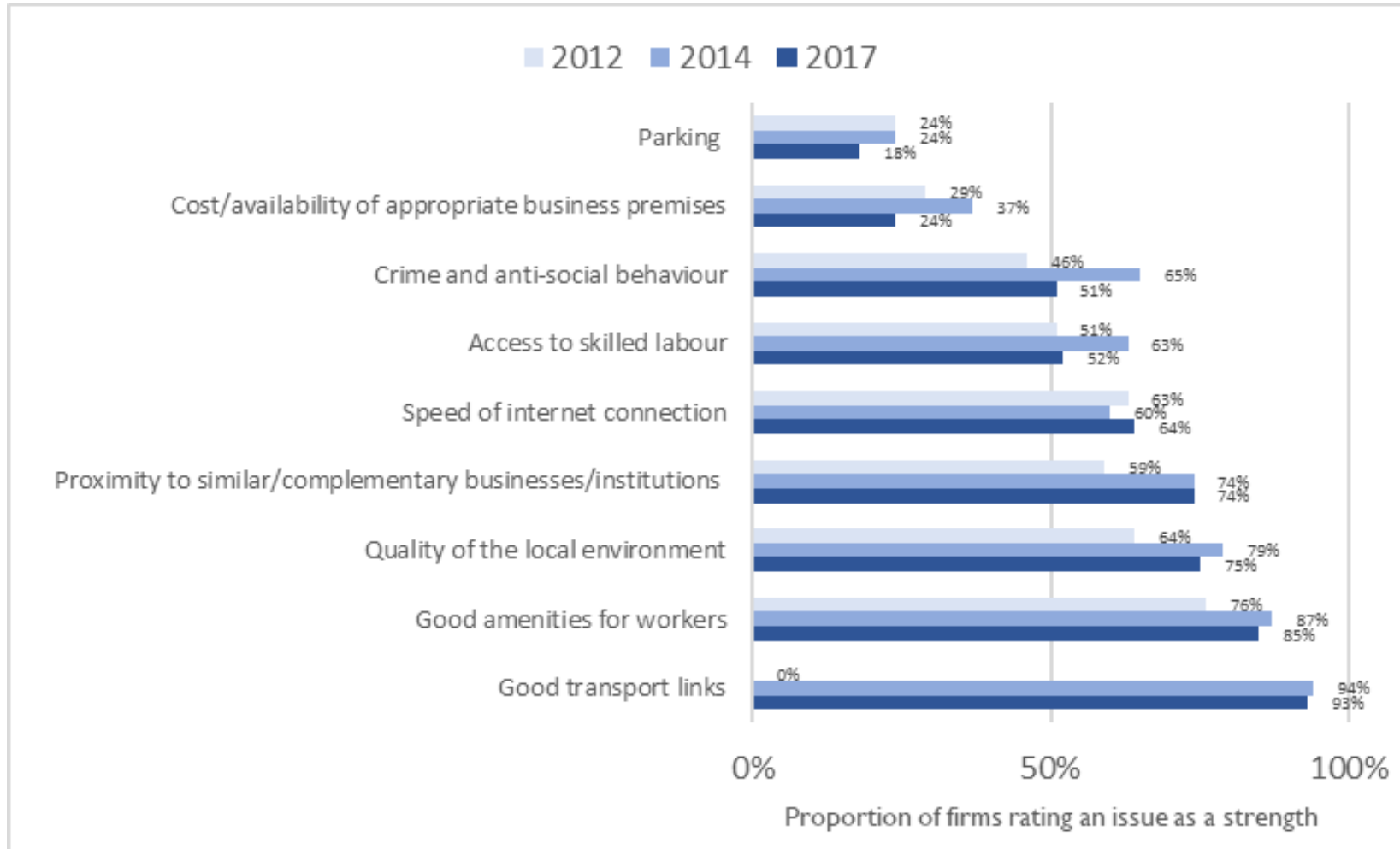
- The graph below shows that a greatest strengths of Camden, measured by the proportion of firms rating an issue as a strength, are:
 - Good transport links (93%)
 - Good amenities for workers (85%)
 - Quality of the local environment (75%)
- The issues which are felt to be the most significant weaknesses in Camden are:
 - Parking (18% rate this as a strength)
 - Cost and availability of premises (24%)
 - Crime and anti-social behaviour (51%)



Source: Camden Business Survey 2017 (Ref: W1/S13)

Camden as a place to do business

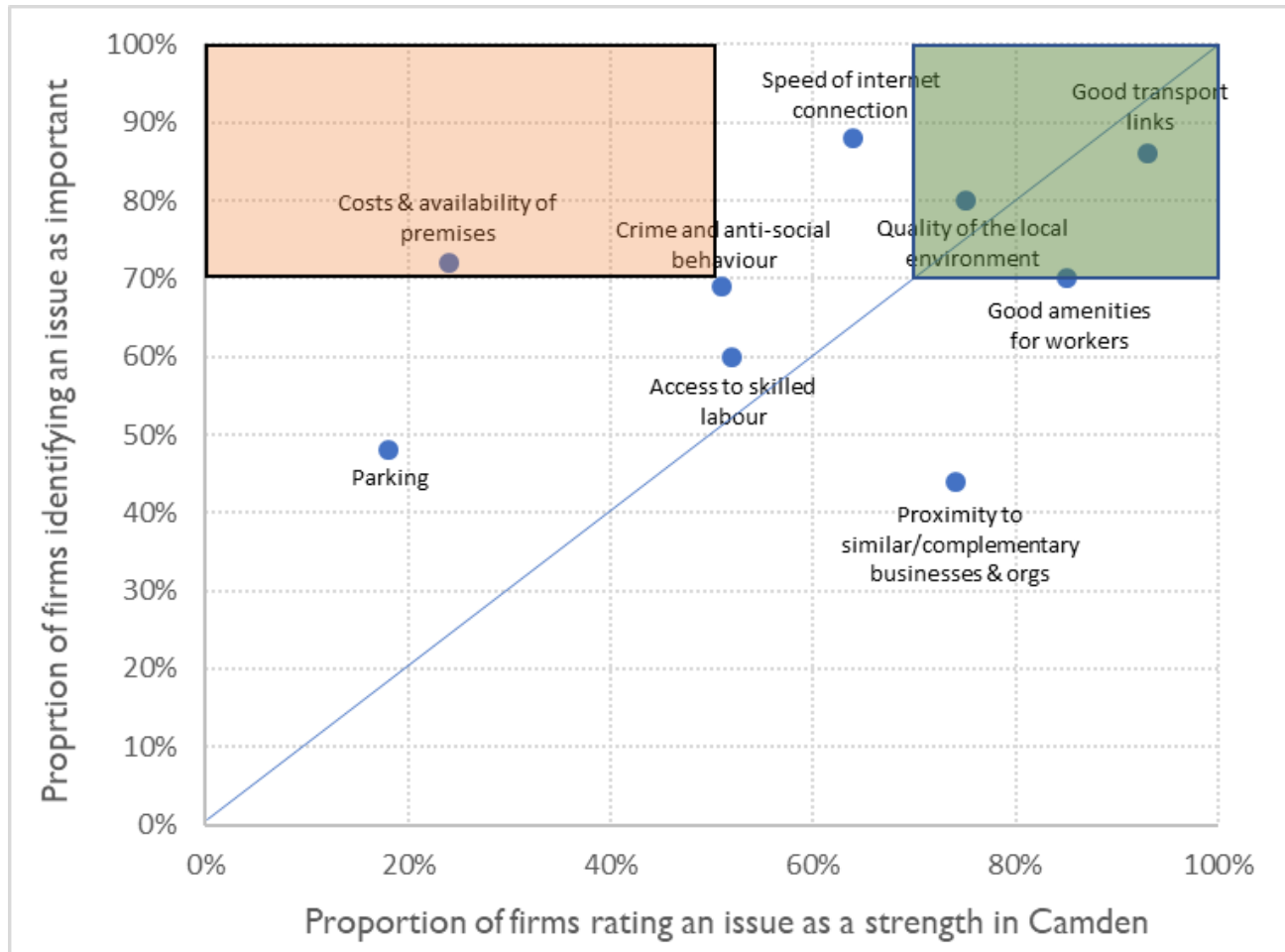
Strengths – change over time



- Generally speaking, the proportion of firms rating these issues as strengths in Camden is lower in 2017 than in 2014.
- The exception to this rule is speed of internet connection, where 64% of businesses see this as a strengths compared to 60% in 2014.
- The data suggests a growing concern about a number of issues, including crime and anti-social behaviour, business premises and parking

Camden as a place to do business

Comparing strengths and importance



Source: Camden Business Survey 2017 (Ref: W1/S15)

*Note that all firms were asked to indicate whether issues were important to their business, and also, separately, whether to rate each issue as a strength or weakness for Camden. This is not the case for the 'satisfaction' question asked later.

- In order to understand how Camden performs as a place to do business in terms of specific issues, the chart to the left maps the proportion of firms that recognise an issue as important (vertical axis) against the proportion that rate the issue as a strength in Camden (horizontal axis)
- We identify two zones as follows:
 - A green zone, where importance and strength are both greater than or equal to 70% - i.e. where issues are both important and deemed to be strong.
 - An orange zone, where importance is greater than or equal to 70% but strength is less than or equal to 50% - i.e. where issues are deemed important but where half or fewer firms rate Camden as strong.
- Issues located in the green zone – where Camden is performing relatively well on important issues – are:
 - Good transport links (93% rated this as a strength and 86% as important)
 - Quality of the local environment (75% and 80%)
 - Good amenities for workers (85% and 70%)
- Issues located in the orange zone – where Camden is performing less well on important issues – are:
 - Costs and availability of premises (24% rated this as a strength whilst 73% indicated it is important)
- Note that crime and anti-social behaviour (51% and 69%) is marginally outside the orange zone on the basis that 51% of firms rate it as a strength and 69% as important

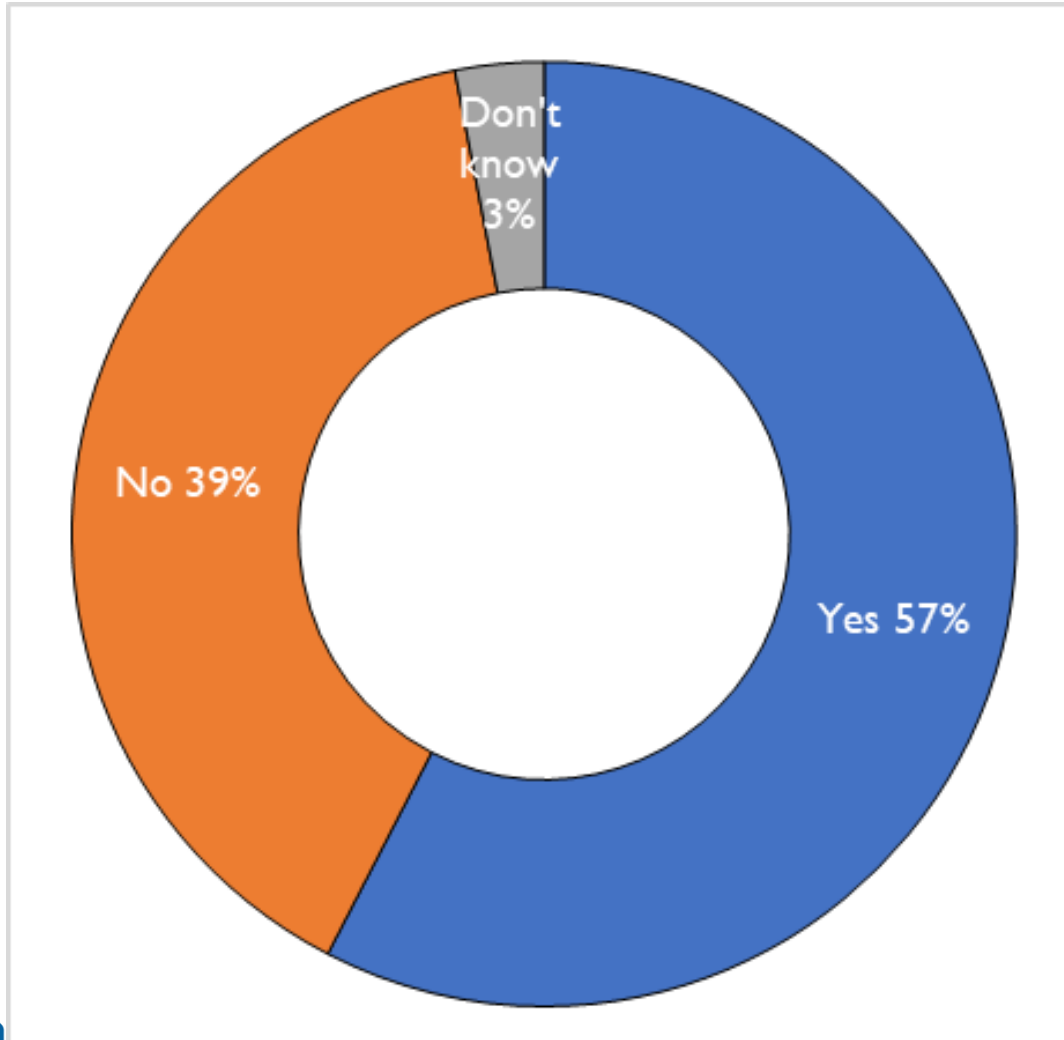
Theme 3 – Role of the Council

- Key findings:

- 57% of firms reported some form of contact with the Council. The most commonly contacted services were waste & recycling (42% of businesses), business rates/rents (20%) and building/planning departments (15%).
- The levels of satisfaction with how the Council handled these enquiries have increased since 2014 and are comparable with 2012. In 2017, 69% indicated that they were satisfied with how the Council dealt with their enquiry, compared to 60% in 2014 and 70% in 2012.
- Overall, the survey indicates that the business community rate the Council as less business friendly than in prior years – 27% rate the Council as business friendly in 2017 compared to 36% in 2014 and 34% in 2012.
- Issues which are deemed as priorities by local businesses but where satisfaction is low include:
 - Supporting development/protection of existing land/premises for business uses (72% indicating that they believed this to be a priority Council service but 19% were either very or completely satisfied with the Council's handling of their enquiry)
 - Managing parking (60% and 18%)
 - Business rates advice/collection (65% and 24%)
 - Reducing business environmental impact (63% and 25%)
- Issues which are seen as a priority but where there is a high level of satisfaction – and therefore where the Council should focus on maintaining the current standard – include:
 - Creating a good quality environment (82% see this as a priority for the Council and 50% were either very or completely satisfied with the Council's handling of their enquiry)
 - Tackling crime and anti-social behaviour (78% and 39%)

Role of the Council

Contact with the Council

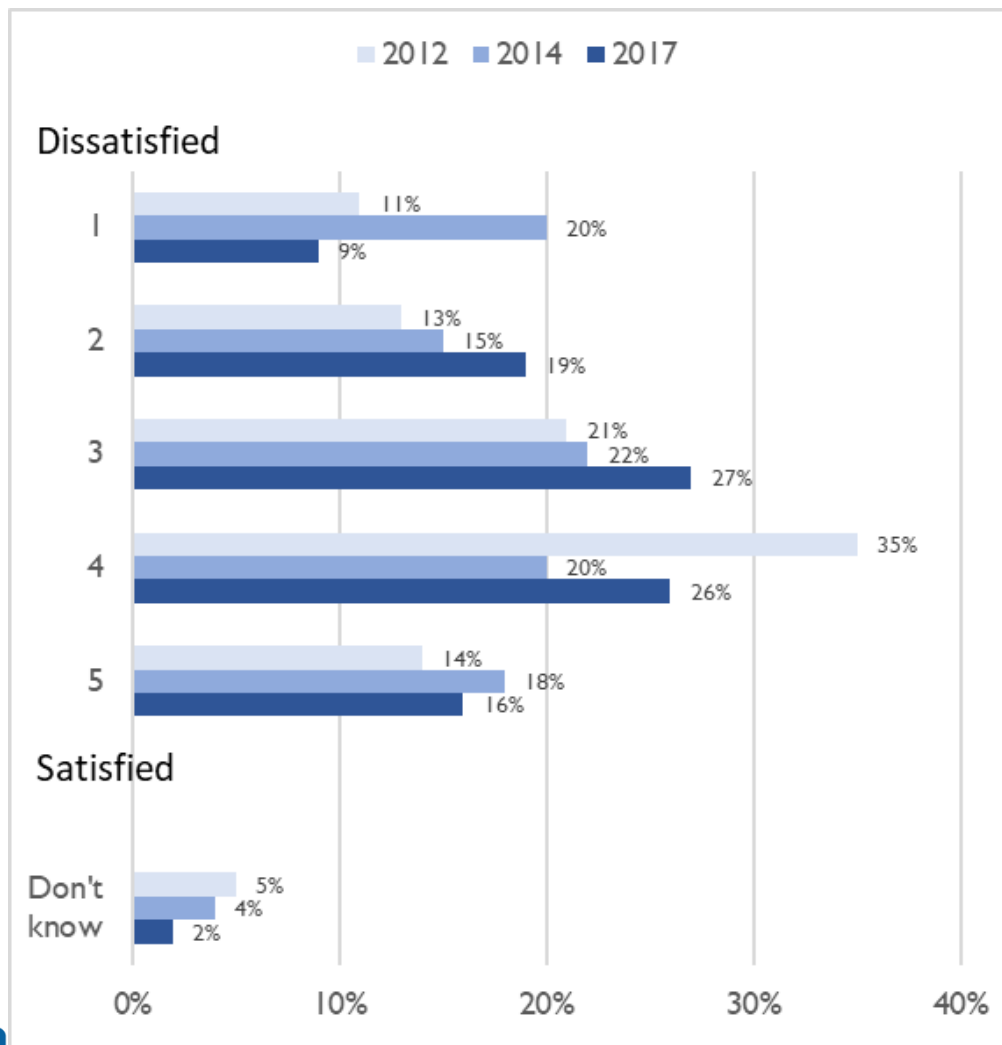


- Of the survey sample, 57% of firms reported some form of contact with the Council in the last two years
- This is comparable to the proportion in 2014 (56%)
- Groups of businesses which are much more likely to have contacted the Council include:
 - Businesses employing between 5 and 9 (70%)
 - Local companies (60%) and those that are part of a London-based company (59%)
 - Companies that rate Camden as a poor place to do business (65%)
 - Both businesses that rate the Council as business 'unfriendly' (69%) and those that rate it as business 'friendly' (67%)
 - Companies experiencing skills gaps (63%)
 - Firms that rate crime and anti-social behaviour as a major issue for their business (88%)
 - Firms operating in the Real Estate sector (91%)
 - Firms located in Kilburn (95%), Hampstead Town (82%), Regent's Park (80%) and Camden Town with Primrose Hill (77%)
 - Firms in the Creative & Cultural growth sector (60%)

Source: Camden Business Survey 2017 (Ref: W2/S20)

Role of the Council

Satisfaction with enquiry handling



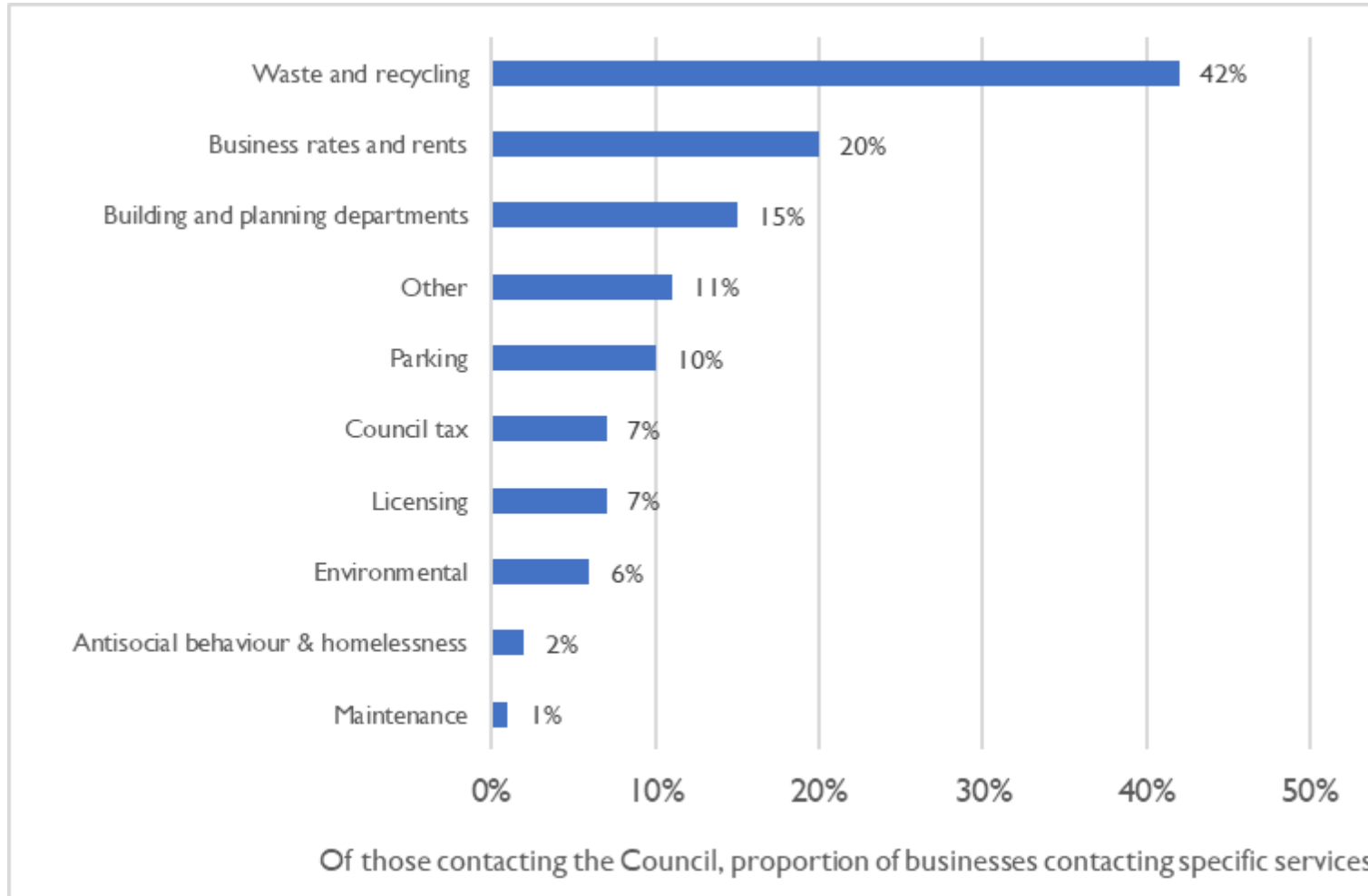
	2012	2014	2017
Dissatisfied (1-2)	24%	35%	28%
Satisfied (3-5)	70%	60%	69%

- The level of dissatisfaction with query handling has fluctuated over the three surveys
- The proportion of firms that are dissatisfied (28%) is lower than 2014 (35%) but higher than 2012 (24%)
- The proportion of firms that are satisfied (69%) is comparable to 2012 (70%) and above the level in 2014 (60%)
- The proportion indicating a high level of satisfaction (rating 4) has increased since 2014 but is below the level in 2012, but the proportion indicating complete satisfaction (5) is down on 2014
- The proportion feeling strongly dissatisfied (rating 1) is lower (9%) than in either 2012 (11%) or 2014 (20%)
- Note – in this analysis, the mid-point score of 3 is counted as representing satisfaction. During the questioning, respondents are informed that a score of 1 represents complete dissatisfaction and 5 represents complete dissatisfaction.

Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W2/S21 and W2/S23)

Role of the Council

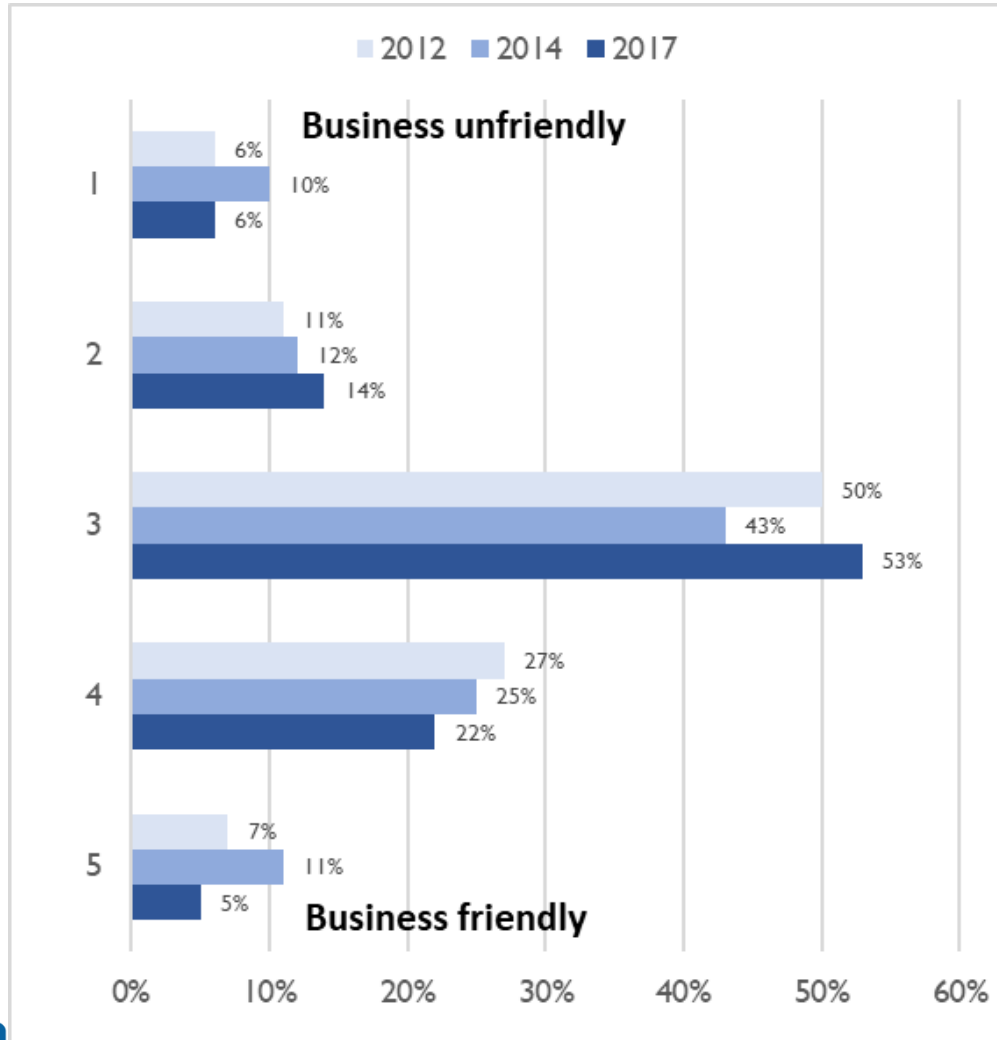
Services contacted



- The most commonly contacted Council services were:
 - Waste and recycling (4 in 10 of those that have contacted the Council in the last two years)
 - Business rates and rents (2 in 10)
 - Building and planning departments (15%)
- Examples of 'other' responses include:
 - Housing
 - Urban regeneration
 - Adult social care
 - Apprenticeship schemes

Role of the Council

Business friendliness



Business friendliness	2012	2014	2017
Unfriendly	17%	22%	20%
Neither friendly/unfriendly	50%	43%	53%
Friendly	34%	36%	27%

- Overall, the survey indicates that the business community rate the Council as less business friendly than in prior years
- A larger proportion rate the Council as business unfriendly in 2017 (20%) than in 2012 (17%), though this is down on 2014 (22%)
- A smaller proportion of firms rate the Council as business friendly in 2017 (27%) than in either 2014 (36%) or 2012 (34%).
- Half as many firms give the Council rated the Council as 'very business friendly' (i.e. a score of 5) than in 2014 (5% cf. 11%)

Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W2/S23 and W2/S24)

Role of the Council

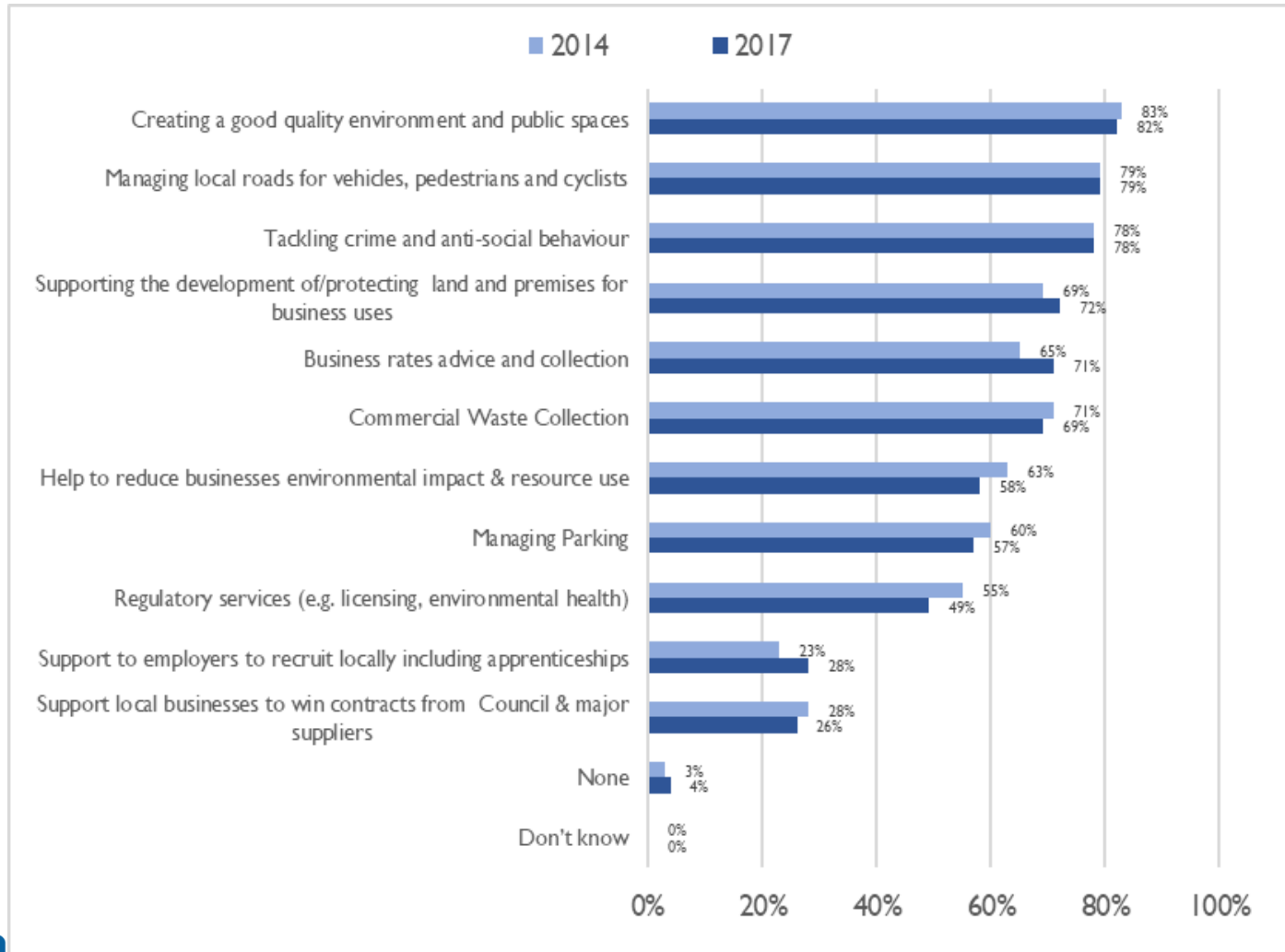
Business friendliness

- Other notable results include:

- Small limited companies are more likely to rate the Council as business friendly (39% of firms) compared to firms of other sizes and the average (27%)
- Firms that have been in existing between 3-5 years (41%) and over 20 years (32%) are most likely to perceive the Council as business friendly
- Local companies are significantly more likely to rate the Council as business unfriendly (22%) than International companies (4%).
- Companies that expect growth in the coming year are more likely to rate the Council as business friendly (34%) than companies expecting lower levels of business activity (12%).
- Manufacturing companies (49%) and those in Administrative Support (42%) are more likely to rate the Council as business unfriendly.
- Within the growth sectors, companies in the Creative and Cultural industries are significantly more likely to rate the Council as business unfriendly (21%) than firms in Technical Professional and Business Support Services (10%).

Role of the Council

Council services/initiatives seen as priorities by businesses

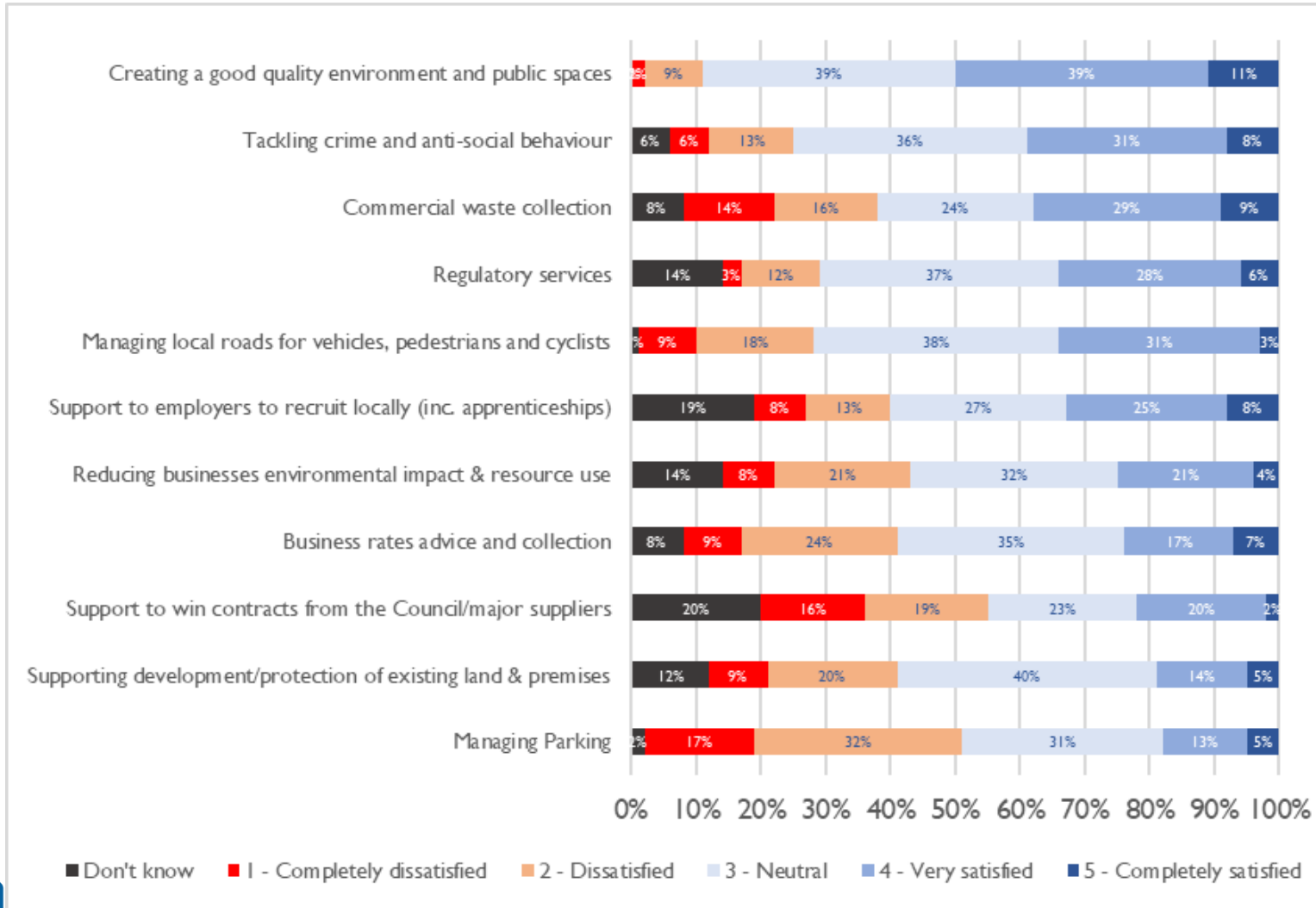


- The top three Council services seen as priorities by businesses (by proportion of firms agreeing that they are priorities) are:
 - Creating a good quality environment and public spaces (82%)
 - Managing local roads (79%)
 - Tackling crime and anti-social behaviour (78%)
- By the same measure, the lowest priorities are:
 - Regulatory services (49%)
 - Support to employers to recruit locally (28%)
 - Support to local businesses to win Council contracts (26%)
- Considering this evidence with that presented on strengths/priorities reinforces the messages that the Council should focus efforts on:
 - Tackling crime and anti-social behaviour
 - Supporting the development/protection of local land/premises for business use

Source: Camden Business Survey 2014 and 2017 (Ref: W2/S25)

Role of the Council

Satisfaction with service delivery

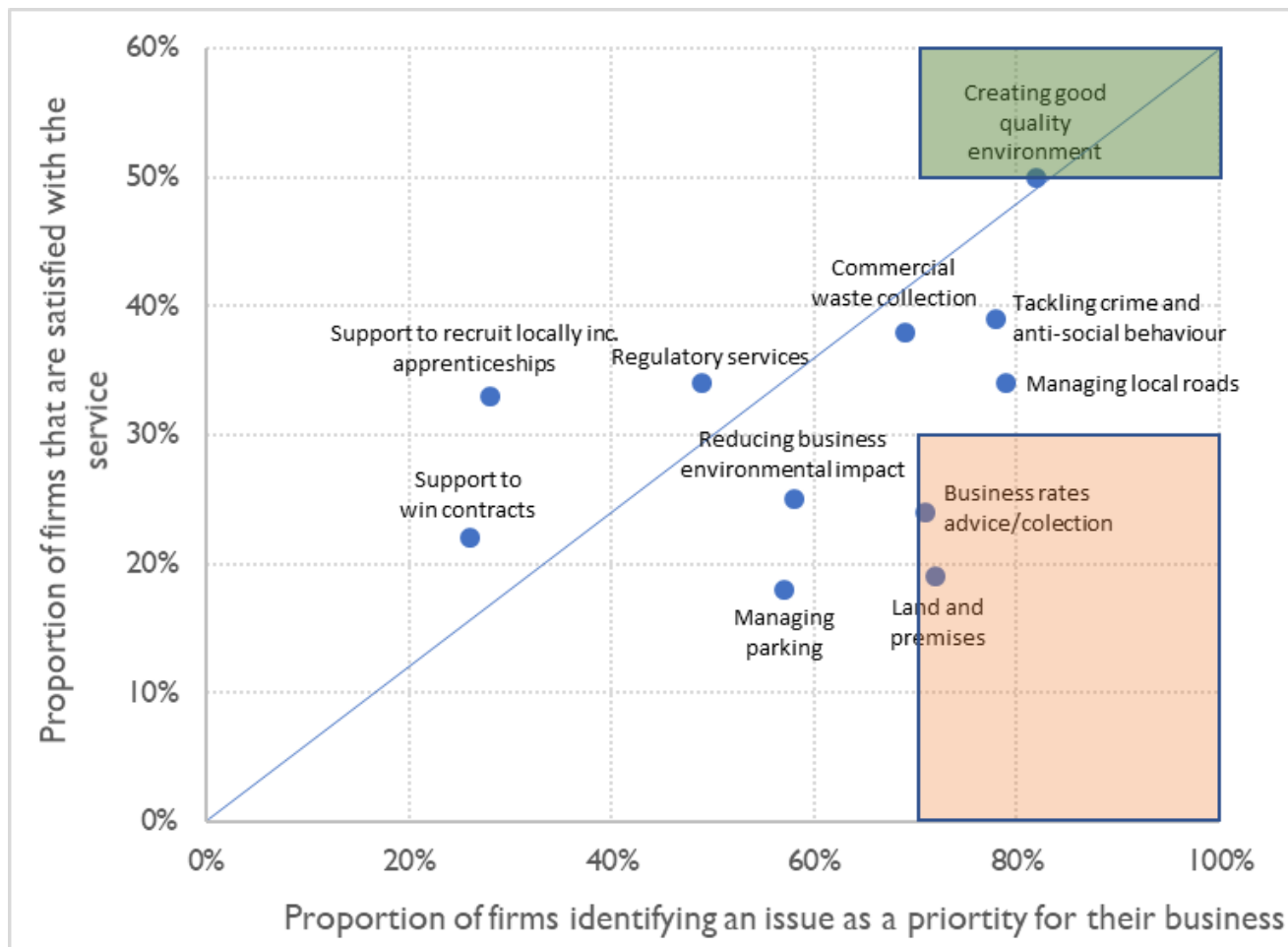


- The services which the business community are most satisfied with are:
 - Creating a good quality environment and public spaces (50% indicating that they were very or completely satisfied, cf. an average of 32%)
 - Tackling crime and anti-social behaviour (39%)
 - Commercial waste collection (38% - though this is clearly polarising issue with a high proportion of firms expressing complete dissatisfaction)
 - Regulatory services (34%)
- The services with the highest levels of dissatisfaction are:
 - Managing parking (49% indicate they there are either very or completely dissatisfied, cf. an average of 21%)
 - Supporting development/protection of existing land/premises for business uses (29%)
 - Support to win contracts from the Council and other major suppliers (35%)

Source: Camden Business Survey 2017 (Ref: W2/S26)

Role of the Council

Comparing priority and satisfaction



Source: Camden Business Survey 2017 (Ref: W2/S27)

*Note that only firms that had contact with a particular Council service have been asked to rate their satisfaction with that service. The sample will therefore be reduced.

- In order to understand where the Council might focus future energy to resolve areas of low business satisfaction, the chart to the left maps the proportion of firms that have contacted a Council service and are satisfied with how the Council dealt with their query/issue (vertical axis) against the proportion of firms that deem an issue as a priority for their organisation (horizontal axis)
- We identify two zones as follows:
 - A green zone, where priority is greater than or equal to 70% and satisfaction is greater than or equal to 50% - i.e. where satisfaction is high on priority issues
 - An orange zone, where priority is greater than or equal to 70% but satisfaction is less than or equal to 30% - i.e. where satisfaction is low on high priority issues
- Issues in the green zone – where satisfaction is high on priority issues – are:
 - Creating a good quality environment (82% see this as a priority for the Council and 50% were either very or completely satisfied with the Council's handling of their enquiry)
- Issues in the orange zone – where satisfaction is low on priority issues – are:
 - Business rates advice/collection (65% and 24%)
 - Supporting the development and protection of land and premises for business uses (72% and 19%)

Role of the Council

Key priorities by sector

The table below identifies the sectors with the highest proportion of businesses agreeing that each service is a priority for their organisation

Priority area	Top three sectors by proportion of firms agreeing this is a priority for their organisation
Creating a good quality environment and public spaces (average 82%)	Professional, Scientific & Technical Services (91%), Administrative Support, Information & Communication and Manufacturing (all 84%)
Managing local roads for vehicles, pedestrians and cyclists (79%)	Real Estate (91%), Other Service Activities (88%), Manufacturing (84%)
Tackling crime and anti-social behaviour (78%)	Information & Communication (93%), Real Estate (91%), Manufacturing (84%)
Supporting the development of/protecting, land and premises for business uses (72%)	Real Estate (100%), Manufacturing (99%), Administrative Support (88%)
Business rates advice and collection (71%)	Other Service Activities (83%), Real Estate (81%), Wholesale & Retail (79%)
Commercial Waste Collection (69%)	Real Estate (82%), Financial & Insurance Services (81%), Accommodation & Food Services (77%)
Help in reducing businesses environmental impact and resource use (58%)	Other Service Activities (74%), Accommodation & Food Services (65%), Wholesale & Retail and Real Estate (both 64%)
Managing Parking (57%)	Wholesale & Retail (73%), Other Service Activities (67%), Real Estate (64%)
Regulatory services (e.g. licensing, environmental health, trading standards) (49%)	Other Service Activities (74%), Accommodation & Food Services (69%), Real Estate (63%)
Support to employers to recruit locally including apprenticeships (28%)	Accommodation & Food Services (47%), Real Estate (37%), Information & Communication (35%)
Support to local businesses to win contracts from the Council and major suppliers (26%)	Administrative Support (42%), Accommodation & Food Services (38%), Real Estate (36%)

Source: Camden Business Survey 2012, 2014 and 2017 (Ref: W2/S25A)

Note that only sectors with a minimum of than 5 responses indicating a priority are included here

Theme 4 – Opportunities and issues facing businesses

- Key headlines:

- The key challenges being faced by Camden businesses in 2017 are:
 - Overall economic conditions (11% of businesses - also top in 2014 and 2012)
 - Cost of land/premises (9%)
 - Increased business rates – 8%. This is a new issue identified this year following the revaluation of business rates in 2017
- Crime and anti-social behaviour appears to be a growing challenge – it is identified by 5% of businesses meaning it is one of the top 5 challenges in 2017, though did not appear in the top 5 in 2012 or 2014.
- There is little optimism that Brexit will be good for business. Almost two-thirds (61%) perceive there to be no opportunities arising from Brexit for their company.
- Those that do perceive opportunities (22% of firms, with an additional 16% indicating 'don't know') state them to be around reduced regulation and red tape, exports, cheaper imports if the sterling value increases and lower taxes.
- Reinforcing this view, only 20% of companies perceived there would be no threats to their business arising from Brexit.
- The nature of Brexit-related threats perceived by businesses include:
 - Loss of staff and increasing problems in recruitment (11% of firms that identified threats)
 - Uncertainties arising from exchange rate fluctuations (9%)
 - Imports becoming more expensive (9%)
 - Travel to EU countries becoming more expensive and complex (4%)
 - Navigating changes in regulations and trade arrangements (4%)

Opportunities and issues facing businesses

Key challenges

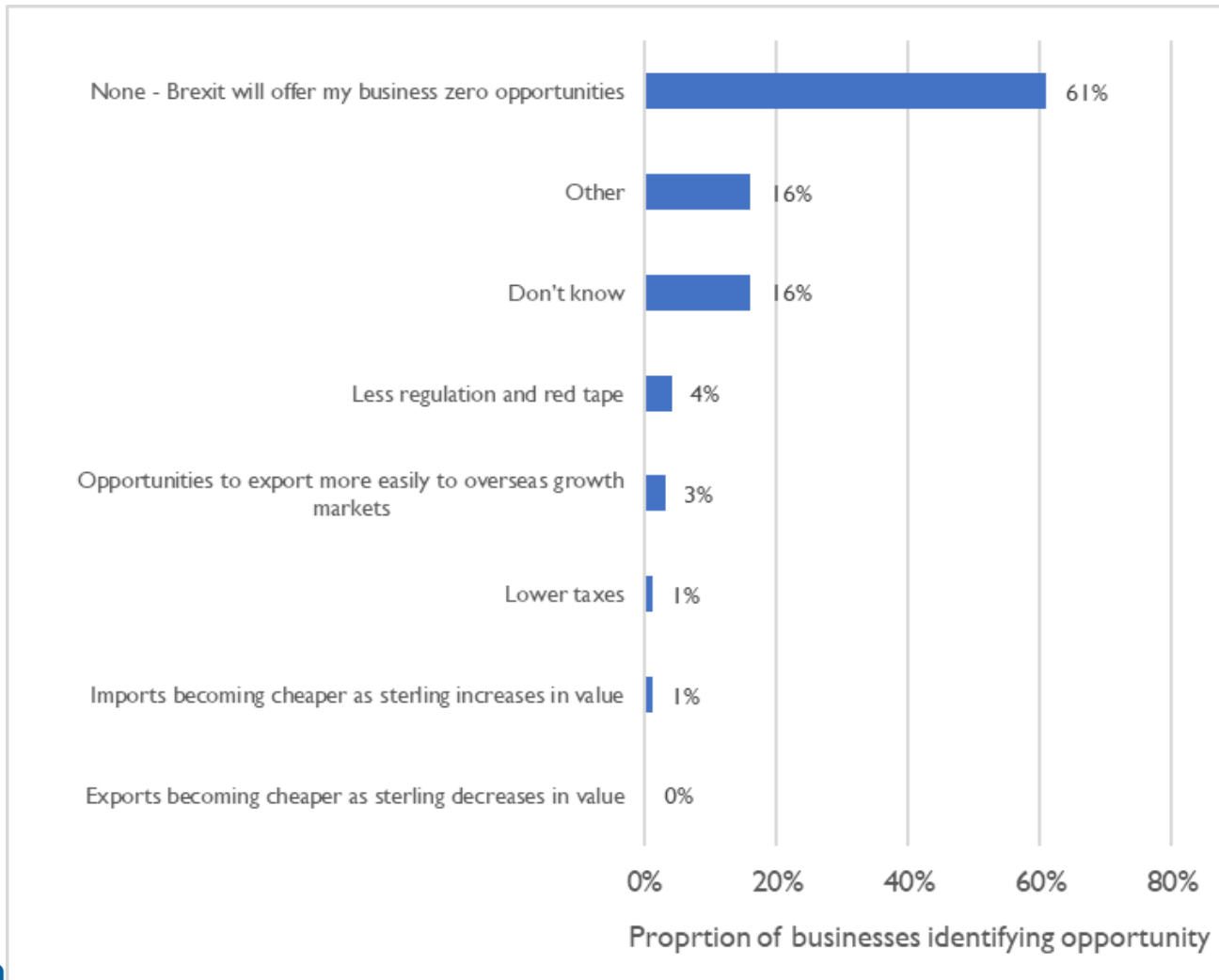
2012		2014		2017	
Overall economic conditions	32%	Overall economic conditions	15%	Overall economic conditions	11%
Cost of land/ premises	13%	None	13%	Cost of land/premises	9%
Access to finance	12%	Cost of land/ premises	11%	Increased business rates	8%
Increasing UK market competition	10%	Don't know	11%	Availability of suitably qualified people	7%
Burden of regulation	6%	Availability of appropriate land/premises	9%	Crime and anti-social behaviour	5%

Source: Camden Business Survey 2017 (Ref: W2/S28)

- The survey enquired as to the key challenges facing businesses in the next year. The key challenges faced in 2017 are:
 - Overall economic conditions (11% - also top in 2014 and 2012)
 - Cost of land/premises (9%)
 - Increased business rates – 8% and a new issue identified this year following the revaluation of business rates in 2017
- Crime and anti-social behaviour was cited as a significant challenge in 2017 (5% of firms) and this is clearly seen as a more significant challenge than in previous years
- Access to finance appeared as the third most significant challenge in 2012 (12% of firms in that year) but does not appear in 2017
- Conversely, the availability of suitably qualified people appears in the top 5 for 2017 (7%) of firms but was not as readily cited in 2014 (4%) or 2012 (3%), and therefore appears to be a growing issue.

Opportunities and issues facing businesses

Opportunities arising from Brexit

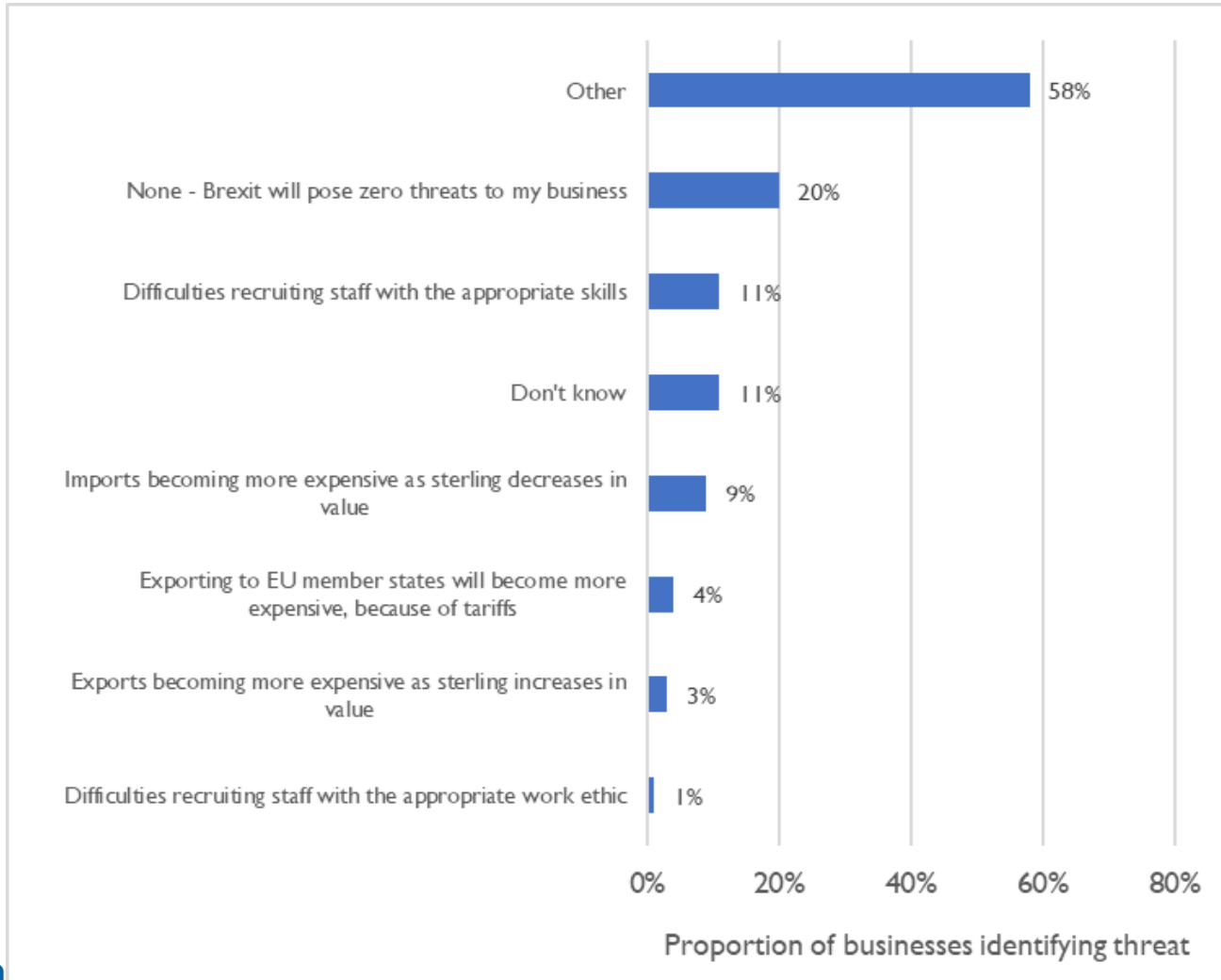


- The survey shows that Camden businesses are not optimistic about opportunities arising from Brexit
- Almost two-thirds of firms (61%) perceive that Brexit will present no opportunities for their businesses
- The opportunities that are perceived are:
 - Less regulation/red tape (4%)
 - Opportunities to export more easily (3%)
 - Lower taxes (1%)
 - Imports becoming cheaper as sterling increases in value (1%)
- Other opportunities (16%) identified include:
 - Increase in business/trade (5%)
 - Increase in tourism (1%)
 - Too early to say specifically (1%)

Source: Camden Business Survey 2017 (Ref: W2/S29)

Opportunities and issues facing businesses

Threats arising from Brexit

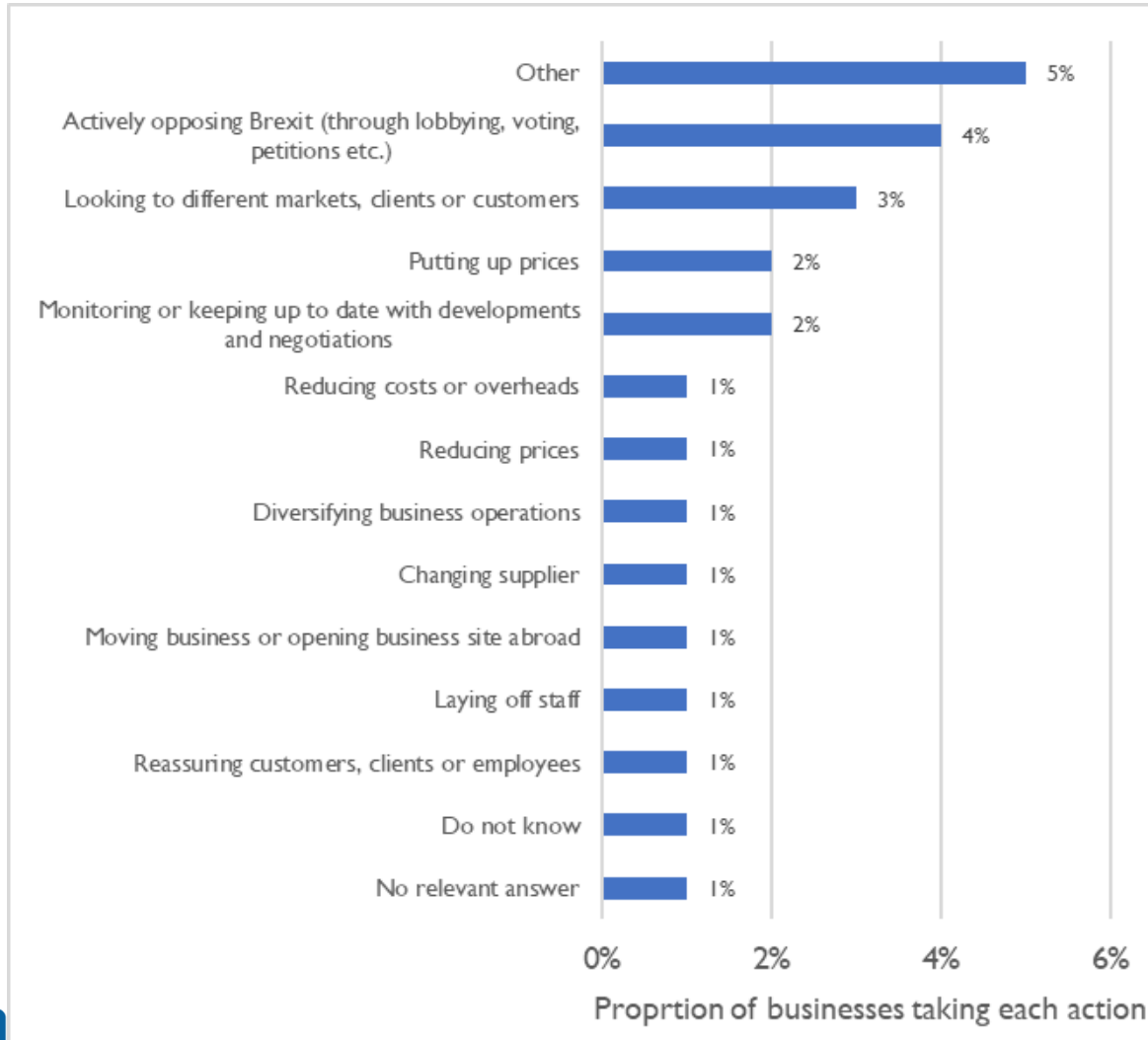


- The survey indicates that firms are much more likely to identify threats arising from Brexit than opportunities
- Whereas 61% of businesses indicated they felt Brexit would offer no opportunities, just 20% indicated that it would offer no threats.
- The most significant response was Other (58%) and examples of such responses were:
 - Affect on customers in EU countries and spending may decrease (11%)
 - General uncertainty as a concern (10%)
 - Increased difficulty in recruiting staff (6%)
 - Exchange rate fluctuations leading to uncertainty (4%)
 - Travel to EU countries could be more complex/expensive (4%)
 - Navigating changes in tariffs and trading arrangements (4%)
 - Potential loss of funding (4%)
 - Current employees may have to leave (1%)
- It is possible that the perception of threats arising from Brexit may be influencing findings related to growth expectations, as reported in Theme 1.

Source: Camden Business Survey 2017 (Ref: W2/S30)

Business response to Brexit

Threats arising from Brexit



Source: Camden Business Survey 2017 (Ref: W2/S30A)

- Businesses were asked what action, if any, they had taken following the Brexit vote and considering the impact it may have on their business.
- Overall, 23% of firms indicated that they had taken some action whilst 65% indicated that they had taken none.
- Additionally, 6% did not know if they had taken any action and 7% indicated that they believed there would be no impact.
- Beyond 'Other', the key responses are:
 - Actively opposing Brexit (through lobbying, voting, petitions etc.) (4%)
 - Looking to different markets, clients or customers (3%)
 - Putting up prices (2%)
 - Monitoring or keeping up to date with developments and negotiations (2%)
- Examples of 'Other' action include:
 - Working closely with EU-based clients
 - Developing new supplier relationships in non-EU territories (e.g. Far East)
 - Working with trade bodies to influence government
 - Recruiting local staff
 - On-shoring of manufacturing operations

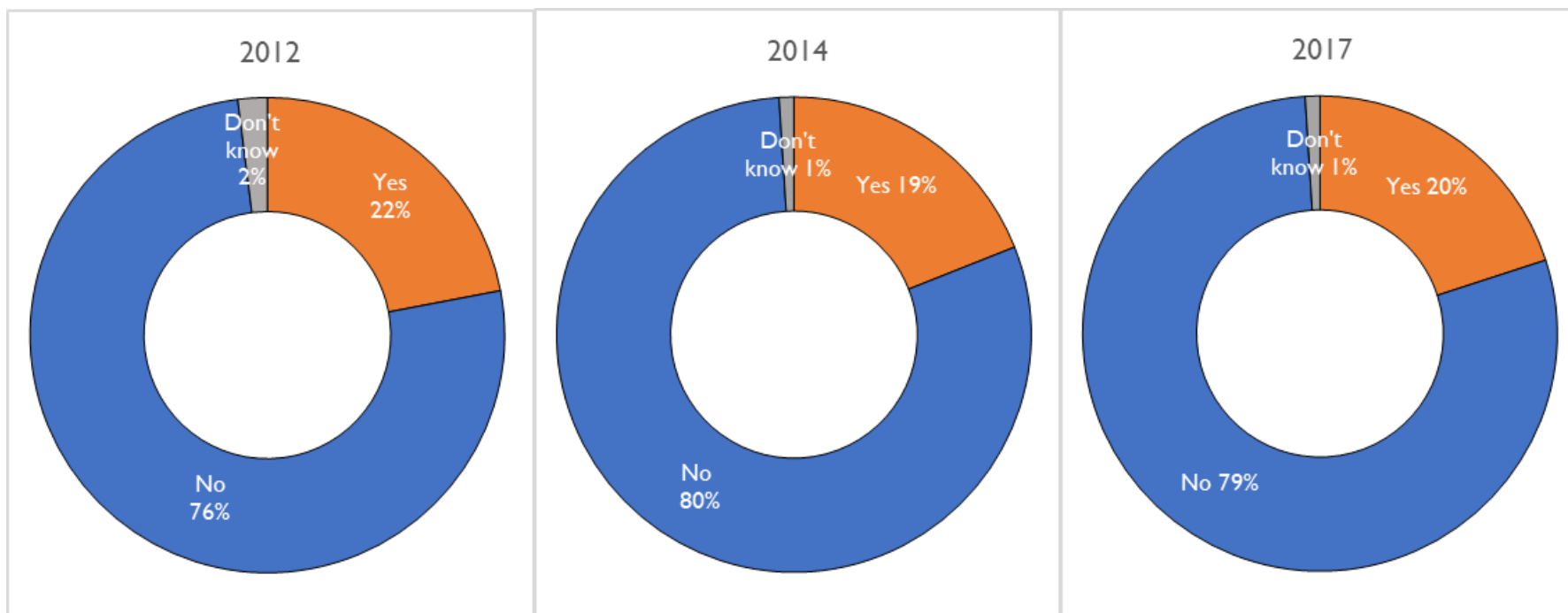
Theme 5 – Skills shortages, recruitment and CSR

- Key headlines:

- One in five businesses (20%) report that their organisation has skills gaps within the current workforce. This is broadly comparable to earlier years (19% in 2014, 22% in 2012)
- Additionally, 38% of firms report problems recruiting staff with the right skills or experience, a marked increase on 2014 (26%)
- Businesses identified the following skills development priorities:
 - Job-related skills (14% of firms that identify specific skills that require development)
 - Basic computer literacy / IT skills (10%)
 - Advanced IT or software skills (10%)
 - Attitude and work ethic (10%)
 - Oral communication skills (8%)
- The proportion of firms offering employment support has increased considerably and steadily since 2012, from 61% to 79%
- The proportion of firms offering the London Living Wage has also grown considerably, from 40% in 2014 to 58% in 2017
- Delivery of some forms of support has declined, however, such as unpaid work experience or work placements (down to 30% from 35%), paid internships (20% from 25%) and apprenticeships (13% from 15%)

Skills shortages, recruitment and CSR

Skills gaps in existing workforce



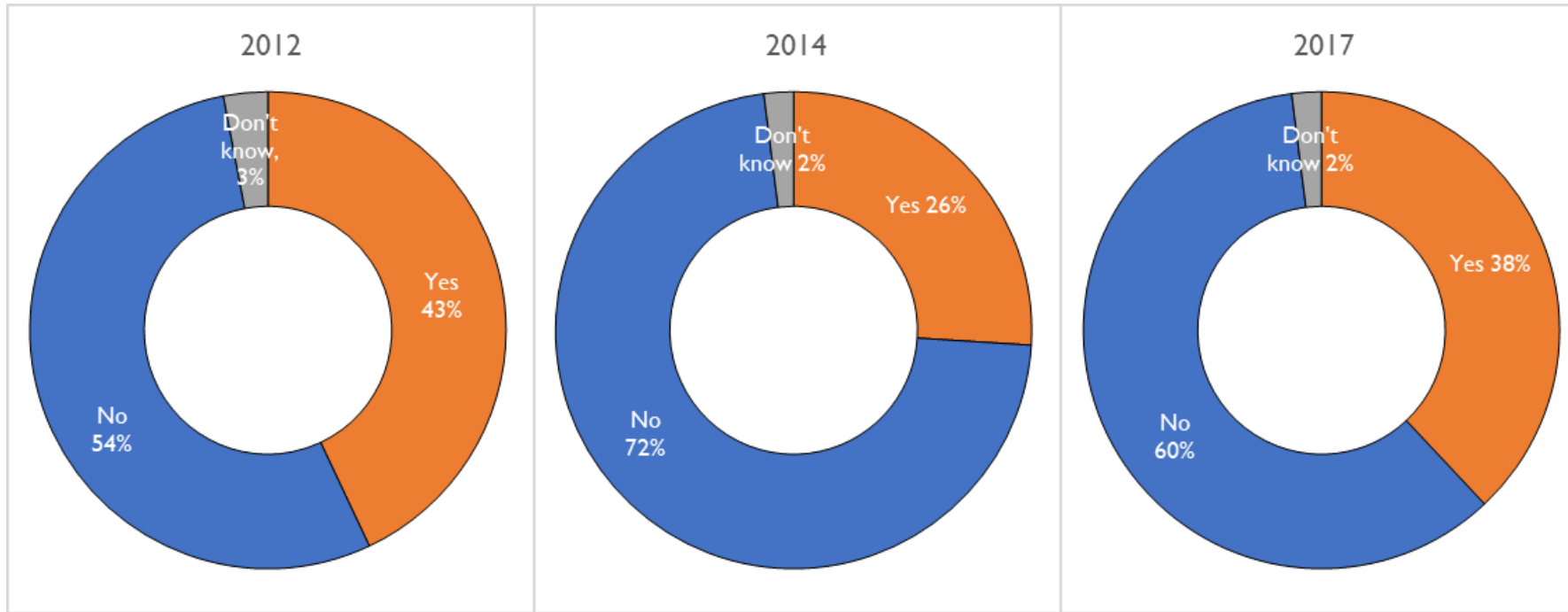
Source: Camden Business Survey 2012, 2014 & 2017 (Ref: W2/S31)

- One in five businesses (20%) report that their organisation has skills gaps within the current workforce
- This is marginally up on 2014 (19%) but down on 2012 (22%)
- The proportion of firms indicating no skills gaps has increased between 2012 to 2017 from 76% to 79%

- The following types of businesses are more likely to report skill gaps:
 - Limited companies with zero employees, (28% cf. the average of 20%), businesses that are between 6 and 10 years old (35%), national and international companies (35%) and firms that are anticipating business activity levels to be higher in a year's time (33%)
 - Businesses that believe Camden is a business friendly Council (27%) **and** those that think it is business unfriendly (28%)
 - Firms that operate in the Administrative Support sector (40%)
 - Businesses that are located in Bloomsbury (29%)
 - Firms in the Science & Tech growth sector (31%)

Skills shortages, recruitment and CSR

Recruitment challenges



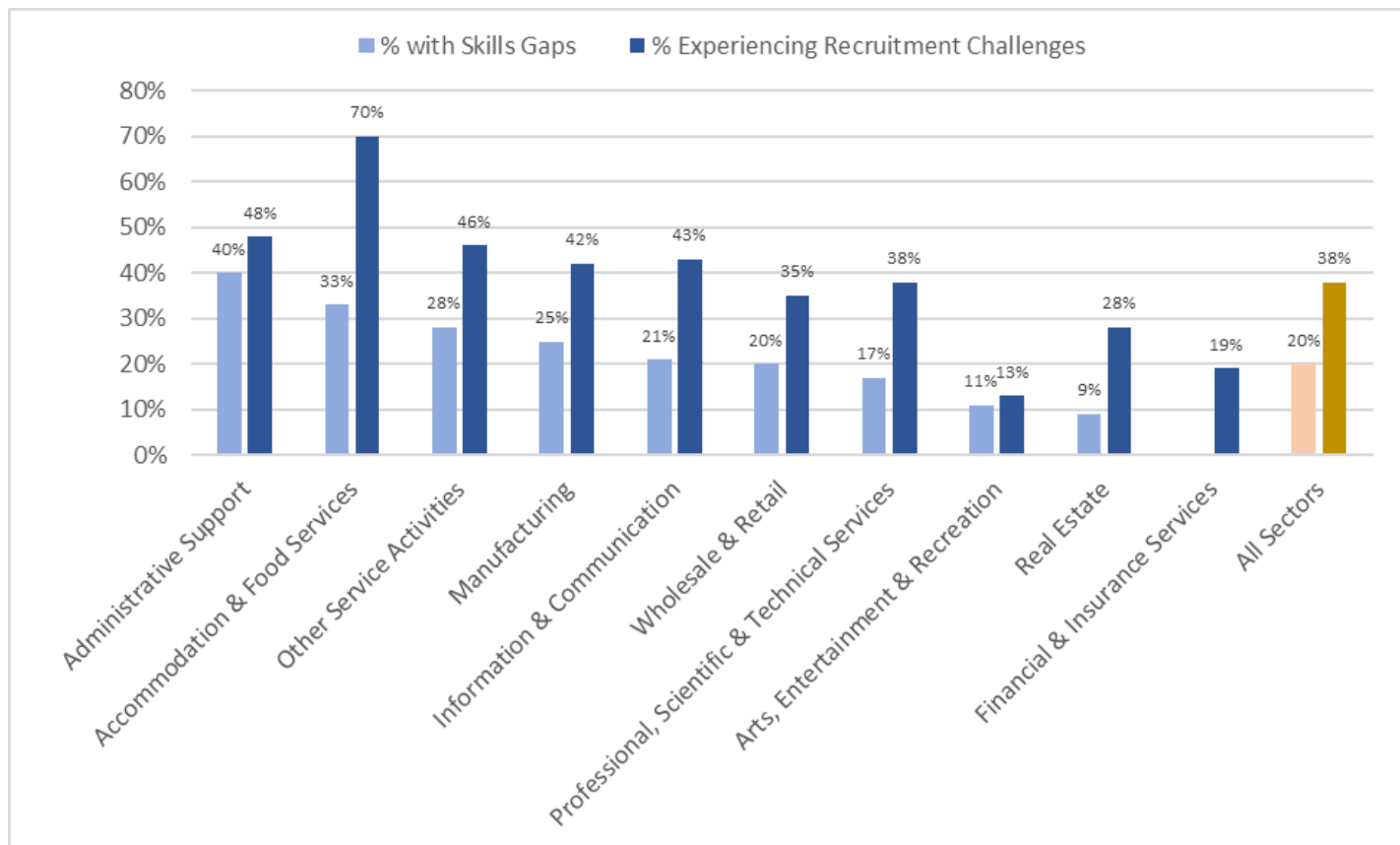
Source: Camden Business Survey 2012, 2014 & 2017 (Ref: W2/S32)

- Almost four in ten firms (38%) report problems recruiting staff with the appropriate skills or experience
- This is below the level in 2012 (43%) but above that in 2014 (26%). This suggests the issues has become more acute in the last 3 years

- The following types of business are more likely to experience problems recruiting staff with the right skills or experience:
 - Firms that are between 11 and 20 years old (49% cf. the average of 38%)
 - Firms that are part of national companies (75%)
 - Business that expect business activity levels to be higher in a year's time (46%)
 - Businesses that operate in the Manufacturing, (42%) Accommodation & Food Services, (70%), Professional Scientific and Technical (38%) or Administrator Support (48%) sectors,
 - Firms that are located in Bloomsbury (53%) or King's Cross (79%)
 - Firms in the Science & Tech growth sector (62%)

Skills shortages, recruitment and CSR

Skills gaps and Recruitment challenges by sector

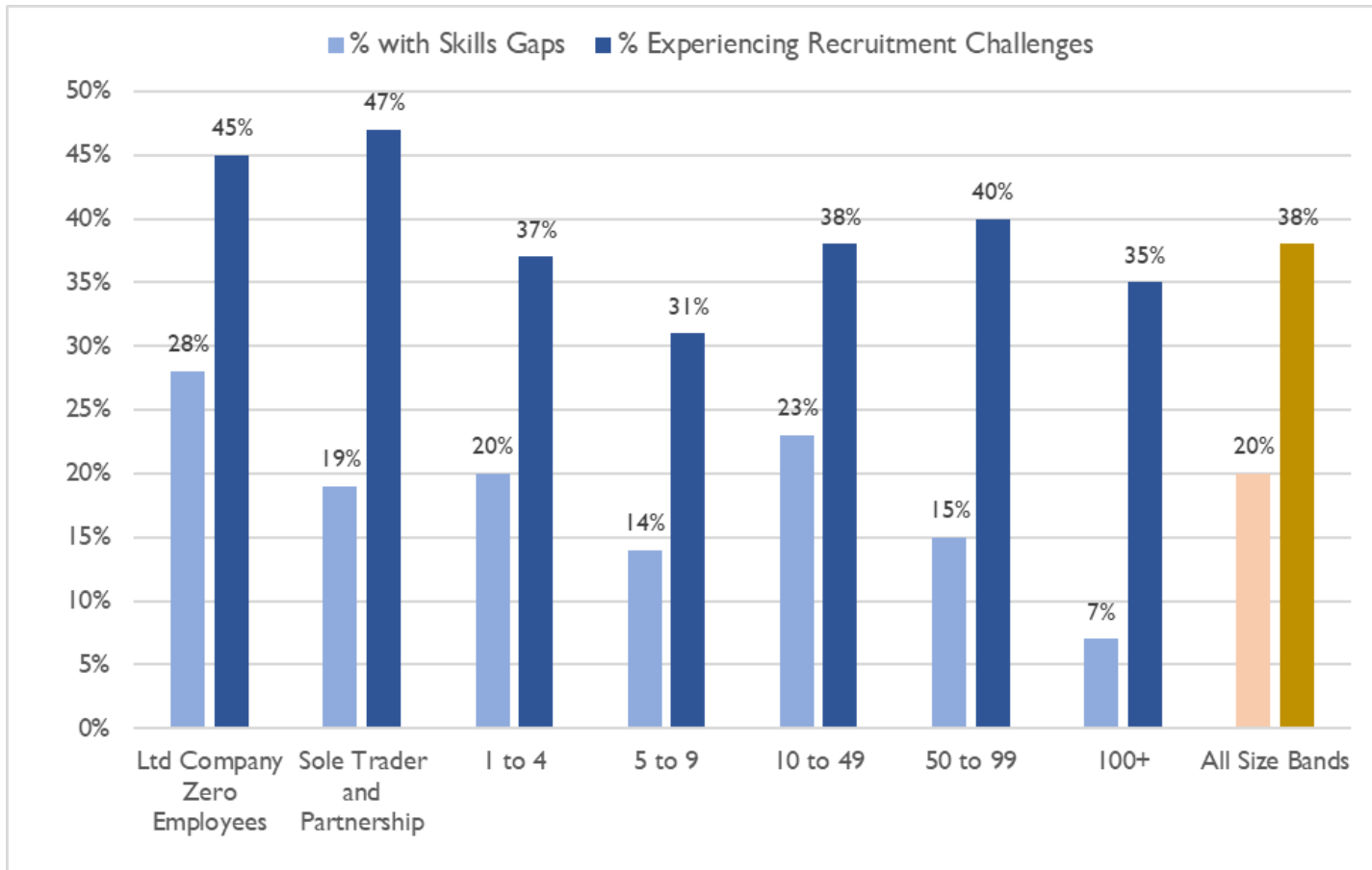


Source: Camden Business 2017 (Ref: W2/S32A)

- The chart shows, by sector, the proportion of firms experiencing skills gaps in their current workforce and challenges recruiting staff with the right skills or experience (sorted by skills gaps)
- It shows that the proportion of firms experiencing recruitment challenges is higher than those experiencing skills gaps for every sector.
- Administrative support is the sector with the highest proportion of firms with skills gaps (40% cf. the average of 20%)
- Accommodation & Food Services is the sector with the most acute recruitment challenge, with 70% of firms facing this issue (cf. 38% on average)

Skills shortages, recruitment and CSR

Skills gaps and Recruitment challenges by size

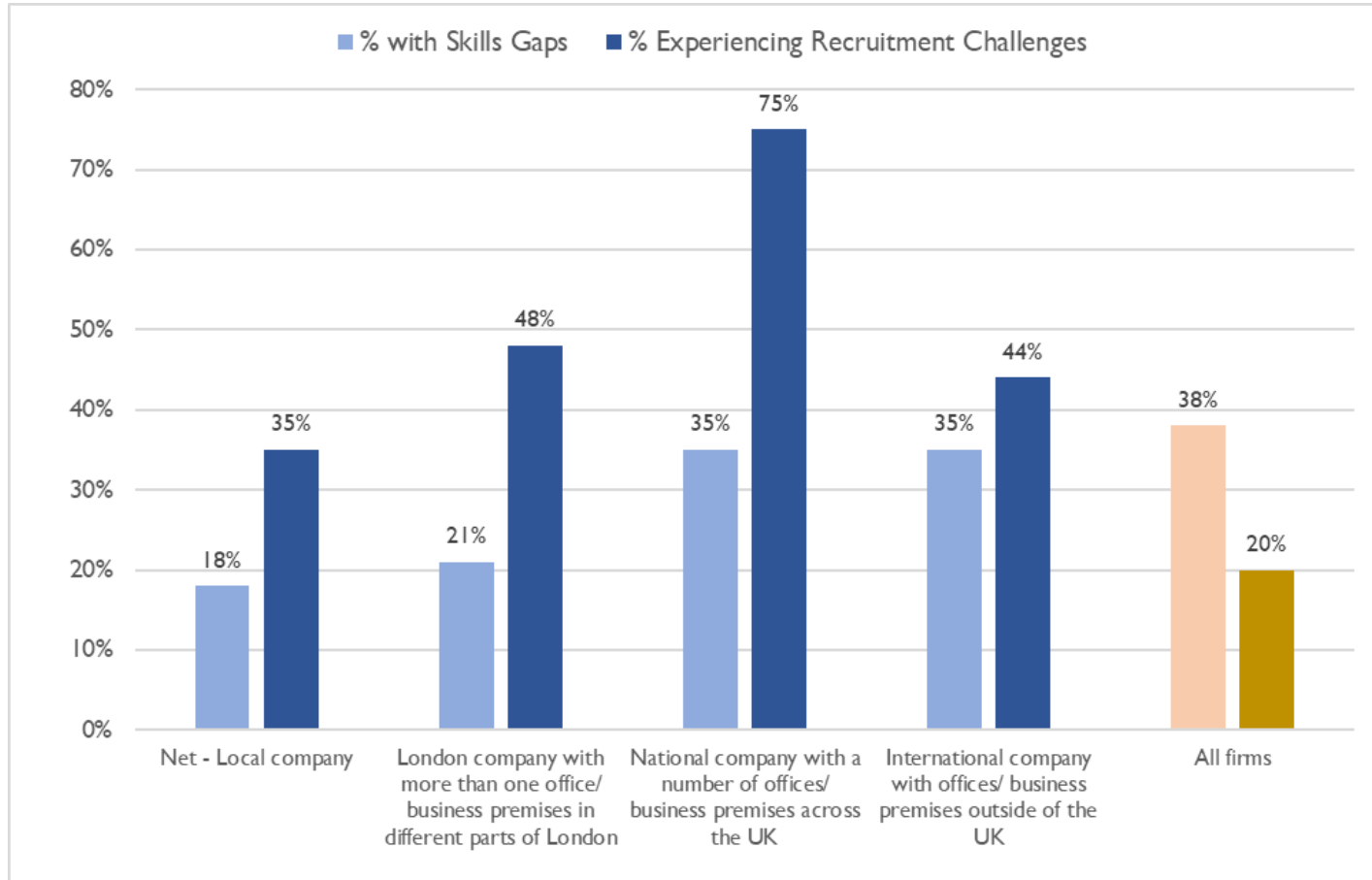


Source: Camden Business 2017 (Ref: W2/S32B)

- The chart shows, by size band, the proportion of firms experiencing skills gaps in their current workforce and challenges recruiting staff with the right skills or experience
- It shows that the proportion of firms experiencing recruitment challenges is higher than those experiencing skills gaps in every size band.
- The size band with the highest proportion of firms with skills gaps is Limited companies with zero employees (28% cf. the average of 20%), followed by those with 10 to 49 employees. This may reflect, in the case of the smallest firms, a recognition of the skills limitation of the founders.
- Sole traders and Partnerships face the most acute recruitment challenges, with almost half (47%) of firms facing this issue (cf. 38% on average)

Skills shortages, recruitment and CSR

Skills gaps and Recruitment challenges by type of firm (nature of site)

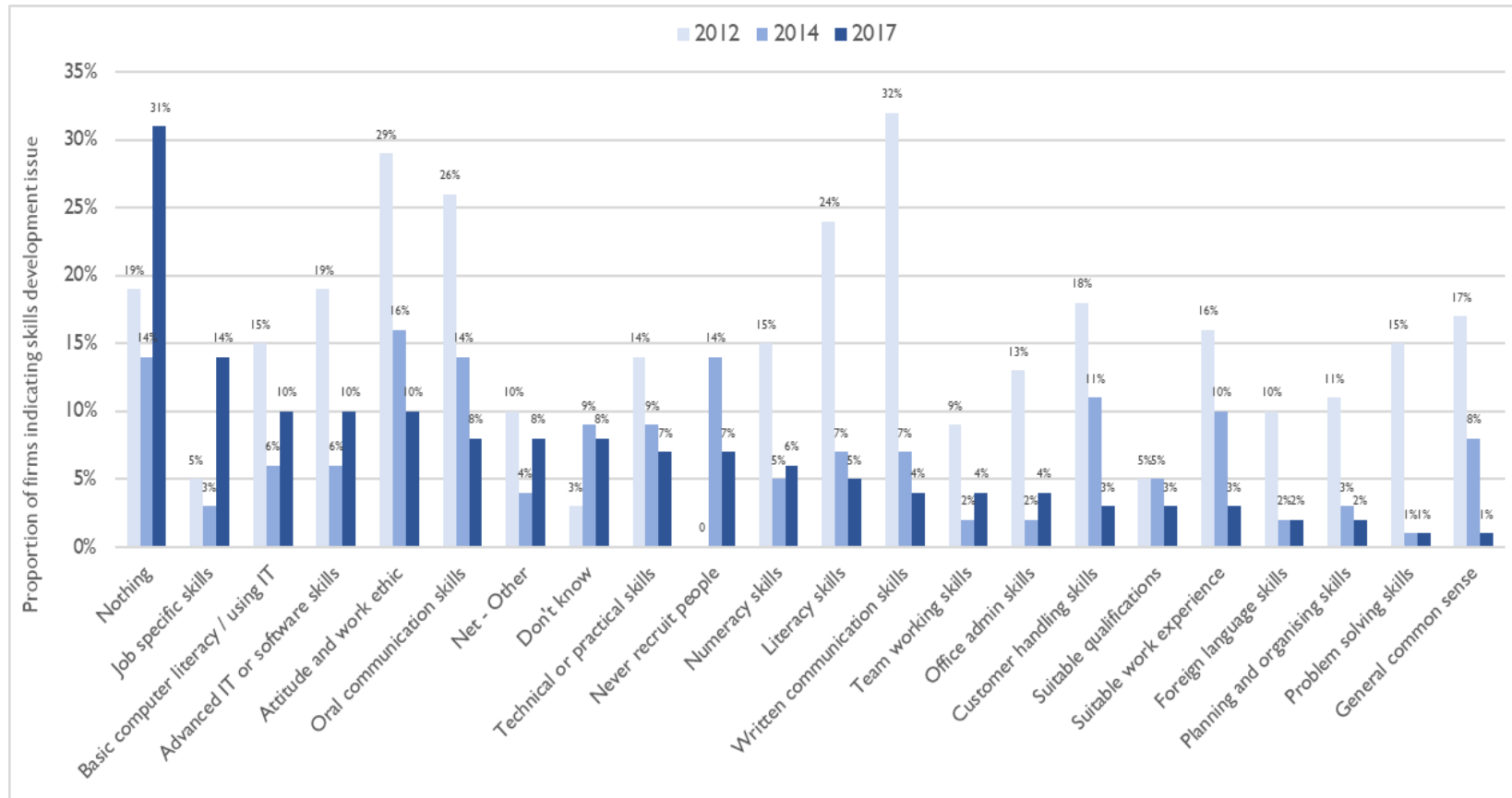


Source: Camden Business 2017 (Ref: W2/S32A)

- The chart shows, by type of firms (according to the nature of the site), the proportion of firms experiencing skills gaps in their current workforce and challenges recruiting staff with the right skills or experience
- It shows that the proportion of firms experiencing recruitment challenges is higher than those experiencing skills gaps for every sector.
- National companies and International companies show the highest proportion of firms with skills gaps (35% cf. the average of 20%)
- National companies are the type of firms with the most acute recruitment challenge, with 75% of firms facing this issue (cf. 38% on average)

Skills shortages, recruitment and CSR

Skills development priorities

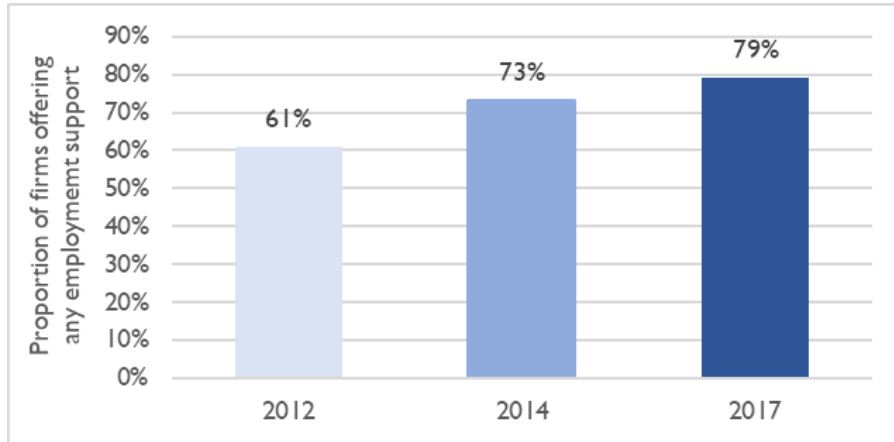


Source: Camden Business Survey 2012, 2014 & 2017 (Ref: W2/S33)

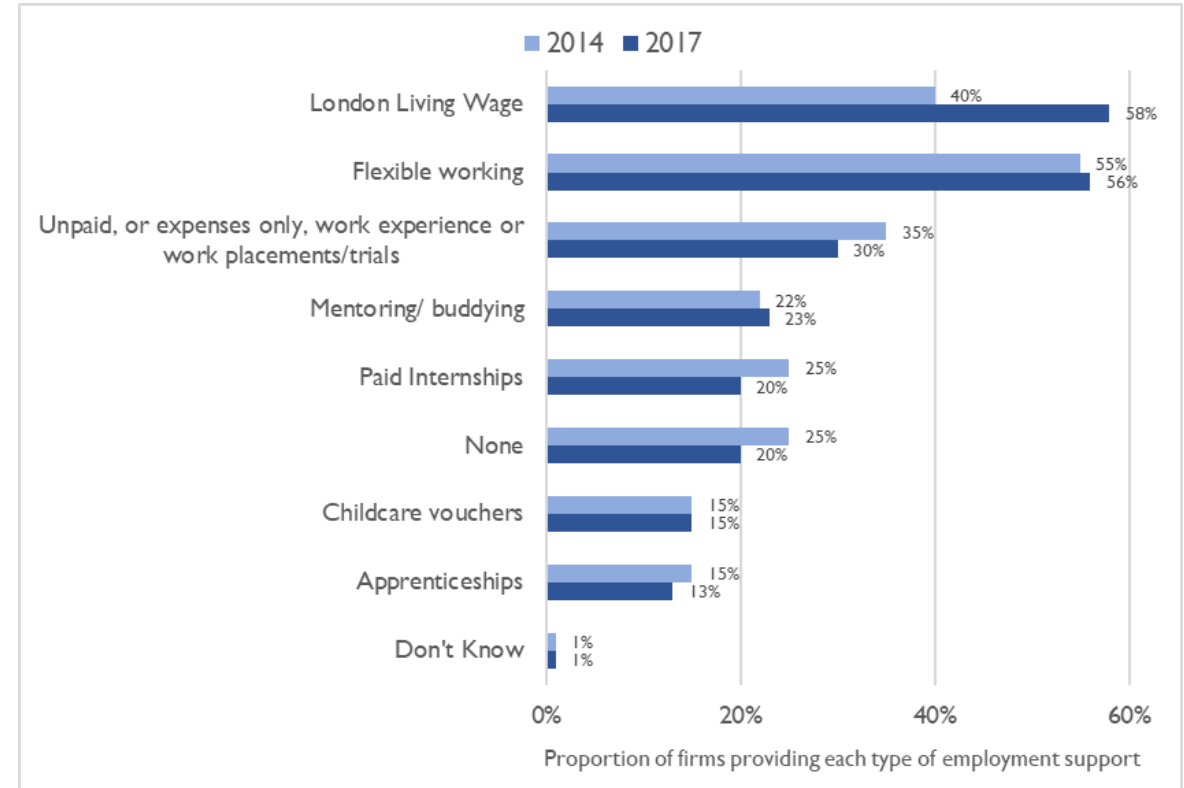
- When asked what skills need improving based on recent recruitment experience or expectations, almost a third (31%) of companies state that they perceive no skills development needs. This is significantly higher than either 2014 (14%) or 2012 (19%)
- Where development needs are identified, the most frequently cited skills areas are:
 - Job-related skills (14% of companies cf. 3% in 2014 and 5% in 2012)
 - Basic computer literacy / IT skills (10% cf. 6% in 2014 and 15% in 2012)
 - Advanced IT or software skills (10% cf. 6% in 2014 and 19% in 2012)
 - Attitude and work ethic (10% cf. 16% in 2014 and 29% in 2012)
 - Oral communication skills (8% cf. 14% in 2014 and 26% in 2012)

Skills shortages, recruitment and CSR

Employment support offered to staff



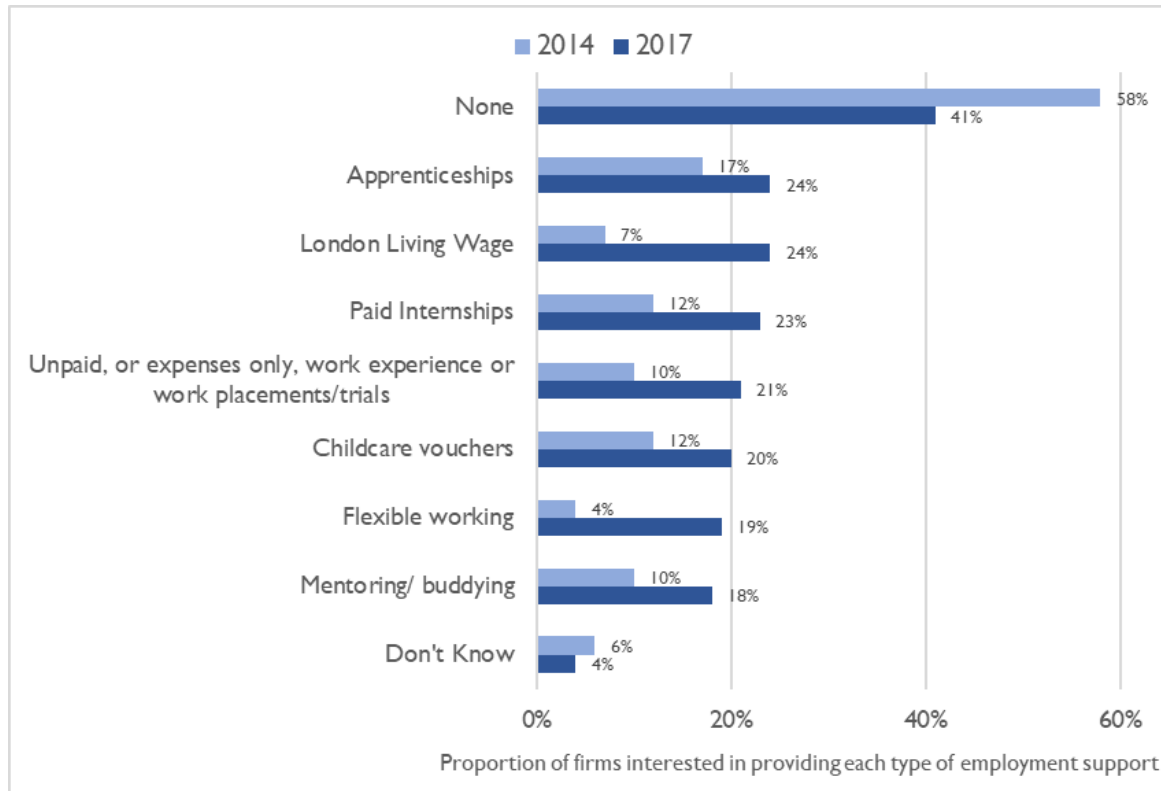
- The proportion of firms offering employment support has increased considerably and steadily since 2012, from 61% to 79%
- The proportion of firms offering the London Living Wage has also grown considerably, from 40% in 2014 to 58% in 2017
- Flexible working (up to 56% from 55% in 2014) and mentoring/buddying (23% up from 22%) have become marginally more prevalent in local businesses
- Some forms of employment support have decreased in availability in the Camden firm base, such as unpaid work experience or work placements (down to 30% from 35%), paid internships (20% from 25%) and apprenticeships (13% from 15%)



Source: Camden Business Survey 2012, 2014 & 2017 (Ref: W2/S34 and W2/S35)

Skills shortages, recruitment and CSR

Interest in providing employment support

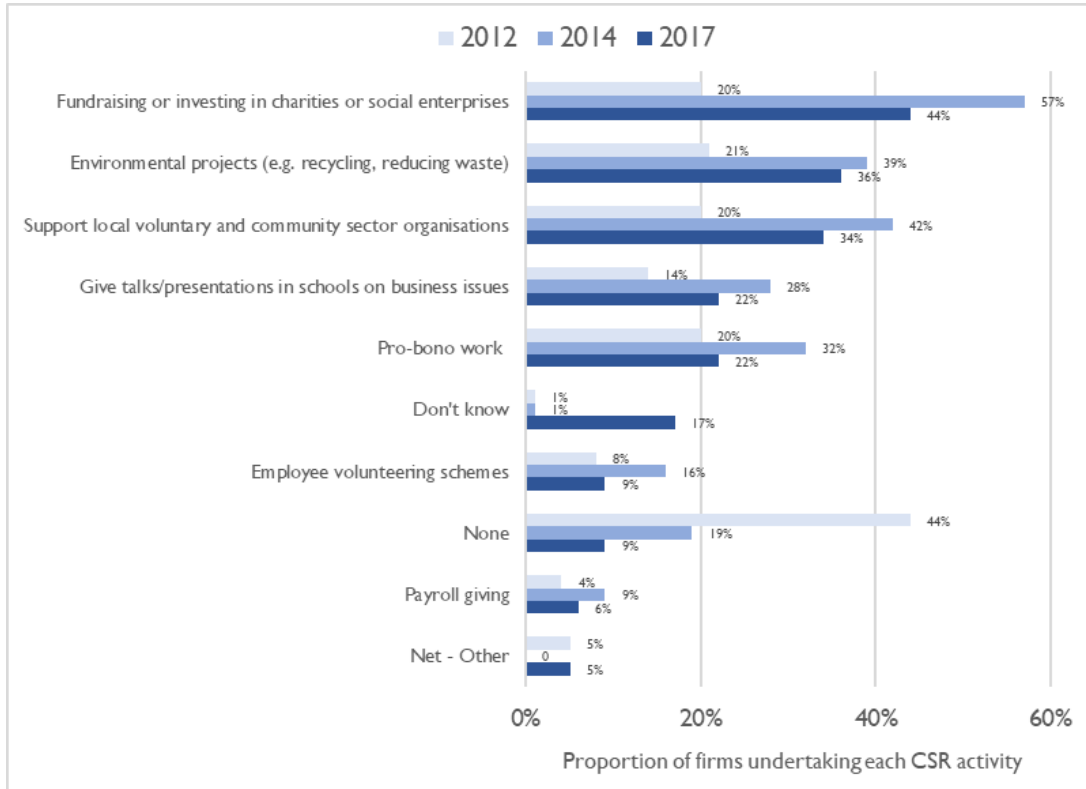


Source: Camden Business Survey 2012, 2014 & 2017 (Ref: W2/S36)

- The survey also asked firms about forms of employment support that they are interested in providing
- Generally speaking, the trend is for firms to be showing a greater interest in these employment support schemes than in 2014. However, these findings often contradict the findings on employment support actually provided (see previous slide)
- Almost one quarter (24%) indicated an interest in offering Apprenticeships and also the London Living Wage and this suggests that the proportion that will do so in the future will increase
- A similar proportion (23%) indicated an interest in offering paid internships. Whilst interest in this has increased, the proportion actually offering paid internships has declined
- Interest in providing unpaid work experience or placements but again, this contradicts the declining trend in actual behaviour
- 41% of firms indicated that they would be interested in offering none of the stated employment support

Skills shortages, recruitment and CSR

CSR activities

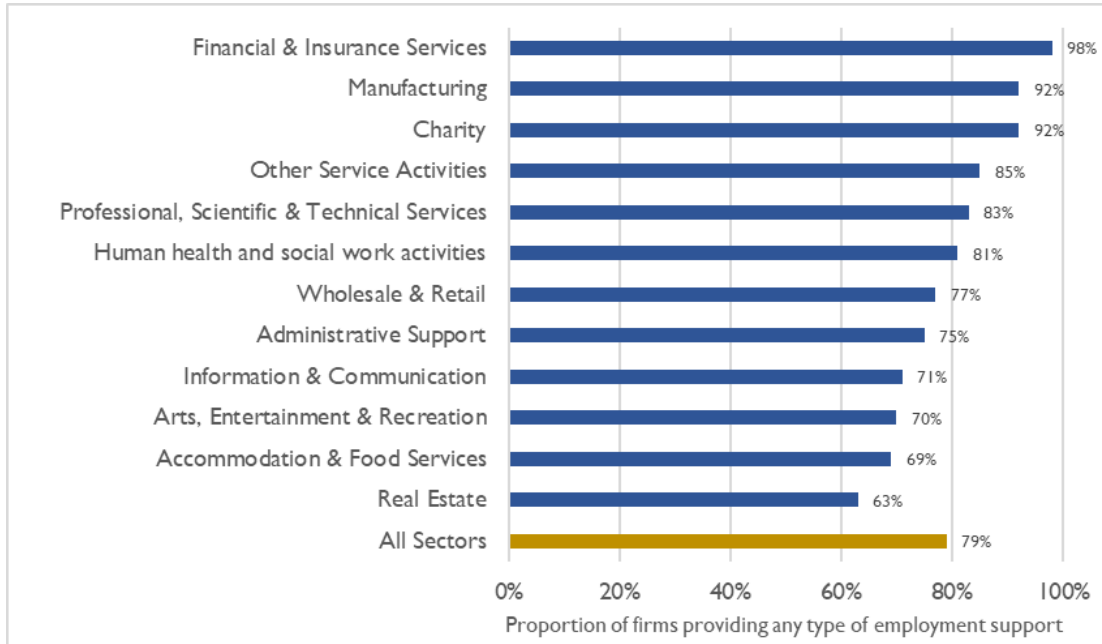


Source: Camden Business Survey 2012, 2014 & 2017 (Ref: W2/S37)

- The proportion of firms engaged in CSR activities has grown from 55% in 2012 to 75% in 2017 (though this is lower than the 2014 figure of 80%)
- However, the general pattern is that the proportion of firms undertaking specific activities has declined since 2014
- The most commonly undertaken CSR activity is fundraising or investing in charities or social enterprises, undertaken by 44% of all firms, though this is a decrease since 2014 (57%)
- More than a third of firms (36%) get involved in environmental projects but again this has declined since 2014 (39%)
- Around a third of firms (34%) support local voluntary and community sector organisations, down from 42% in 2014

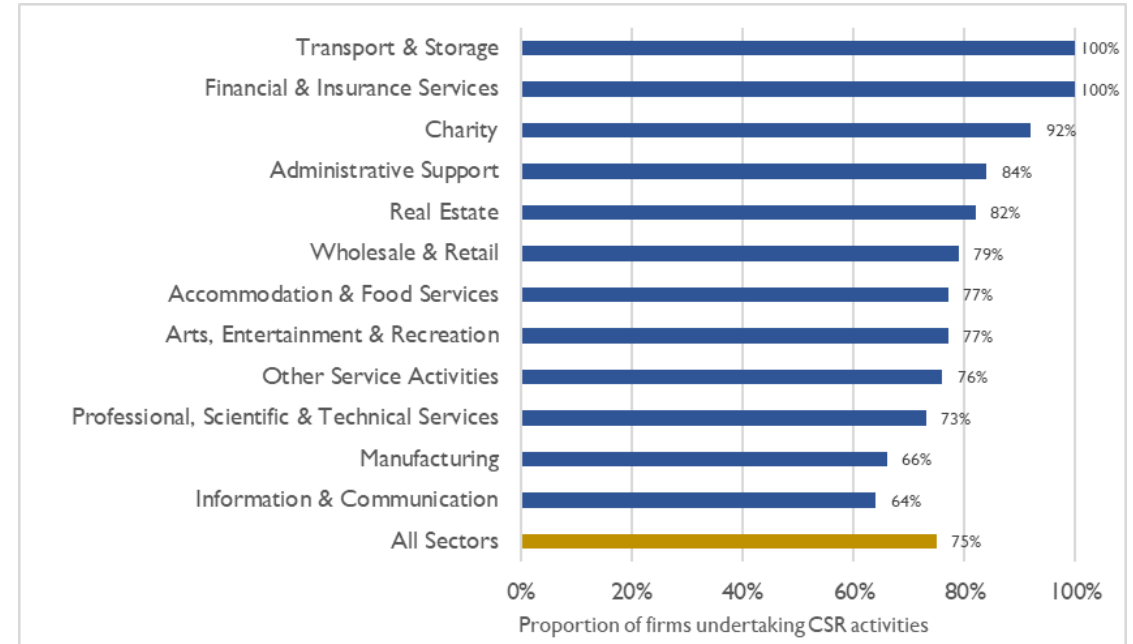
Skills shortages, recruitment and CSR

Employment support offered to staff and CSR activities by sector



Source: Camden Business Survey 2017 (Ref: W2/S34A)

- The chart above shows the proportion of firms in each sector that are offering employment support
- The percentage of firms offering support ranges from 98% in Financial & Insurance Services down to 63% in Real Estate
- The proportion of firms delivering employment support is below the average in six sectors.

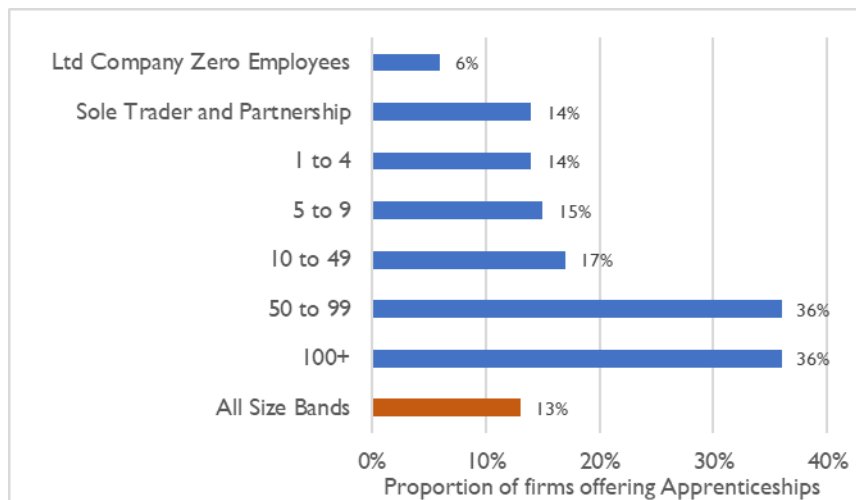
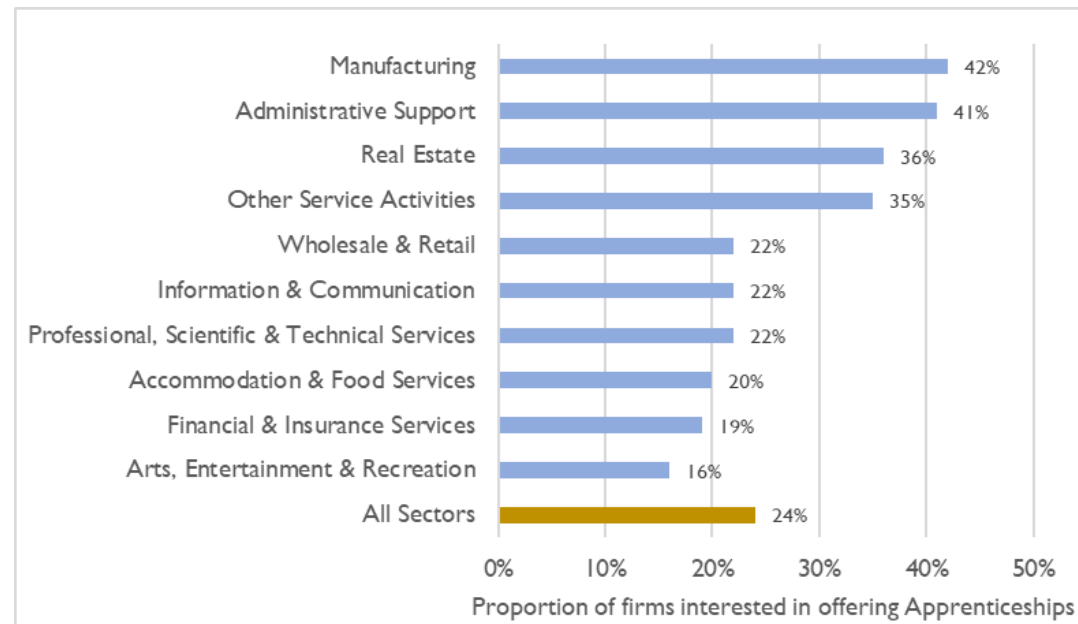
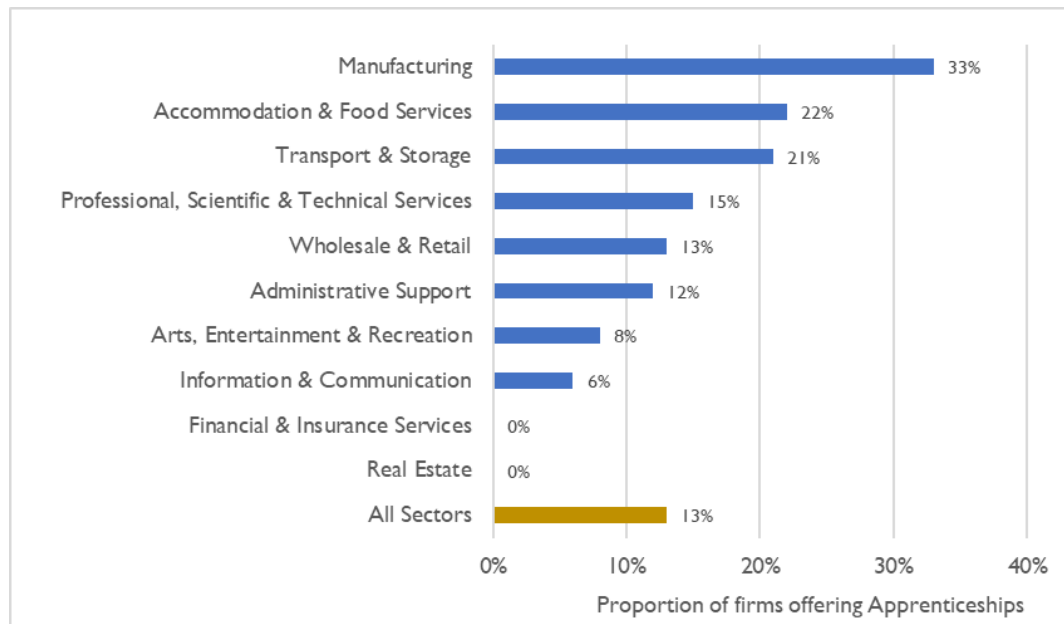


Source: Camden Business Survey 2017 (Ref: W2/S36A)

- The chart above shows the proportion of firms in each sector that are undertaking CSR activities
- The percentage of firms delivering CSR ranges from 100% in Transport & Storage and Financial & Insurance Services down to 64% in Information & Communication.
- There are only three sectors below the average – Professional Scientific and Technical Services (73%), Manufacturing (66%) and Information & Communication

Skills shortages, recruitment and CSR

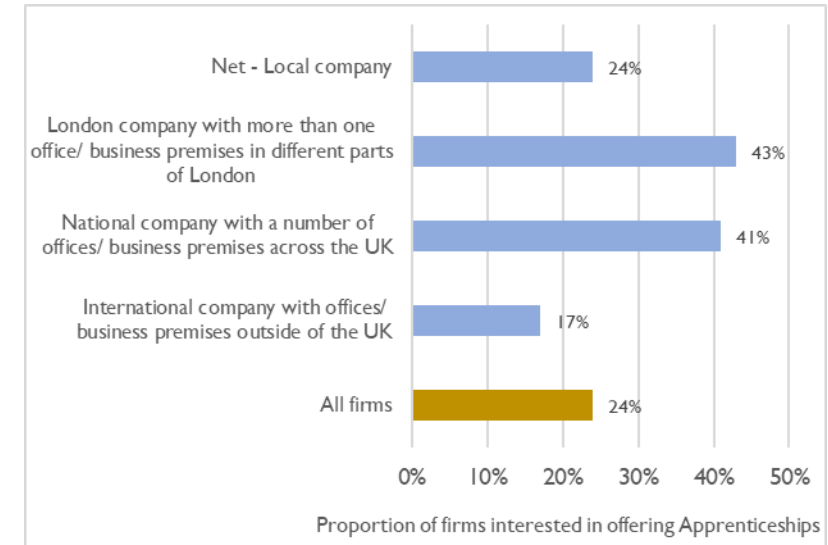
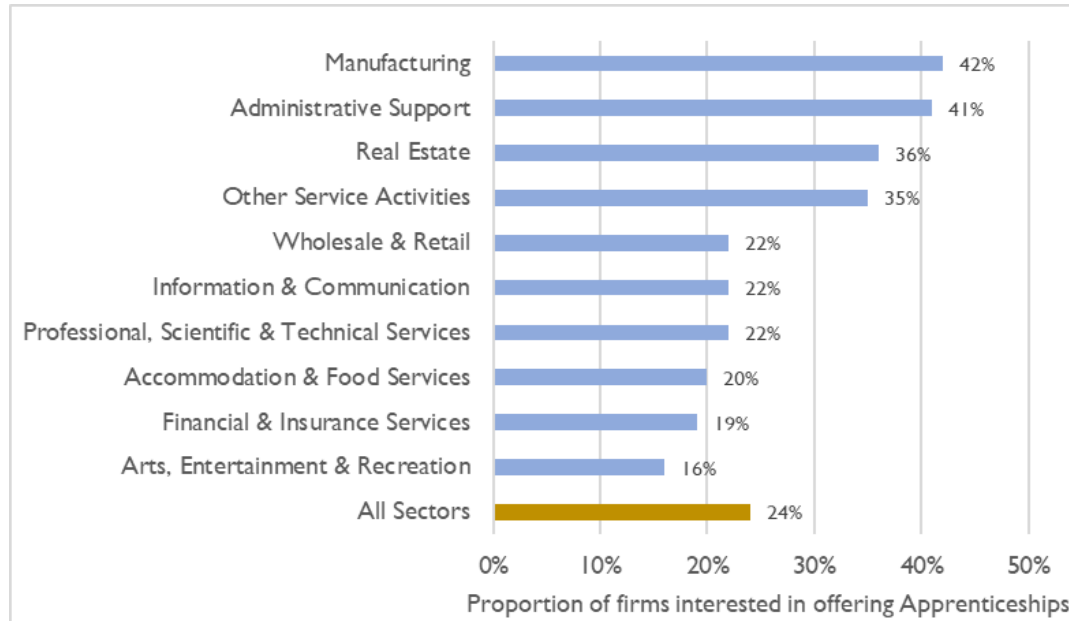
Profile of firms offering Apprenticeships



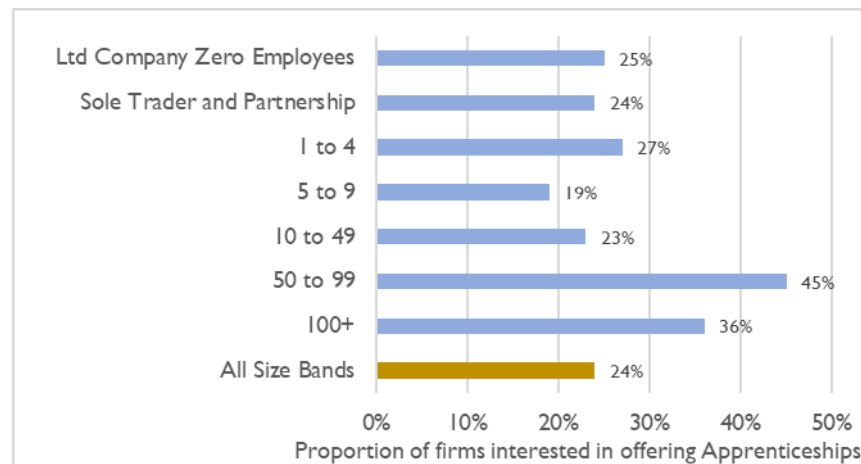
- One third of firms in Manufacturing offer apprenticeships
- Firms that employ over 50 staff are also more likely to offer apprenticeships compared to smaller firms – more than one third of firms in these size bands offer them and this is almost three times the average (13%)
- Firms that are part of a London based company with more than one branch or office in London are the most likely to employ apprentices (26% cf. 13% on average).

Skills shortages, recruitment and CSR

Profile of firms interested in offering Apprenticeships



Source: Camden Business Survey 2017 (Ref: W2/S35A/S35B/S35C)



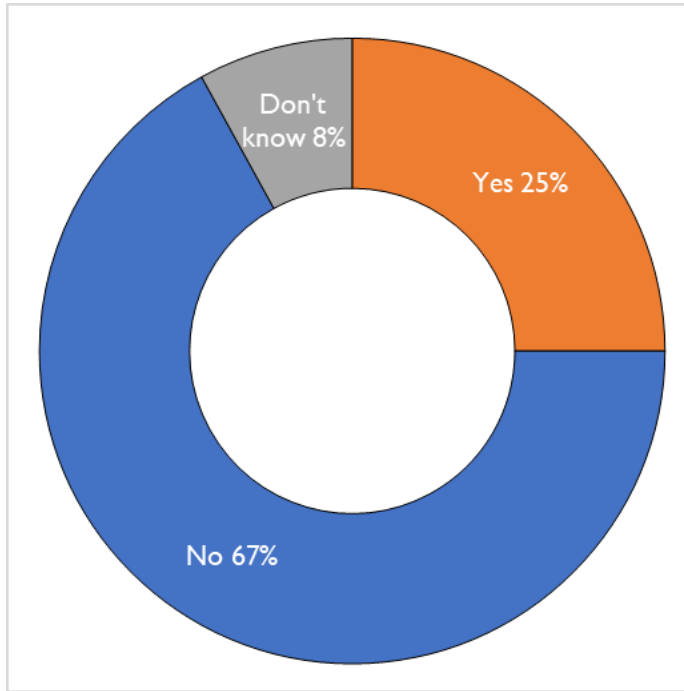
- Firms in Manufacturing (42%) and Administrative Support (41%) are most interested in offering Apprenticeships
- Firms that employ 50 to 99 staff are also more likely to be interested in offering apprenticeships (45%) followed by those employing more than 100 (36%)
- Firms that are part of a London based company with more than one branch or office in London are the most likely to be interested in offering Apprenticeships (43% cf. 24% on average)

Theme 6 – Business Networks

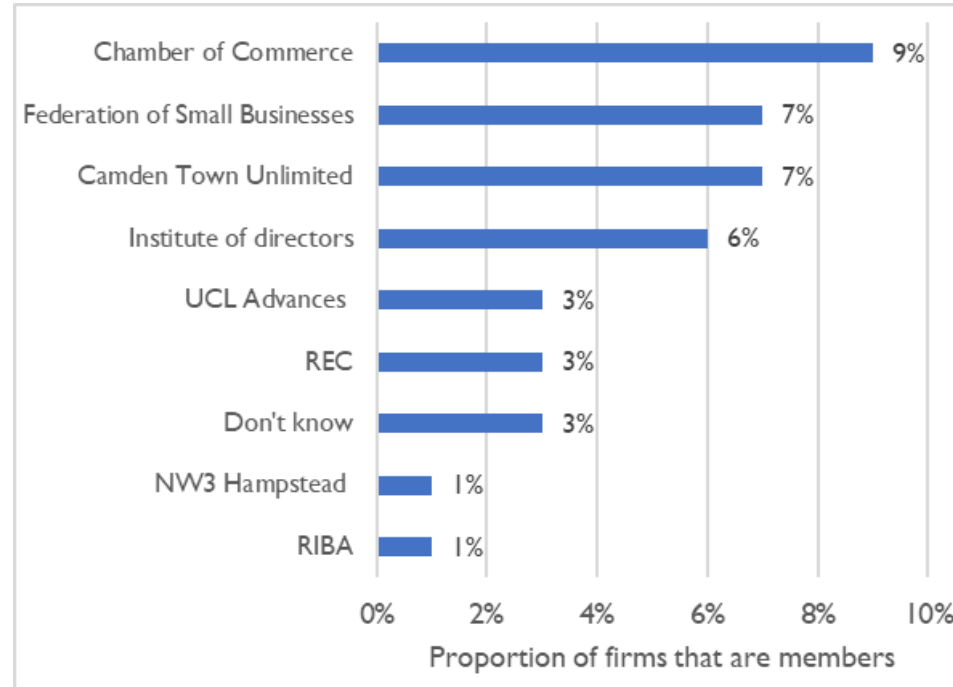
- Key findings:
 - Precisely one quarter of firms in Camden (25%) hold a membership of a business network (e.g. Chamber of Commerce, Federation of Small Businesses, CBI, Camden Town Unlimited)
 - The most popular networks are:
 - Chamber of Commerce (9%)
 - Federation of Small Businesses (7%)
 - Camden Town Unlimited (7%)
 - Institute of Directors (6%)
 - The key reasons for being members of networks are as follows:
 - Networking opportunities (30%)
 - Opportunities for collaboration (14%)
 - It is compulsory (e.g. if in a Business Improvement District area) (14%)
 - Tangible membership benefits (12%)
 - Other reasons (12%) such as that membership conveys trustworthiness, to learn from other businesses, to influence their industry and to raise company profile.
 - Generally good for business (10%)

Contracts and Networks

Membership of networks



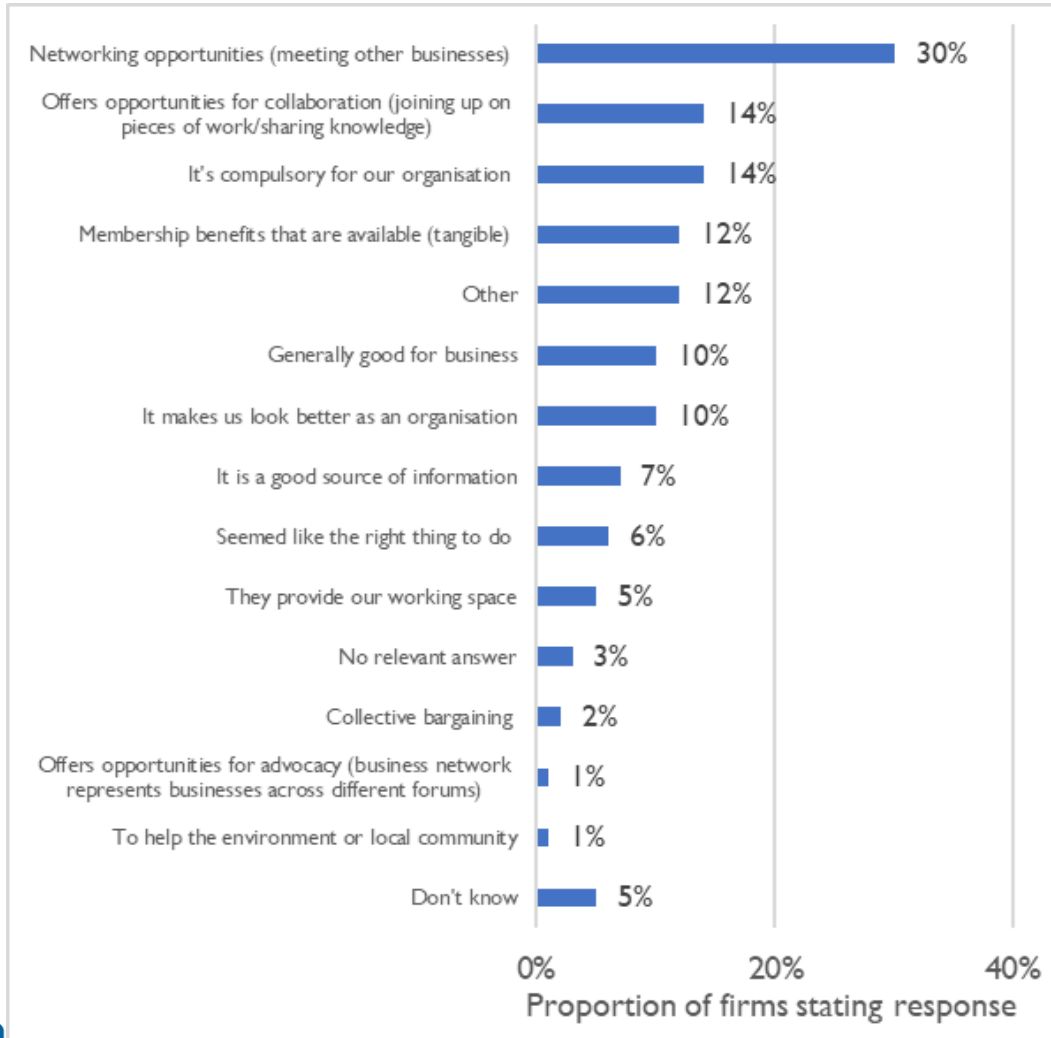
Source: Camden Business Survey 2017 (Ref: W2/S38 and W2/S39)



- One quarter of firms in Camden are members of a business network
- The most popular networks are:
 - Chamber of Commerce (9% of Camden firms)
 - Federation of Small Businesses (7%)
 - Camden Town Unlimited (7%)
 - Institute of Directors (6%)

Contracts and Networks

Reasons for holding memberships

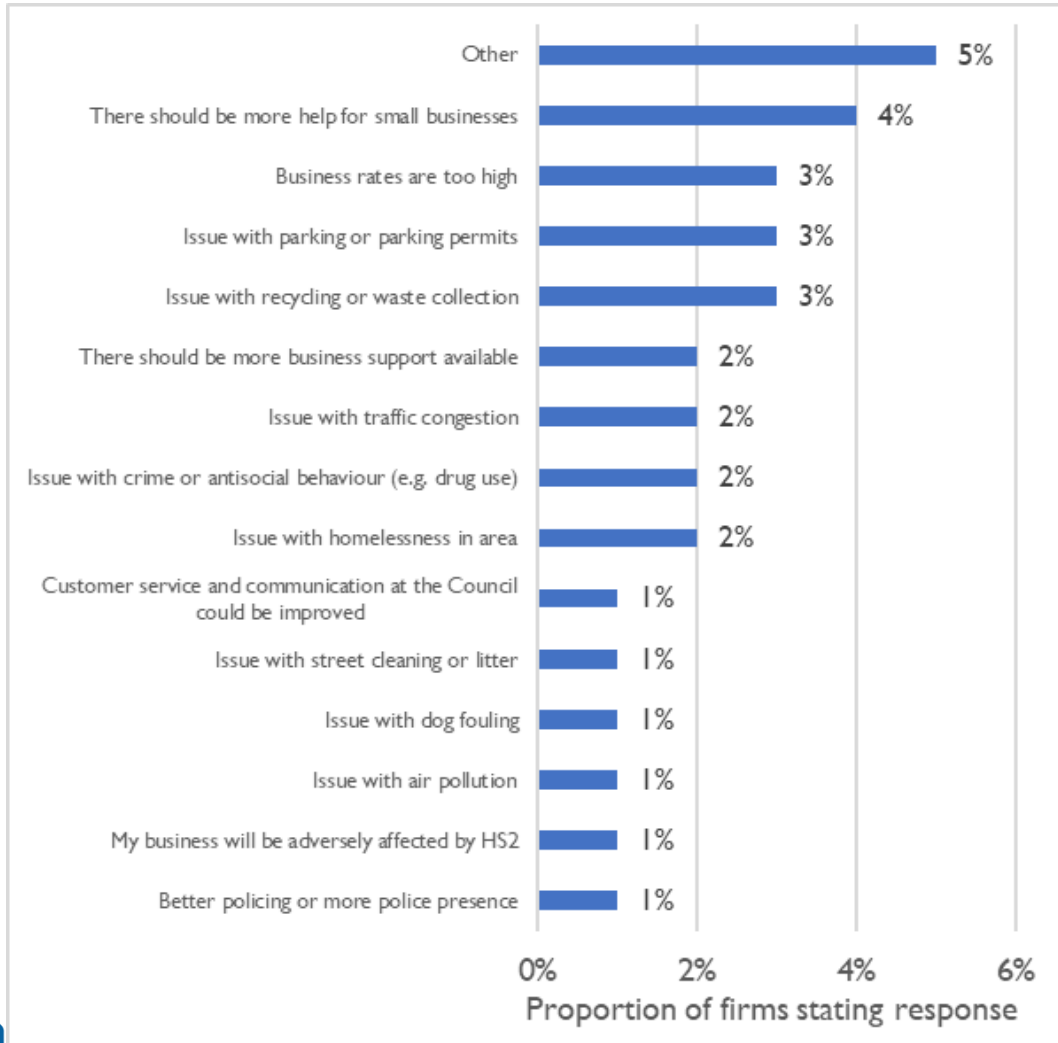


Source: Camden Business Survey 2017 (Ref: W2/S40)

- Businesses were asked to state the reasons for holding memberships of business networks. The key reasons were as follows:
 - Networking opportunities (30%)
 - That the network offers opportunities for collaboration (14%)
 - Because it is compulsory (14%) - this will apply, for example, to businesses located within a Business Improvement District boundary, such as Camden Town Unlimited
 - Tangible membership benefits (12%) – although the survey did not enquire as to the nature of these, they may include employment law support, free advice, discounts on insurance policies and so on
 - Other (12%). Examples include that membership conveys trustworthiness, to learn from other businesses, to influence their industry and to raise company profile
 - Generally good for business (10%)

Contracts and Networks

Outstanding issues not covered by the survey



Source: Camden Business Survey 2017 (Ref: W2/S41)

- Finally, the survey asked businesses to identify issues which they felt were important but either not covered in the discussion or that they wanted to emphasise
- The key issues identified, which should be considered as areas for future research, include:
 - Other (5%). This category includes issues such as HS2, air pollution, licensing, planning policy and high street homogeneity
 - More help for small businesses (4%)
 - Business rates being too high (3%)
 - Issues with parking or parking permits (3%)
 - Issues with recycling or waste collection (3%)
 - More business support available generally (2%)
 - Issues with traffic congestion (2%)
 - Crime and anti-social behaviour (2%)
 - Homelessness (2%)

Methodology (1)

	Universe	Universe %	Quota	Quota %	Responses	Responses %
A+B+D+E Combined	334	1%	3	1%	3	1%
C: Manufacturing	1,479	4%	20	5%	20	5%
F: Construction	2,008	6%	3	1%	3	1%
G: Wholesale & Retail	3,965	11%	62	16%	62	16%
H: Transport & Storage	494	1%	8	2%	9	2%
I: Accommodation & Food Services	2,863	8%	55	14%	55	14%
J: Information & Communication	4,257	12%	38	10%	39	10%
K: Financial & Insurance Services	1,159	3%	12	3%	12	3%
L: Real Estate	4,023	11%	20	5%	20	5%
M: Professional, Scientific & Technical Services	8,491	24%	85	21%	87	22%
N: Administrative Support	2,534	7%	36	9%	34	9%
R: Arts, Entertainment & Recreation	1,318	4%	18	5%	18	5%
S: Other Service Activities	2,547	7%	40	10%	38	10%
	35,472		400		400	

Source: Camden Business Survey 2017 (Ref: W2/S41)

Larger firms were over-sampled and smaller firms under-sampled in 2017, to maintain the robustness of responses from larger firms.

Raw survey data were then weighted to reflect the profile of firms in the Camden economy. All results reported are based on weighted data.

The research was undertaken using Computer Aided Telephone Interviews (CATI) with 400 businesses.

Firms were asked a series of 30 questions, the majority of which were closed and some of which required follow-up questions. The surveys were designed to take no longer than 20 minutes (appreciably shorter than the 2012 iteration).

The table to the left demonstrates the population of firms, agreed target quotas and achieved interviews.

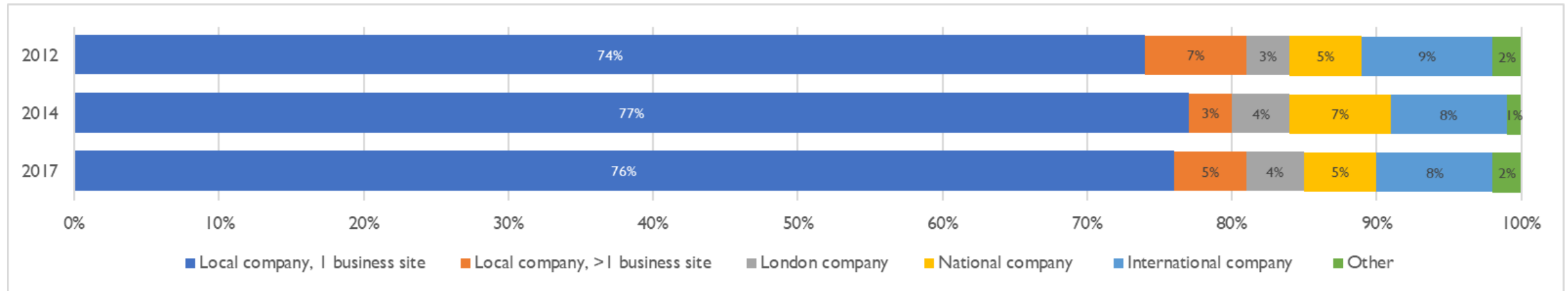
Methodology (2)

- For this survey sample (400 firms from a population of 35,472) at a confidence level of 95%, the full sample standard error is +/-4.87%. At a confidence level of 99%, it is +/-6.40.
- This variance depends on the response; the more definite the response (i.e. the closer the percentage to 0 or 100) the smaller the standard error.
- For example, if 50% of respondents selected a particular response, we can be 95% confident that the overall business response falls between 45.13% and 54.87% and 99% confident that it is between 43.6% and 56.4%. If 2% of respondents selected a particular response, the standard error would be much smaller
- As the sample is disaggregated by variables such as sector and firm size, the standard error will increase, sometimes dramatically.
- More information on understanding confidence can be found [here](#) on the Office for National Statistics website, using the 2011 Census as an example.

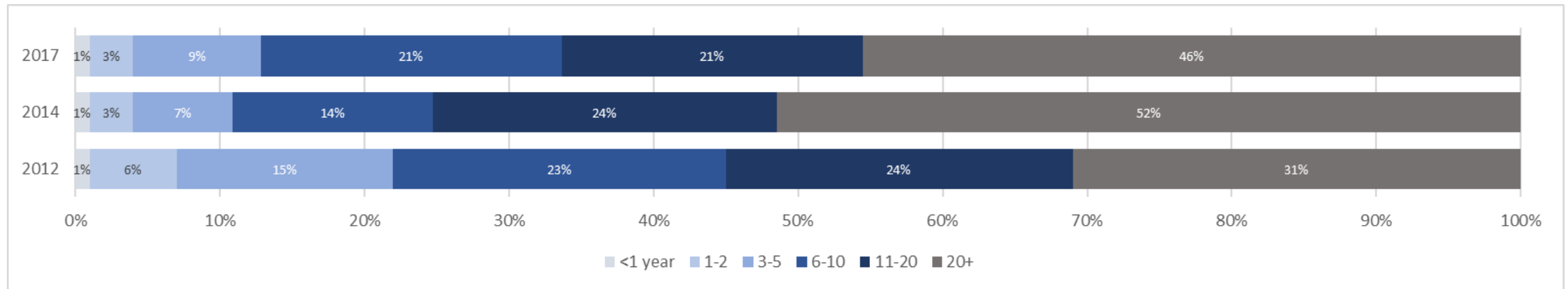
Methodology (3)

Comparison of the profile of responses across surveys

Type of business/site



Age of business/site



Source: Camden Business Survey 2012, 2014 & 2017 (Ref: W2/S43 and W2/S44)

Methodology (4)

- Growth sector definitions

Professional, Technical and Business Support Services	SIC Code
Professional & Technical Services (inc. finance)	42 Civil Engineering
	64 Financial Services
	65 Insurance etc
	66 Activities auxiliary to finance/insurance
	69 Legal/Accountancy
	70 Head Offices etc
	71.12 Engineering
	71.2 Testing & Analysis
	73.2 Market research
	74.3 Translation
	74.9 Other professional, scientific and technical
	94 Membership organisations
Business Admin & Support Services	68 Real Estate
	77 Rental and Leasing
	78 Employment activities
	80 Security and investigative activities
	81 Services to buildings and land activities
	82 Other administration etc

Creative & Cultural industries	SIC Code
Creative industries	18 Printing & re-production of recorded music
	58 Publishing activities
	59 Motion, picture, video and telecommunications
	60 Programming & broadcasting activities
	71.11 Architecture
	73.1 Advertising
	74.1 Specialised design
	74.2 Photographic
Cultural activities	90 Creative, arts & entertainment
	91 Libraries, archives & museums
	93 Sporting activities & amusements

Science & Tech	SIC Code
Scientific research	72 Scientific research & development
Computer science and telecommunications	62 Computer programming etc
	63 Information services activities
	61 Telecommunications