

*"When would we know our financial system is working?"*

## **“Counting What Counts Or (Simply) Measuring The Measurable?”**

**Dr Laura Davison, City of London Corporation**



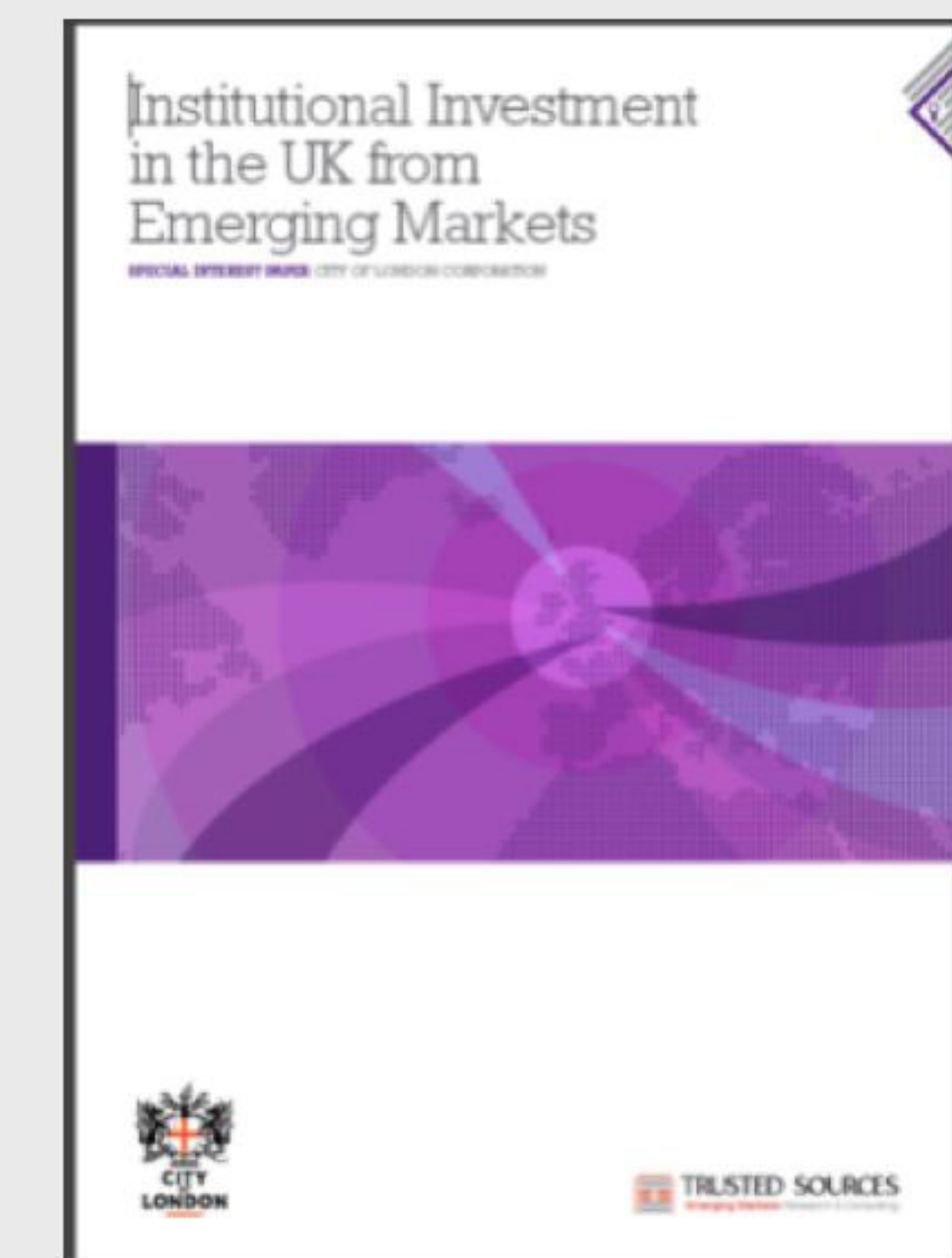
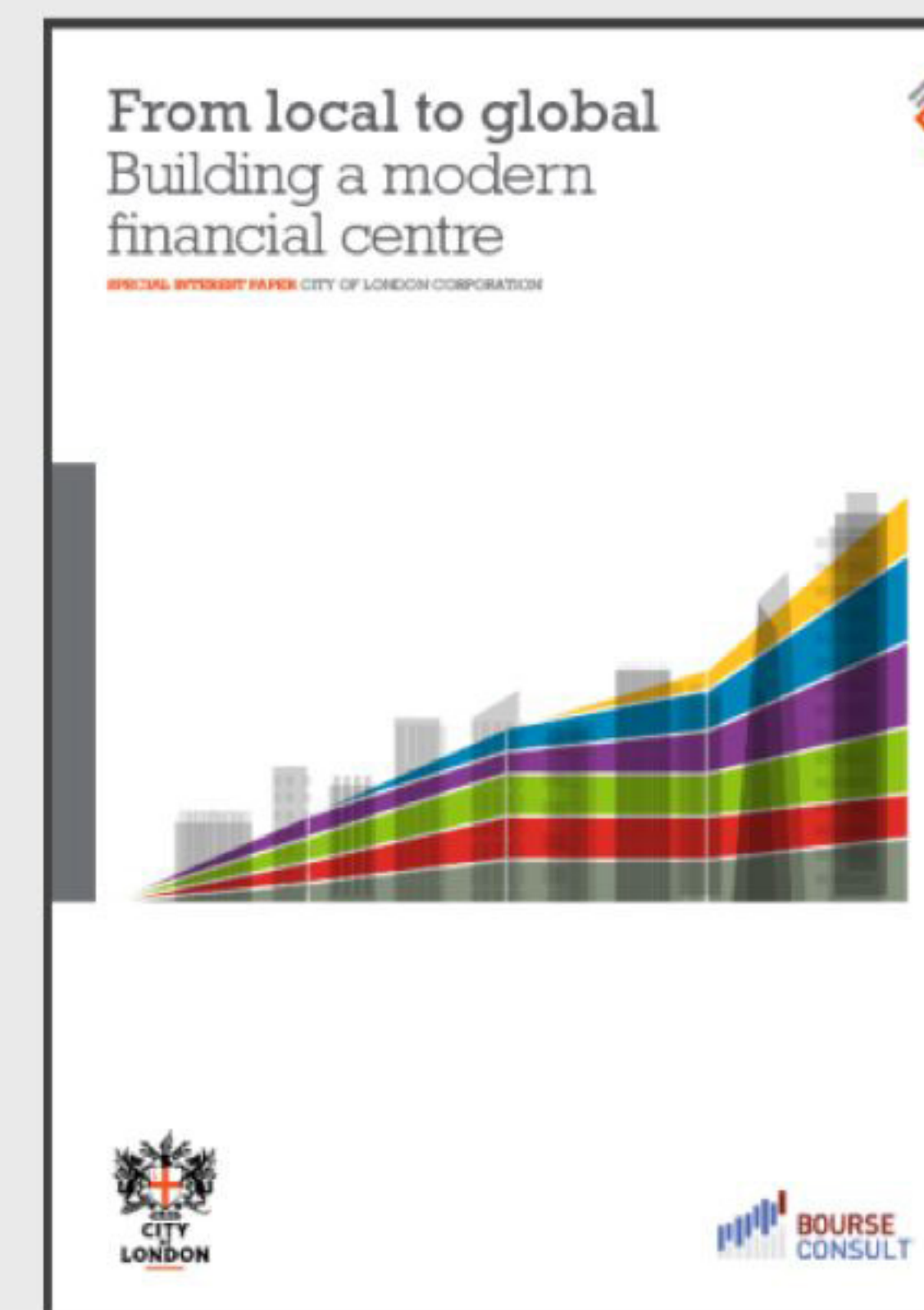
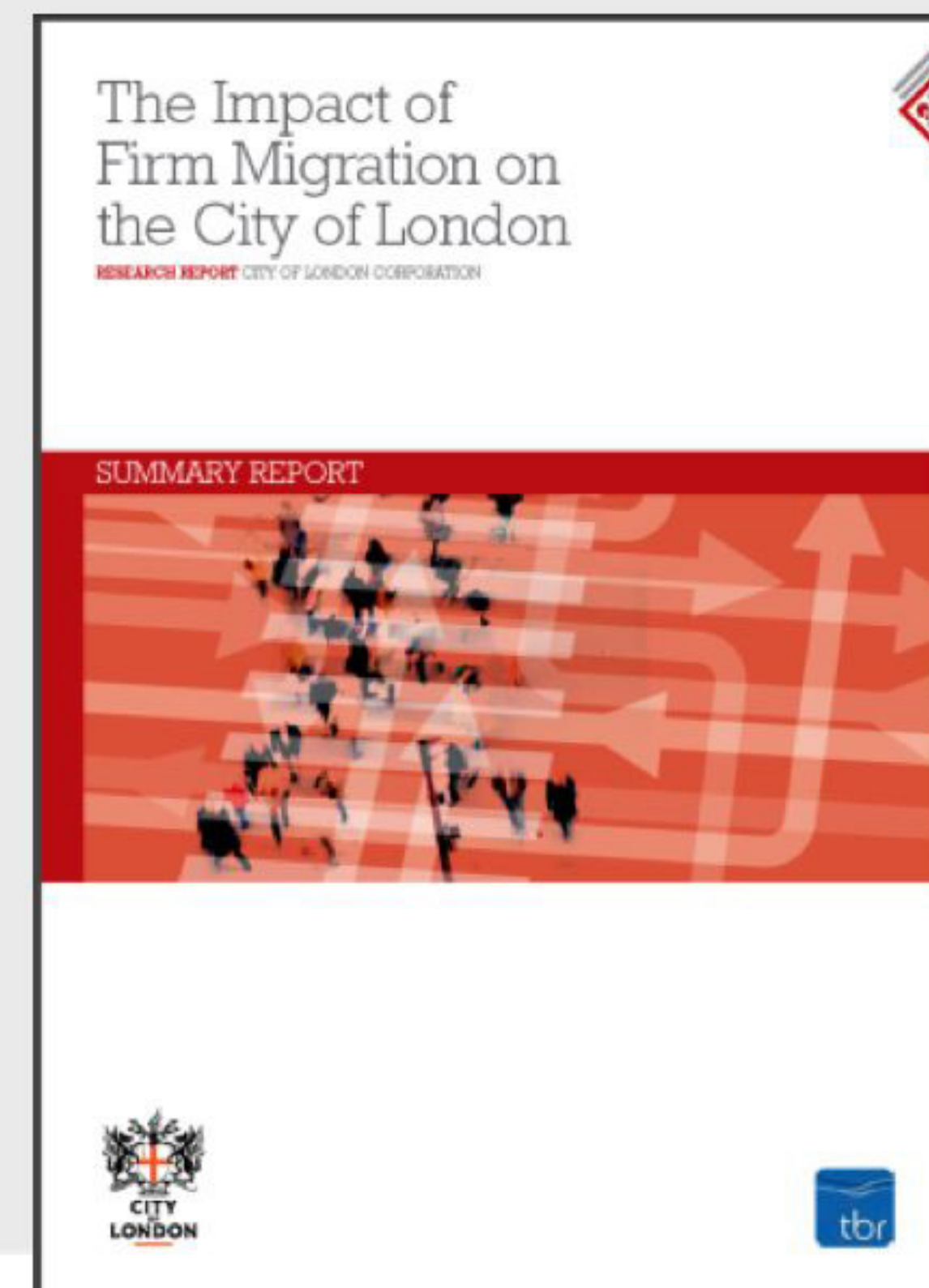


# 1 – Measuring the measurable?

**Laura Davison, Head of Research, City of London Corporation**

[www.cityoflondon.gov.uk/economicresearch](http://www.cityoflondon.gov.uk/economicresearch)

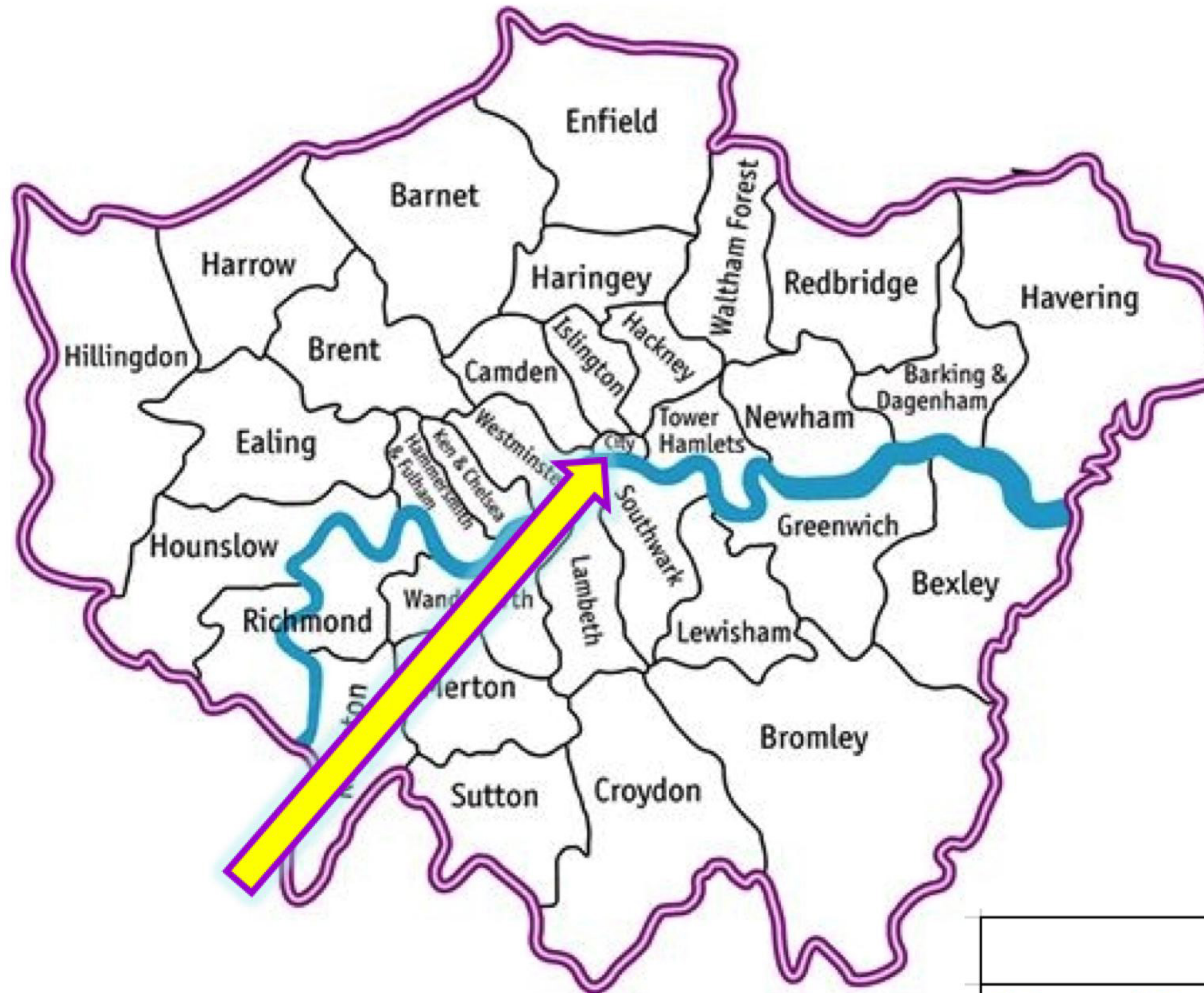
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## 2 – Small in size, easy to measure?

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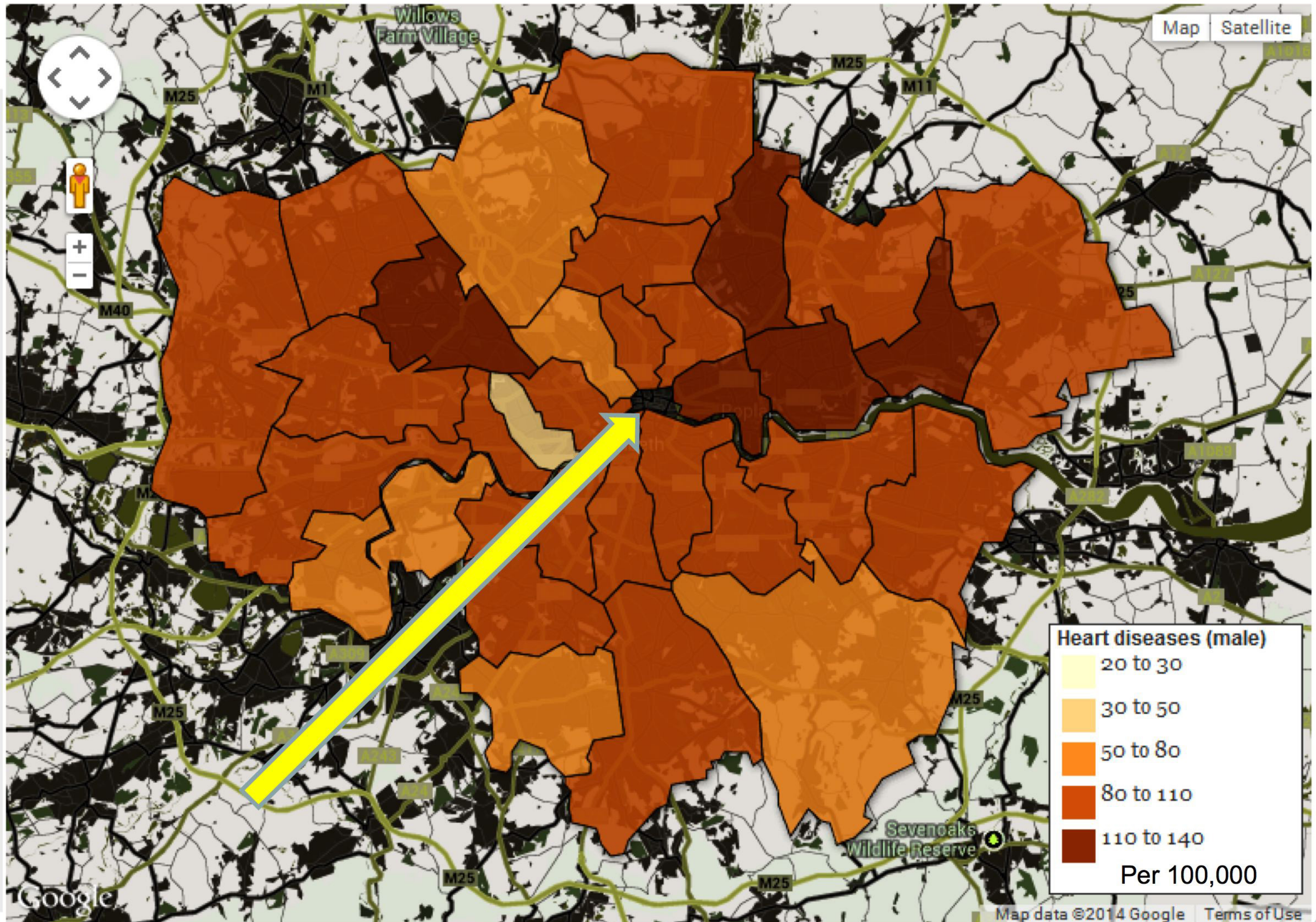


	Area (hectares)
<b>City of London</b>	289
<b>Westminster</b>	2204
<b>Tower Hamlets</b>	1978
<b>Greenwich</b>	4736
<b>Bromley</b>	15015



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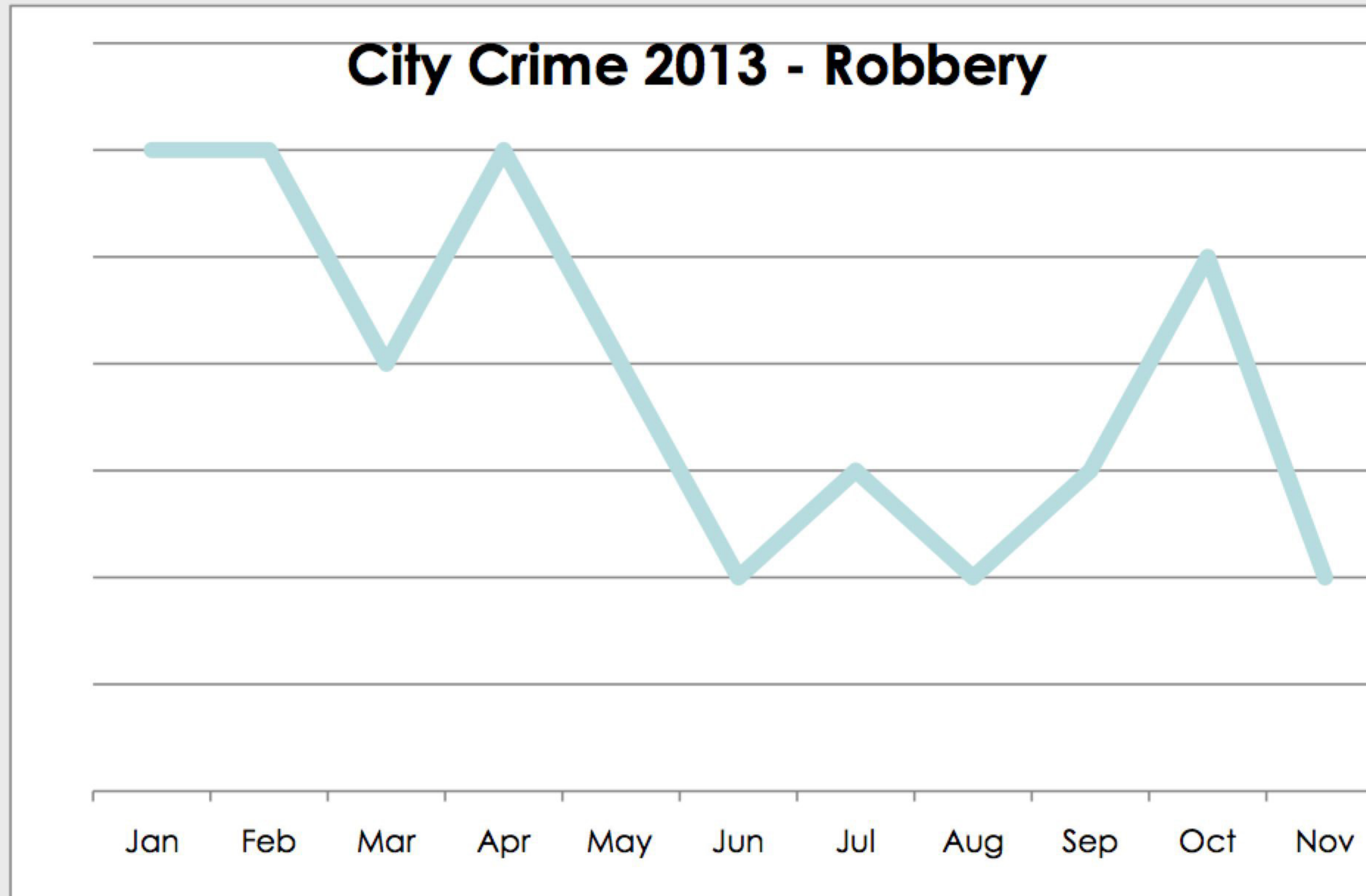
## 3 – Small numbers = limited data





## 4 – Small numbers = big changes

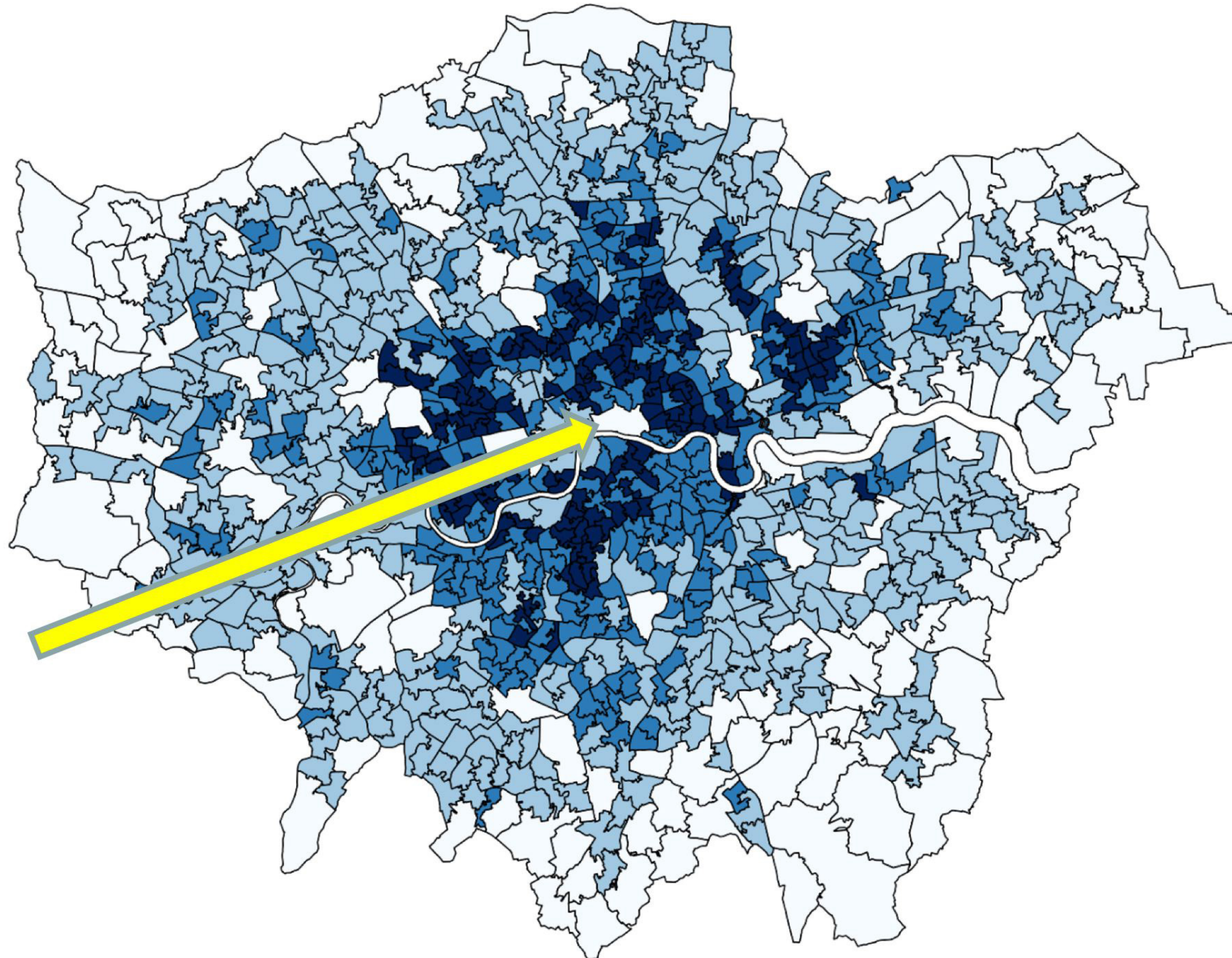
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# 5 – Residential Population

## London's Residential Density



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# 6 – Business population

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## London's Daytime Population <sup>2010</sup>

**9,300,000**

Daytime population

**7,900,000**

Resident population



### Top 5 Boroughs - Daytime Population Density

1. City of London (350,000 sq. mi.)
2. Westminster (120,000 sq. mi.)
3. Kensington and Chelsea (59,000 sq. mi.)
4. Camden (55,000 sq. mi.)
5. Islington (52,000 sq. mi.)

### Bottom 5 Boroughs - Daytime Population Density

29. Enfield (8,800 sq. mi.)
30. Richmond upon Thames (8,200 sq. mi.)
31. Hillingdon (7,800 sq. mi.)
32. Havering (4,900 sq. mi.)
33. Bromley (4,800 sq. mi.)

### Top 5 Boroughs - Daytime Population

1. Westminster 980,000 (253,000 residents)
2. Camden 460,000 (235,000 residents)
3. City of London 390,000 (11,700 residents)
4. Tower Hamlets 380,000 (236,000 residents)
5. Southwark 360,000 (267,000 residents)

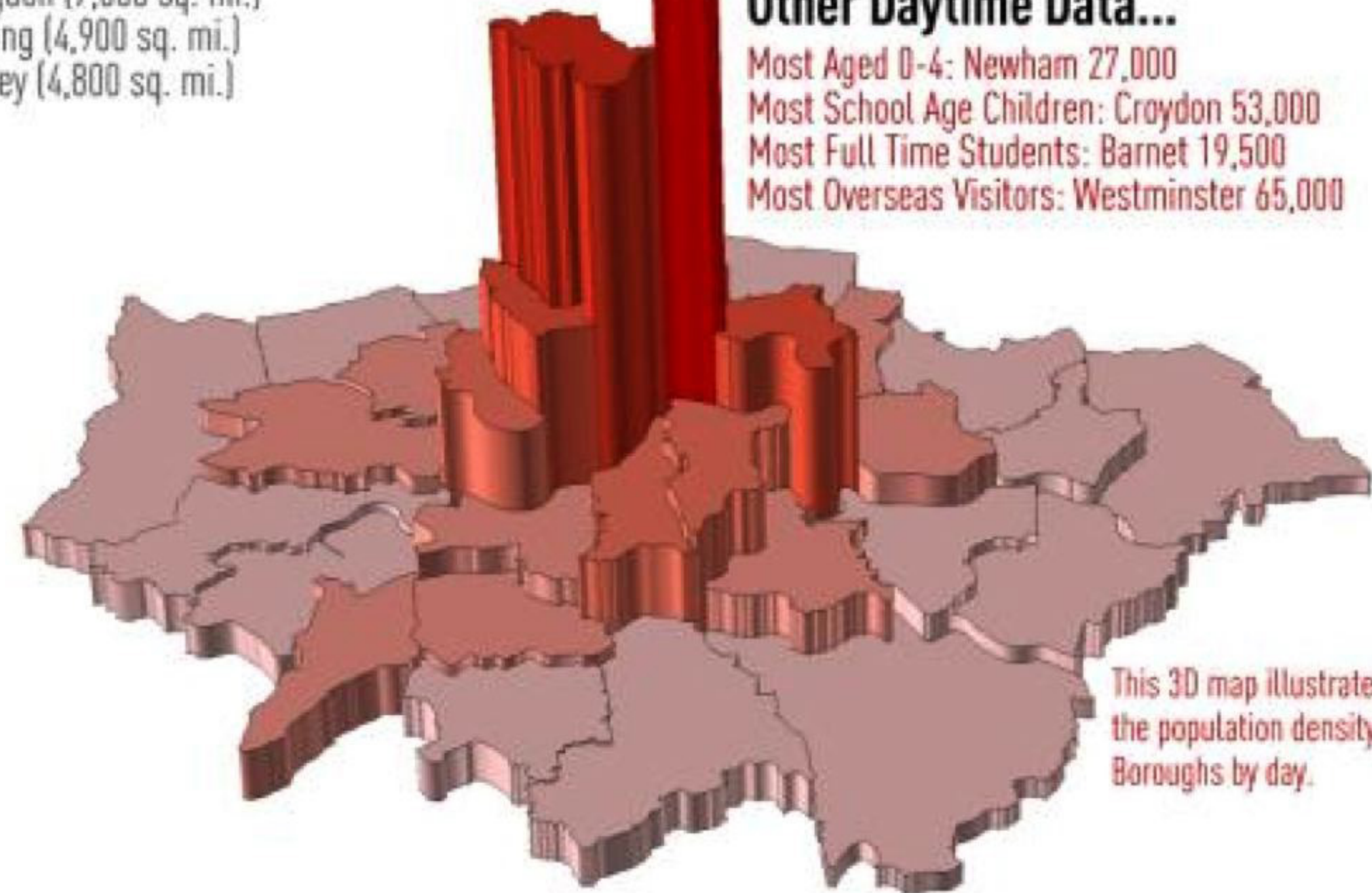
### Top 5 Boroughs - Day Trip Visitors\*

1. Westminster 116,000
2. Camden 34,000
3. Kensington and Chelsea 32,000
4. Southwark 23,000
5. Lambeth 20,000

\*Defined as those away from home for 3+ hours and undertaking activities that would not usually constitute part of their work or regular leisure activity.

### Other Daytime Data...

- Most Aged 0-4: Newham 27,000
- Most School Age Children: Croydon 53,000
- Most Full Time Students: Barnet 19,500
- Most Overseas Visitors: Westminster 65,000



This 3D map illustrates the population density of Boroughs by day.

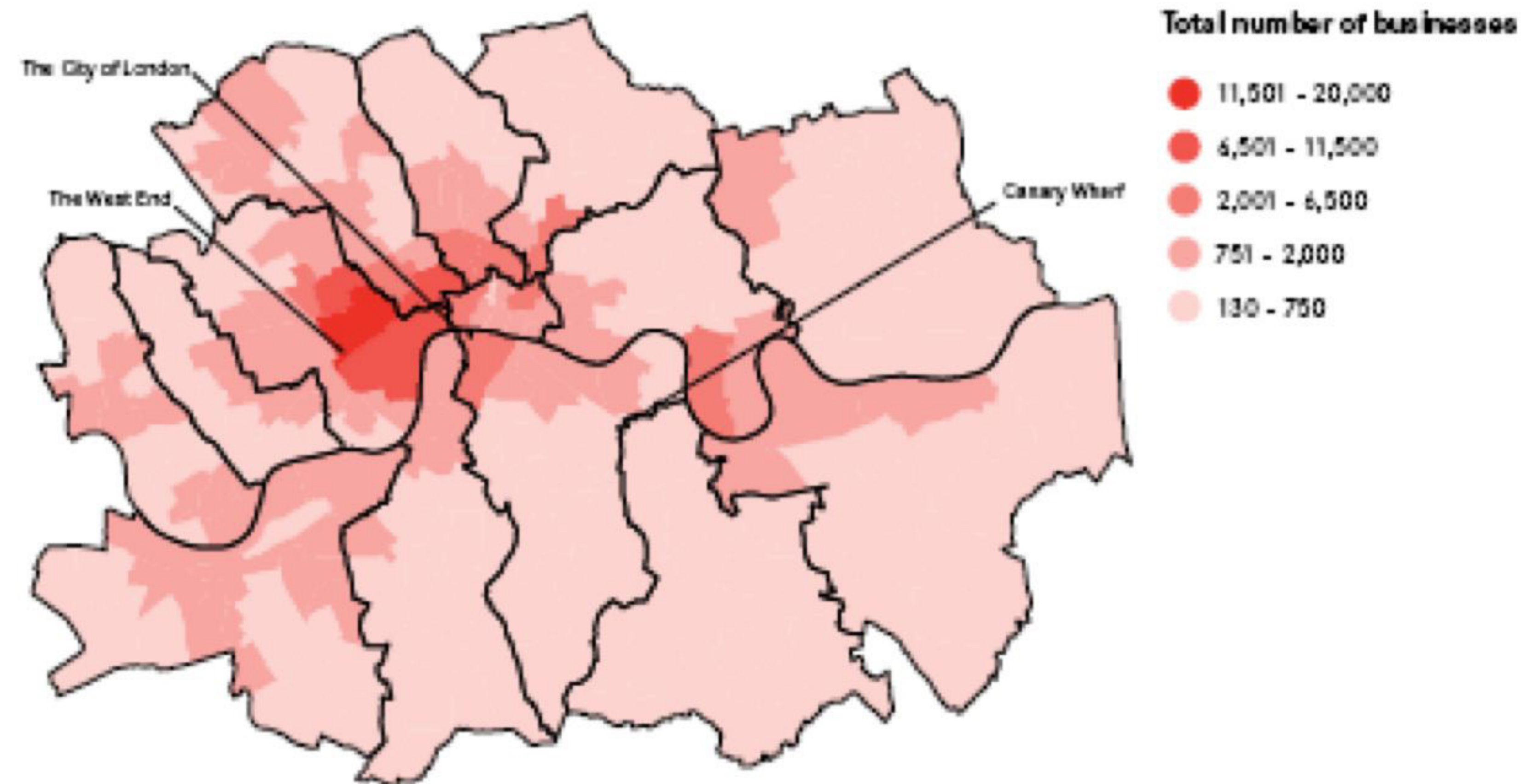
Data Source: <http://data.london.gov.uk/datastore/package/daytime-population-borough>

Alasdair Rae, 2011



# 7 – Making comparisons

Figure 3: Business location in Inner London

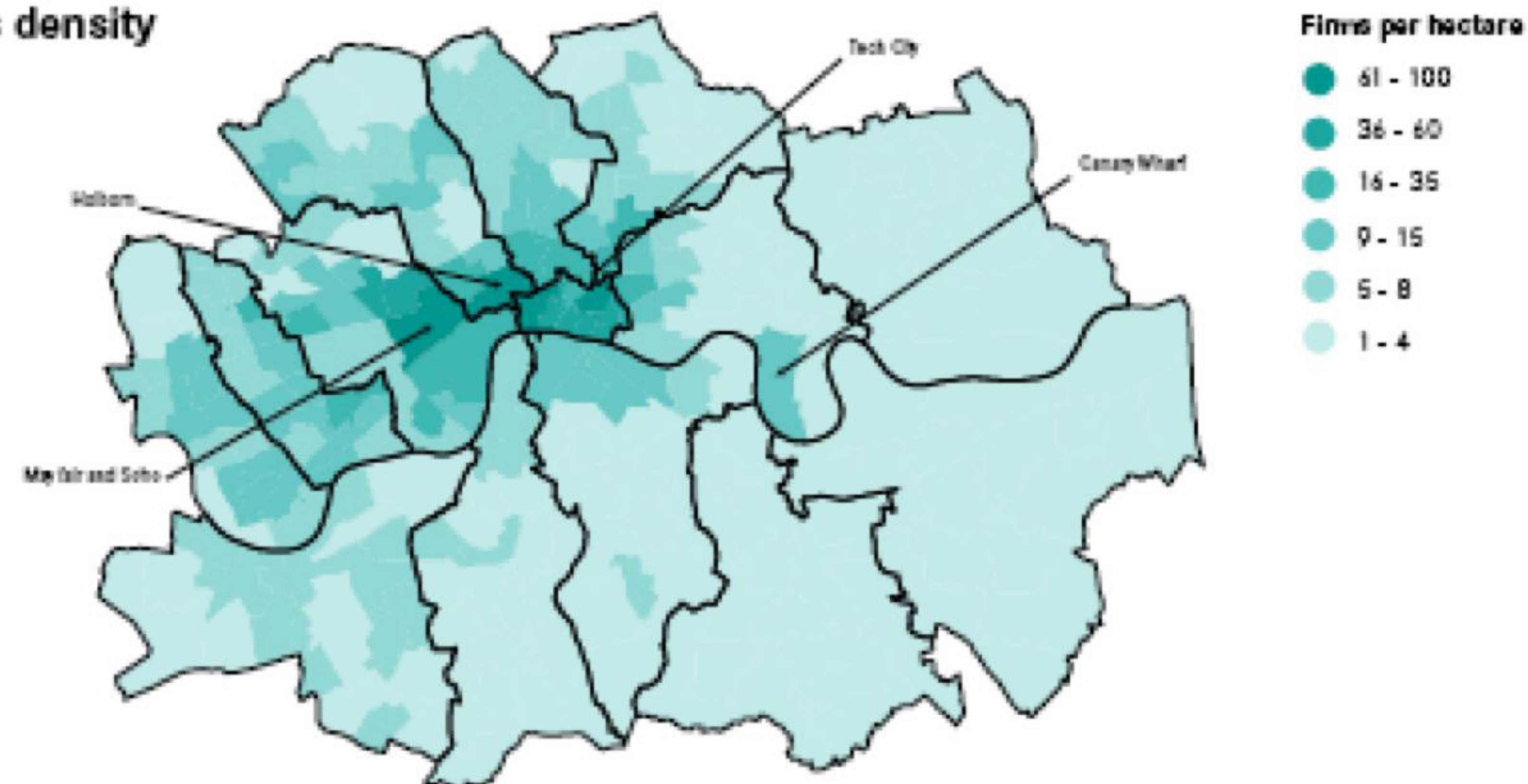


Source: ONS, Contains Ordnance Survey data © Crown copyright and database right 2013.

Absolute numbers of businesses

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Private sector firms density



Source: ONS, Contains Ordnance Survey data © Crown copyright and database right 2013.

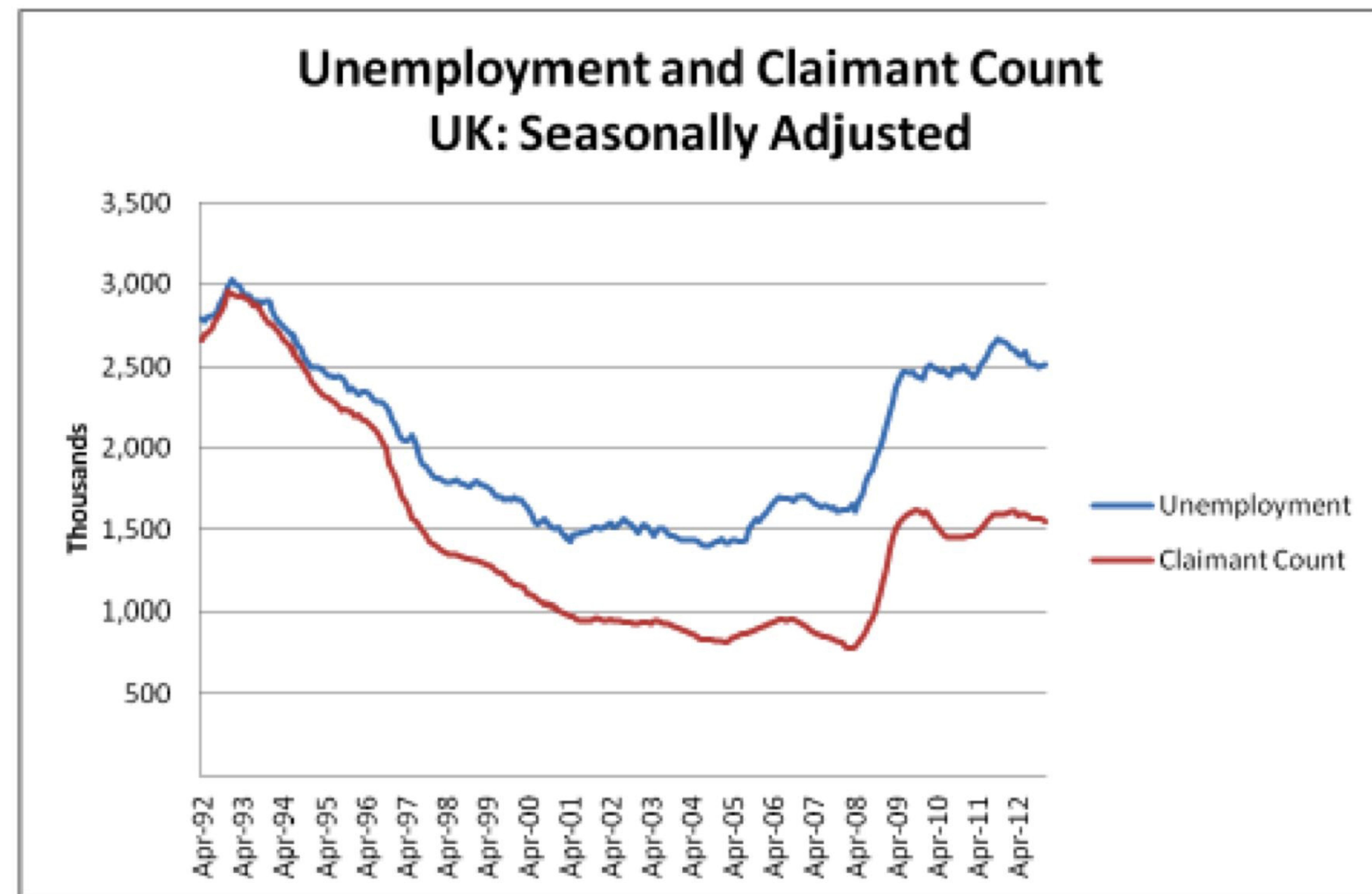
Business density





# 8 – Choosing a measure

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## 9 – Defining the issue

### UK Standard Industrial Classification of Economic Activities 2007 – SIC(2007)

Division Group Class and Description Subclass

#### **32.9 Manufacturing**

##### 32.91 Manufacture of brooms and brushes

This class includes:

- manufacture of brooms and brushes, including brushes constituting parts of machines, hand-operated mechanical floor sweepers, mops and feather dusters, paint brushes, paint pads and rollers, squeegees and other brushes, brooms, mops etc.
- manufacture of shoe and clothes brushes

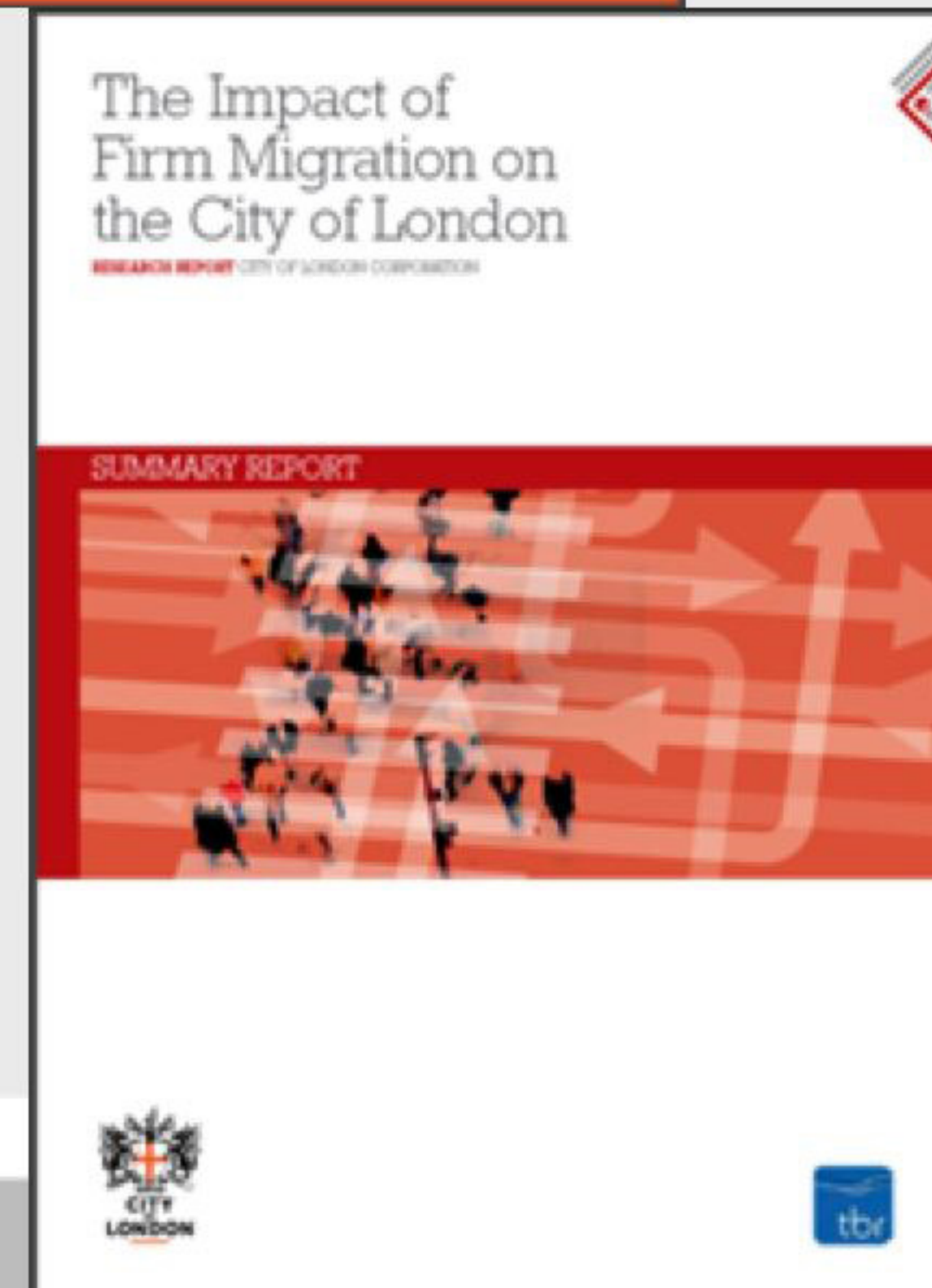
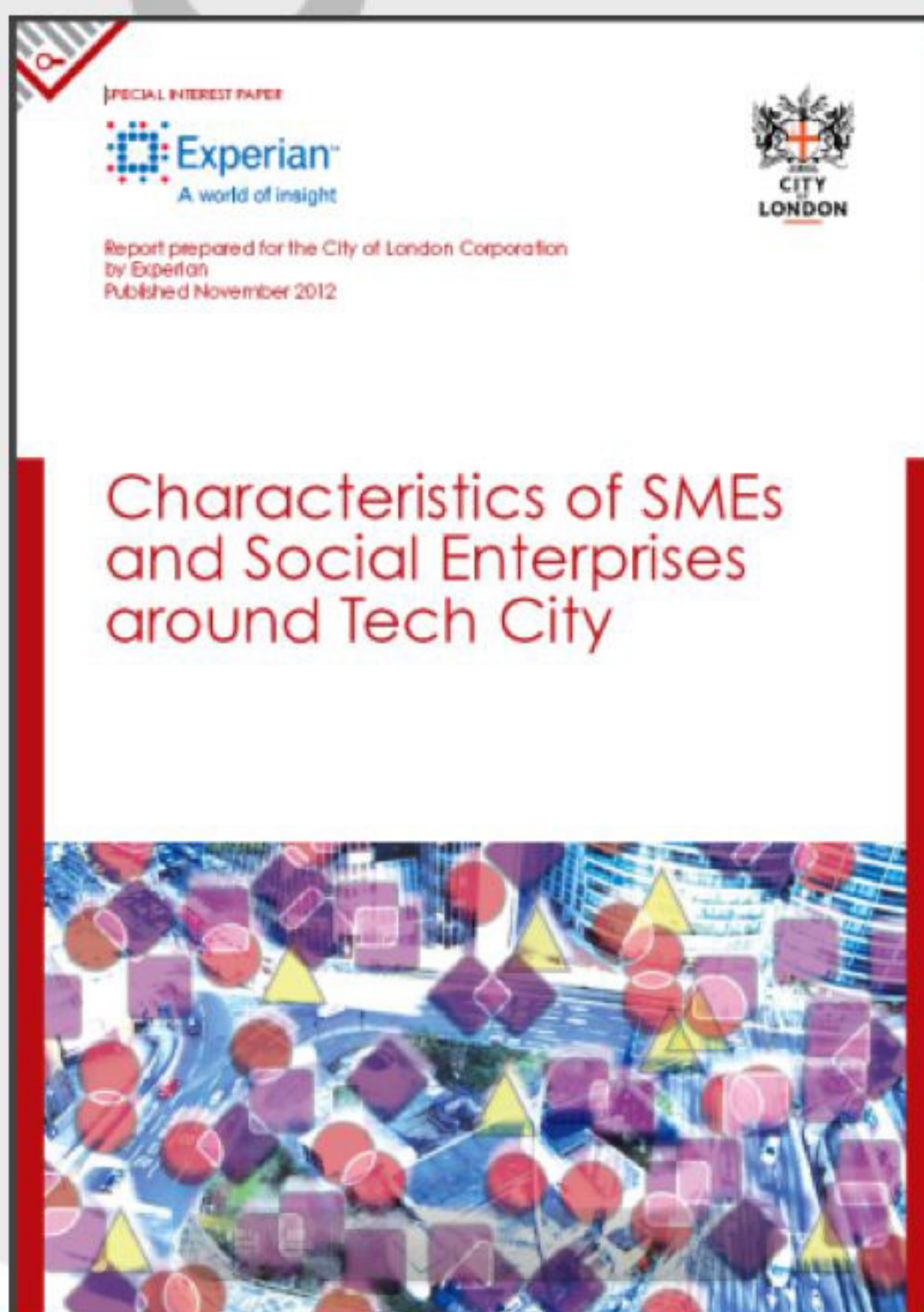
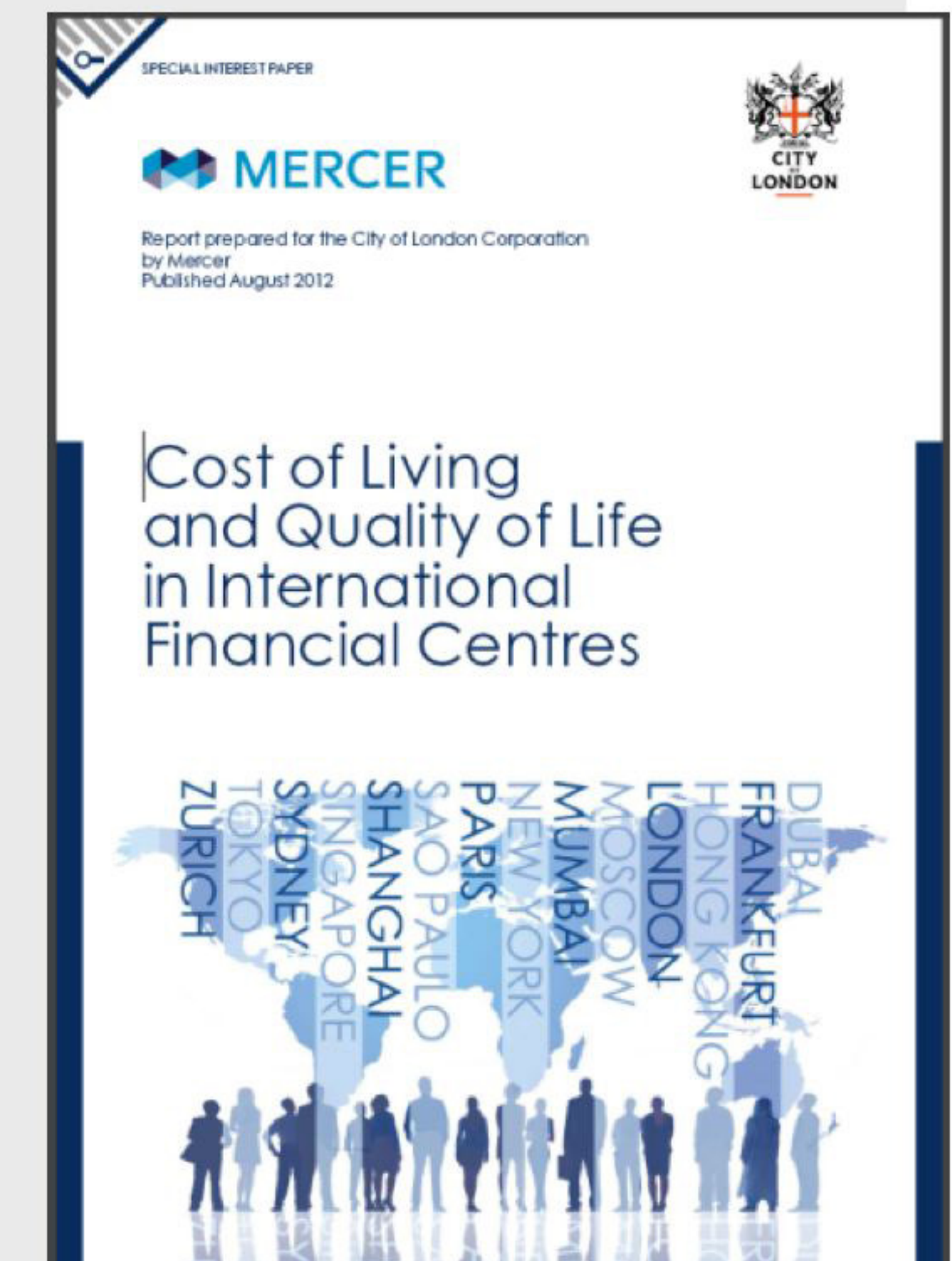
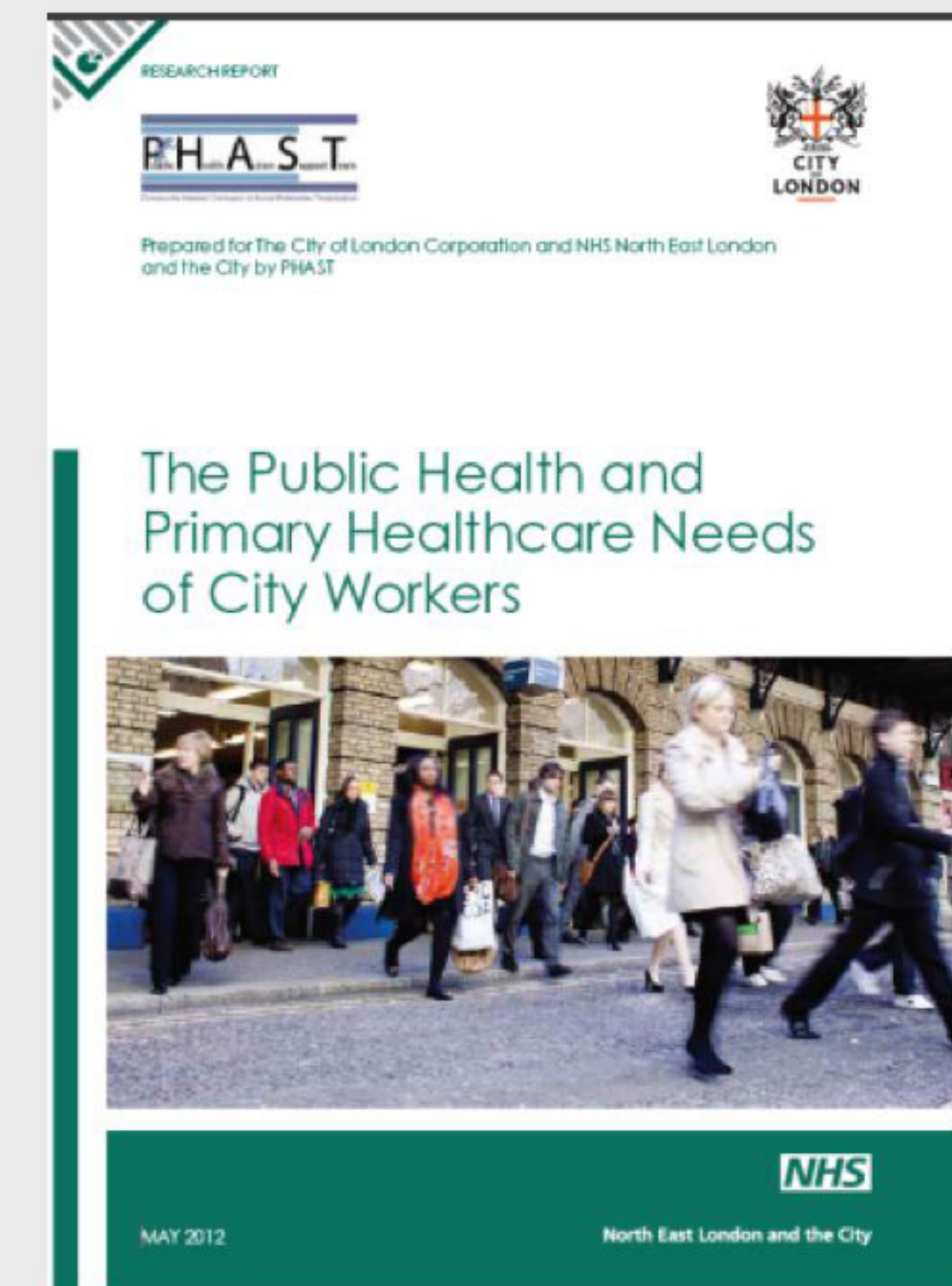
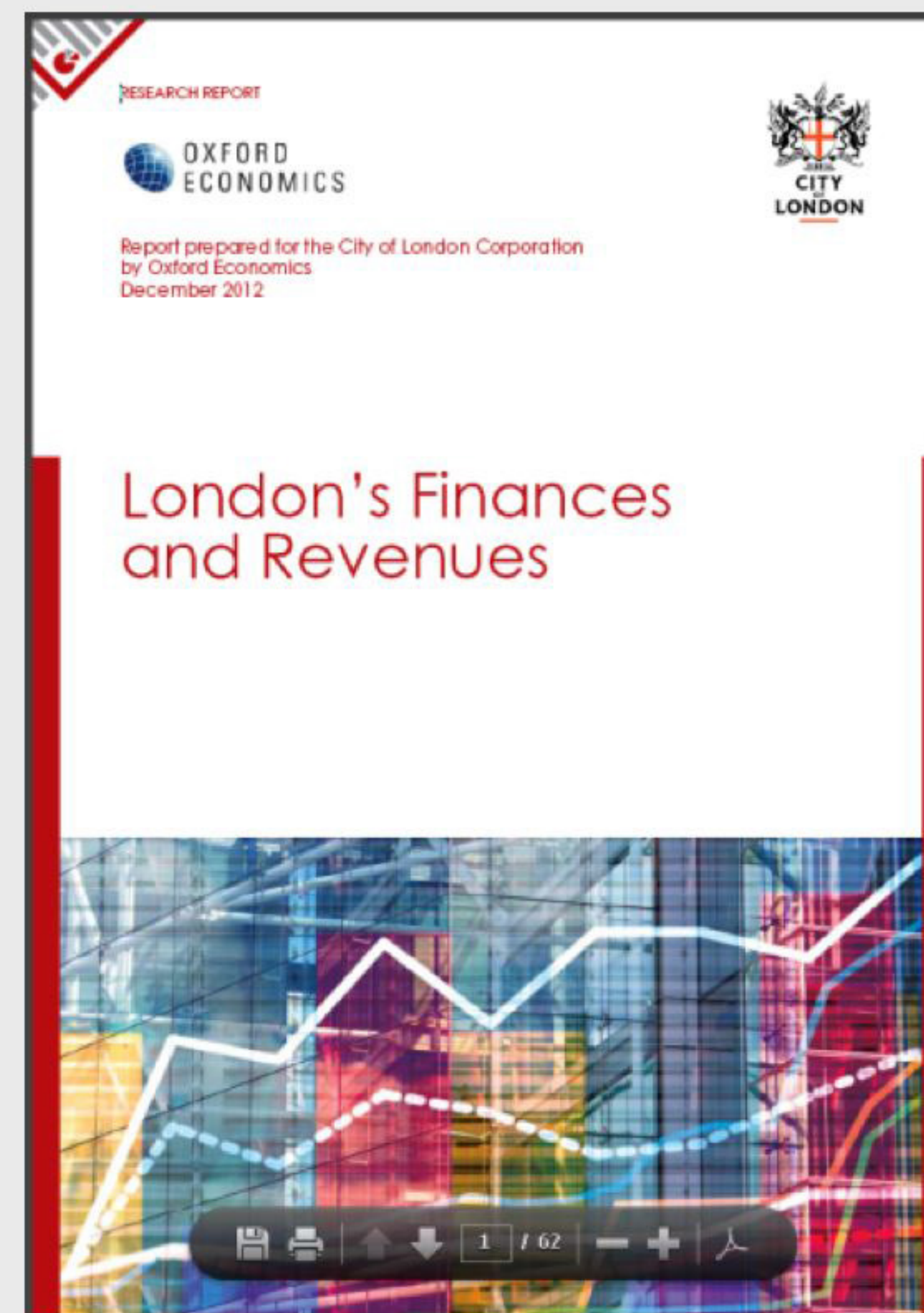
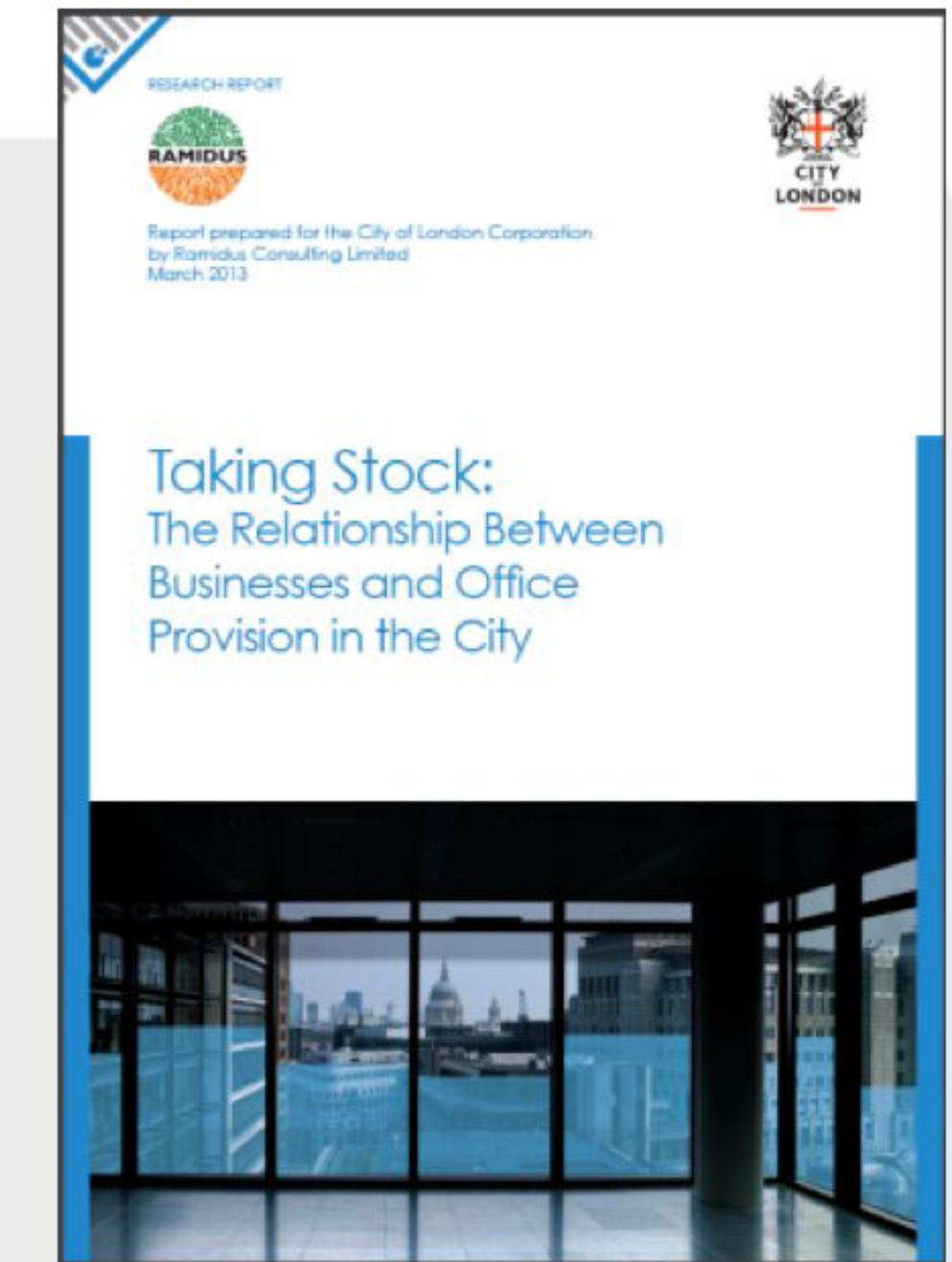
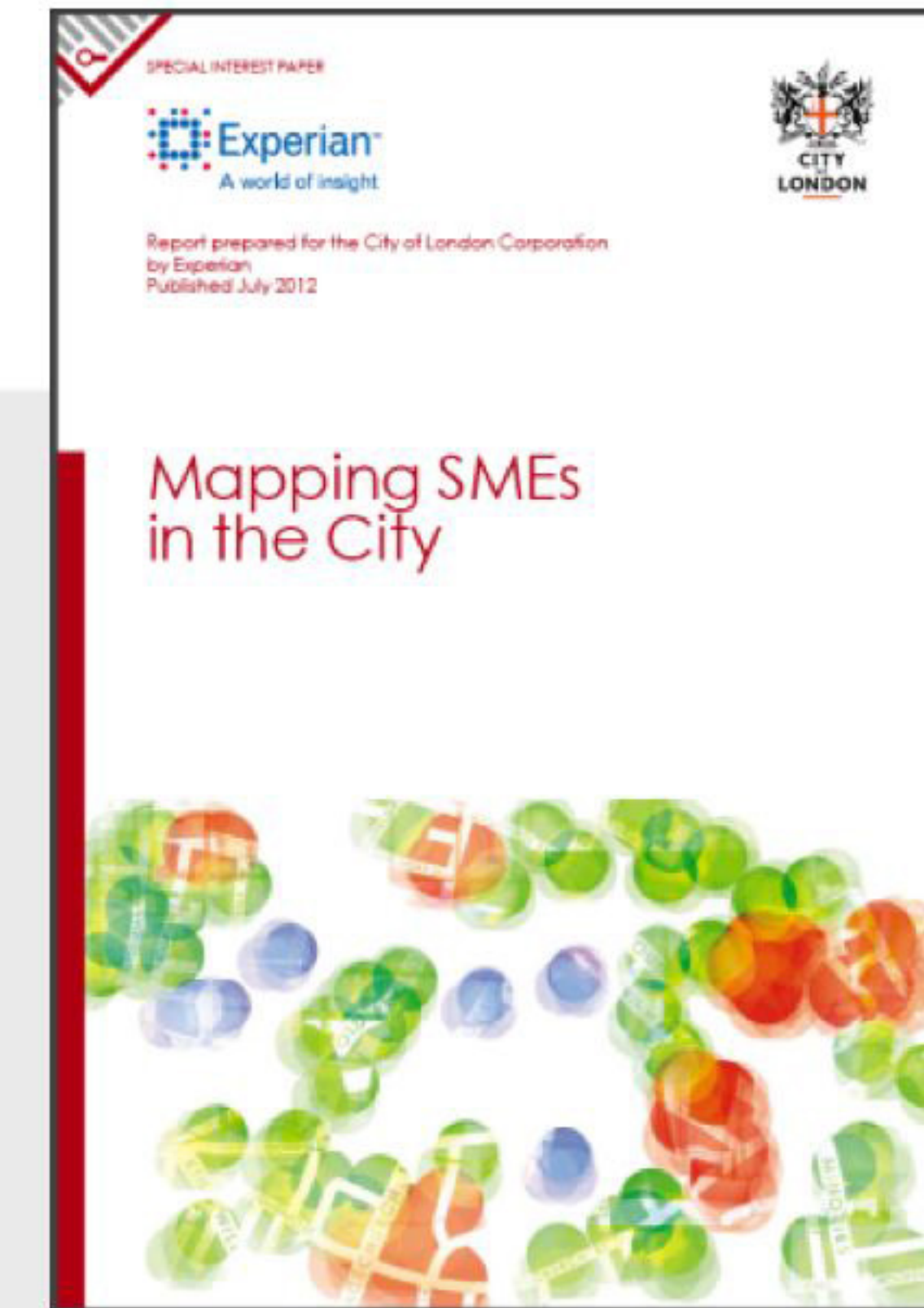
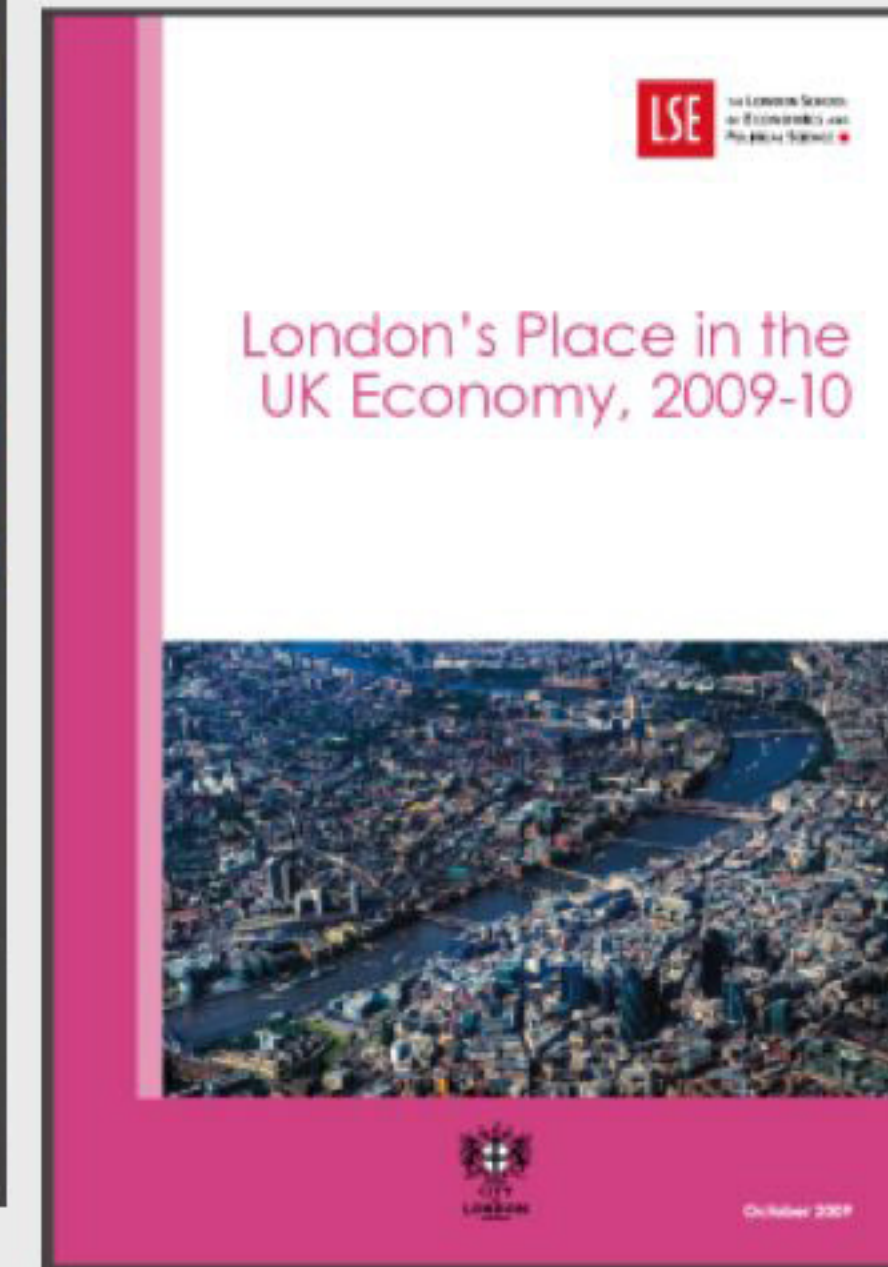
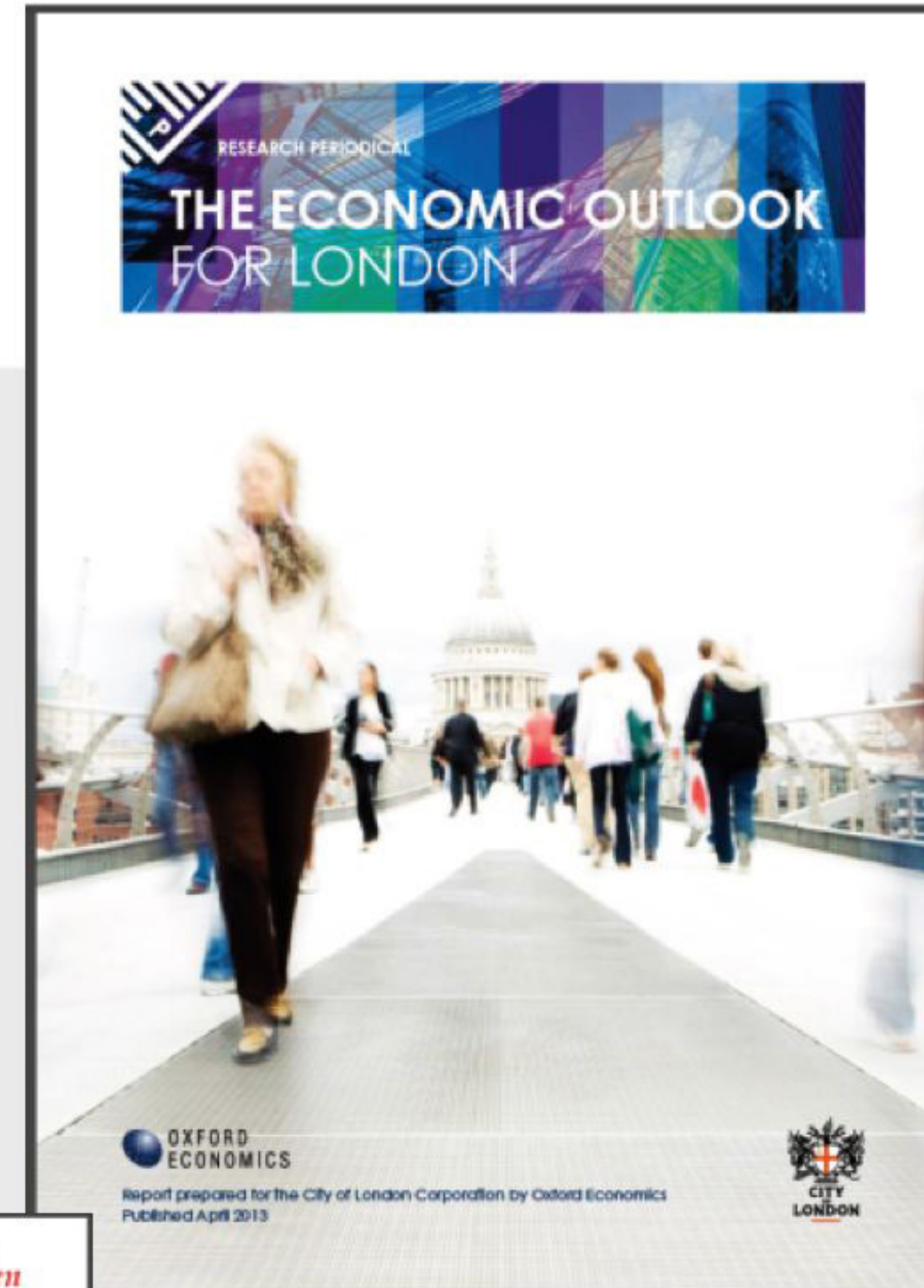
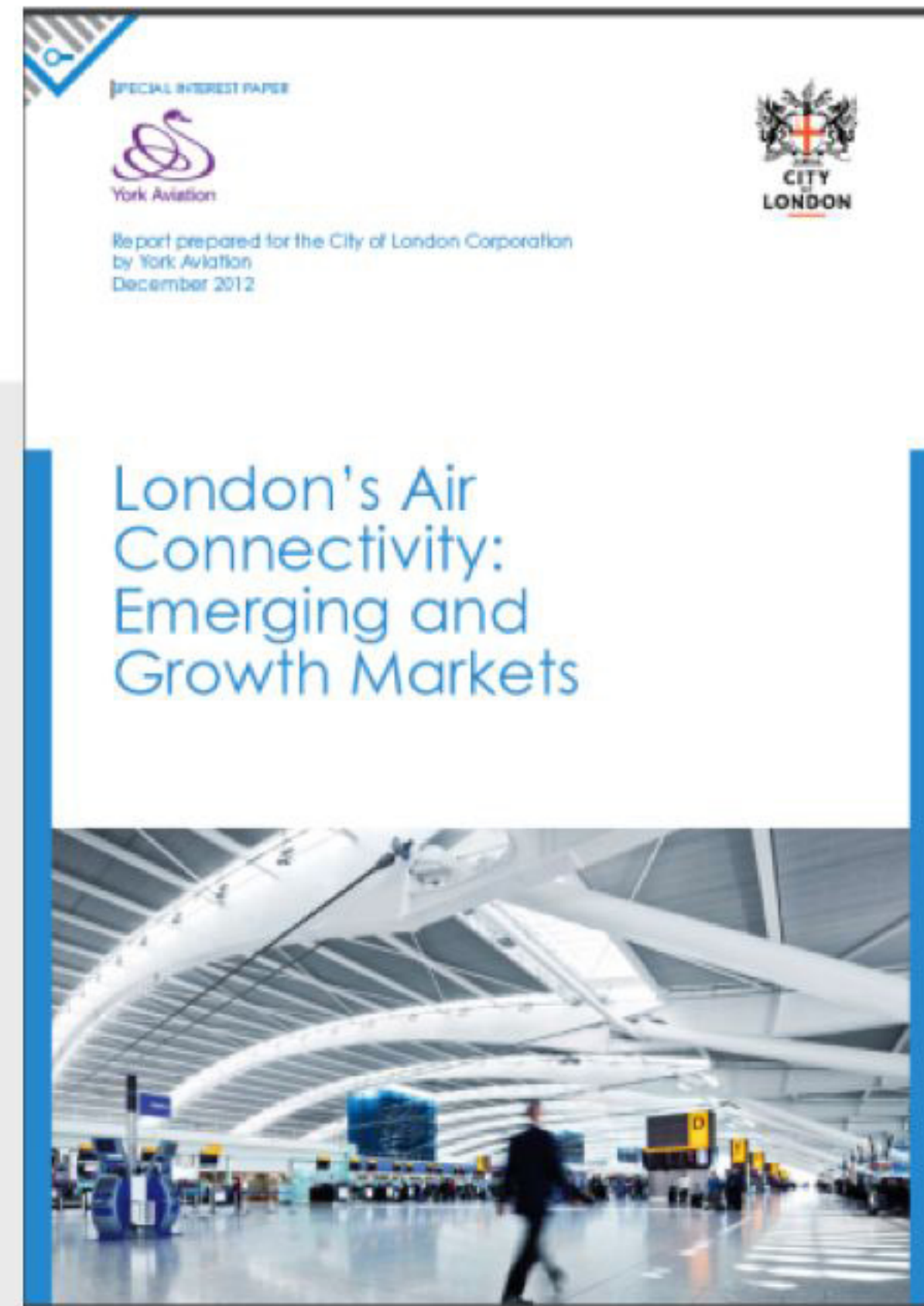
*This class excludes:*

- *rubber brushes, see 22.19*



# 10 – Bespoke research

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# 11 – Measuring the measurable?

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"It is the mark of the educated man and a proof of his culture that in every subject he looks for only so much precision as its nature permits."

*Aristotle's Nicomachean Ethics*