Smart Growth Analytics
economic research and intelligence consultancy

# London 2012 set to boost home working across the Capital

Flexible working practices adopted by firms to minimise the disruptive impact of the London 2012 Games on their business are set to significantly boost the trend towards home working and the establishment of home offices across London and the South East.

The Smart Growth Analytics 2012 Home Office Survey demonstrates the increasing importance of home offices across London, a trend likely to be boosted significantly by the impact of the London 2012 Olympic and Paralympic Games.

There are currently around 140,000 home offices across London. The City has the highest 'home office density' amongst all regions by a hugely considerable margin; London has almost 90 home offices per sq km compared to the South East (which has the next highest density with 9 home offices per sq km). Almost 4% of all those in employment in London work in a home office, compared to 3% nationally.

Home offices are a significant economic feature across the whole of London, but Barnet has the highest volume, with around 8,000 home offices. Kensington & Chelsea has the highest concentration, with 8% of all workers working in home offices. Camden is London's primary 'home office hotspot', however; Smart Growth Analytics' Home Office Hotspot Ranking combines both volumes and concentrations and Camden's 7,000 home offices and 6% of all workers in home offices, place it in the top spot.

Within Camden itself, its own key local area hotspot is the area around Hampstead Heath, where more than one in ten of all employed local residents are working in home offices.

These home office trends will be boosted significantly by the London 2012 Olympics and Paralympics as London's firms seek to minimise disruption cause by the Games. A recent Cisco study found that around 22% of UK firms will adopt flexible working practices in order to address disruption in such key operational areas as their overall staff levels, their staff travel to work and their staff morale and motivation.

As well as minimising disruption from the Games, a benefit of increased home office working can include a smaller central office workspace requirement for the firm - critical in prime areas - and higher staff productivity. For employees, benefits include convenience, flexibility and huge time and cost savings through reduced commuting.

Jim Plunkett-Cole, Principal Analyst at Smart Growth Analytics, said:

"The findings from this analysis help us to understand the increasingly important home-based economic functionality of London's residential areas."

"With evidence that many City firms will be adopting flexible working practices to reduce disruption from London 2012, the Games will no doubt boost London's home office market tremendously."

"It is also likely that the Games will leave a considerable legacy on home working patterns across the City, the South East and possibly other parts of the UK, long after they have finished."

**-ENDS-**

This press release, including detailed data tables, is available on the Smart Growth Analytics website at www.smartgrowthanalytics.co.uk/media.html.

**Notes for editors:**

Smart Growth Analytics is an economic research and intelligence consultancy that specialises in the provision of local area information concerning enterprise and entrepreneurship. As well as bespoke local area projects for both Public Sector and Private Sector organisations, Smart Growth Analytics currently acts as strategic economic advisor to a range of organisations, including Principal Authorities and Local Enterprise Partnerships.

Jim Plunkett-Cole, the founder of Smart Growth Analytics, is a professional economist and analyst, and one of the most experienced local area economic development practitioners in the UK.

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**Table 1: A Summary of Home Offices in London in 2010 by District**

| Authority Area | Volume of Home Offices | % of Resident Workers in Home Offices | SGA Combined Rank (Volume and %) | SGA 'Primary Hotspot' within Authority Area |
|---|---|---|---|---|
| Camden | 7,000 | 6.2 | 1 | Hampstead Heath |
| Kensington and Chelsea | 5,500 | 7.5 | 2 | Notting Hill |
| Barnet | 8,000 | 5.0 | 3 | Golders Green |
| Westminster | 6,500 | 5.8 | 4 | Gallery |
| Richmond upon Thames | 6,000 | 6.1 | 5 | Kew |
| Wandsworth | 6,000 | 4.0 | 6 | Putney Br. to Wandsworth Br. |
| Bromley | 6,000 | 4.0 | 7 | Elmstead / Bickley |
| Ealing | 5,500 | 3.8 | 8 | West Acton |
| Croydon | 6,000 | 3.6 | 9 | Purley West |
| Haringey | 4,500 | 4.5 | 10 | Crouch End |
| Harrow | 4,500 | 4.3 | 11 | Stanmore |
| Lambeth | 5,000 | 3.7 | 12 | Clapham Park |
| Islington | 4,000 | 4.5 | 13 | Tufnell Park |
| Hammersmith and Fulham | 4,000 | 4.7 | 14 | Walham Grn / Parsons Grn |
| Southwark | 4,500 | 3.5 | 15 | Herne Hill / Dulwich Village |
| Kingston upon Thames | 3,500 | 4.2 | 16 | Coombe |
| Merton | 4,000 | 3.8 | 17 | Cottenham Park / Copse Hill |
| Hounslow | 4,000 | 3.5 | 18 | Grove Park |
| Redbridge | 4,000 | 3.4 | 19 | Woodford Wells / Green |
| Brent | 4,000 | 3.6 | 20 | Kilburn / Kensal Rise |
| Hackney | 3,500 | 3.9 | 21 | Dalston |
| Hillingdon | 4,000 | 3.1 | 22 | East, West, Central Northwood |
| Enfield | 4,000 | 3.1 | 23 | Southgate |
| Lewisham | 4,000 | 3.1 | 24 | Blackheath |
| Sutton | 3,000 | 3.3 | 25 | Belmont |
| Tower Hamlets | 3,000 | 3.1 | 26 | Blackwall |
| Greenwich | 3,000 | 2.9 | 27 | Greenwich Station |
| Waltham Forest | 2,500 | 2.7 | 28 | Chingford |
| Bexley | 3,000 | 2.5 | 29 | Sidcup |
| Havering | 2,500 | 2.5 | 30 | Corbets Tey |
| Newham | 2,000 | 2.5 | 31 | Docks |
| City of London | 500 | 6.7 | 32 | City of London |
| Barking and Dagenham | 1,500 | 1.7 | 33 | Fair Cross |
| **All London** | **139,000** | **3.9** | | |

*Source: Smart Growth Analytics Ltd estimates based on analysis of data from the Office for National Statistics*

**Table 2: Top 40 Home Office Local Area Hotspots in London in 2010***

| Volume of Home Offices | Authority Area | SGA 'Primary Hotspot' within Authority Area |
|---|---|---|
| Hampstead Heath | Camden | 1 |
| Kew | Richmond upon Thames | 2 |
| Notting Hill | Kensington and Chelsea | 3 |
| Primrose Hill | Camden | 4 |
| Gallery | Westminster | 5 |
| Brompton | Kensington and Chelsea | 6 |
| Chelsea (Royal Hospital Rd area) | Kensington and Chelsea | 7 |
| Kensington Palace | Kensington and Chelsea | 8 |
| Barnes | Richmond upon Thames | 9 |
| City of London | City of London | 10 |
| Parkhill Road / Mansfield Road | Camden | 11 |
| Warwick Avenue | Westminster | 12 |
| Holland Park | Kensington and Chelsea | 13 |
| Knightsbridge | Westminster | 14 |
| Chelsea (King's Road) | Kensington and Chelsea | 15 |
| Chetwynd Road / Fortess Road | Camden | 16 |
| Crouch End | Haringey | 17 |
| Golders Green | Barnet | 18 |
| Notting Hill Gate | Kensington and Chelsea | 19 |
| Marleybone to Marble Arch | Westminster | 20 |
| Mortlake | Richmond upon Thames | 21 |
| Hampstead | Camden | 22 |
| East Sheen | Richmond upon Thames | 23 |
| South Hampstead | Camden | 24 |
| St James | Westminster | 25 |
| High St Kens'ton Stn. / Museum | Kensington and Chelsea | 26 |
| Kensington High St / Abingdon Rd | Kensington and Chelsea | 27 |
| South Kensington | Kensington and Chelsea | 28 |
| Hampstead Garden Suburb | Barnet | 29 |
| Richmond Park | Richmond upon Thames | 30 |
| Soho | Westminster | 31 |
| Royal Oak | Westminster | 32 |
| Cottenham Park / Copse Hill | Merton | 33 |
| West Acton | Ealing | 34 |
| Golders Green | Barnet | 35 |
| North Sheen | Richmond upon Thames | 36 |
| Cranley Gardens | Haringey | 37 |
| Richmond | Richmond upon Thames | 38 |
| Purley West | Croydon | 39 |
| Grove Park | Hounslow | 40 |

**From 1,000 local areas across London*
*Source: Smart Growth Analytics Ltd estimates based on analysis of data from the Office for National Statistics*

The data analysis shown here has been extracted from the **Home Office Dataset,** created by Jim Plunkett-Cole of Smart Growth Analytics Ltd. The Dataset is an extract from the Smart Growth Analytics Knowledge-base of local area data and analysis covering enterprise and entrepreneurship in the UK.

All data shown are estimates derived through synthesis and modelling of the very latest national statistical information (from the Office for National Statistics). All data refers to 2010. The Local Authority data refers to the 33 Principal Local Authorities in London.

Please note that the data, analysis and other information shown in this press release are estimates and should not be taken as a statement of fact. They have been prepared with informed professionalism in the subject area, drawing upon the best available information, and are provided in good faith. Smart Growth Analytics Ltd reserves the right to alter the underpinning methodology for this data and analysis, or to edit or withdraw the work entirely as it sees fit. Any personal or commercial use of this information is entirely the risk, and solely the responsibility of, the person or persons using the information.

Further regional extraction and analysis of the Home Office Dataset from Smart Growth Analytics will be the subject of future press releases.