

# Case Study

## Understanding high growth businesses

Client: Camden Council



### Outcomes and value



Identifying and backing high growth, highly productive and high employing businesses is a key aim of the Coalition Government to secure a sustainable economic recovery for the UK. To meet this aim Camden

Borough Council decided to provide targeted support to those private sector businesses that are likely to deliver high levels of economic and employment growth. To initiate this process the council commissioned TBR to provide the essential evidence base required to identify and categorise the high growth business that exist in the Borough.

This project not only gave the client a high level understanding of the local commercial landscape and the high growth businesses within it, but also practical tools and resources to support actions.

#### The report is enabling our client to:

1. Identify key employment creating businesses in the local economy.
2. Understand the prevalence and importance of high growth firms to a local economy and to assess their impact.
3. Acquire evidence to support local policy and strategy development and then put these into practice.
4. Create a direct link between performance trends in the local economy with the businesses that drive them.
5. Design and implement an engagement programme to build long-term, productive relationships with key local businesses.

#### Martin Houghton, TBR project manager said;

*"This was a great piece of work for three reasons. First it allowed us to explore how best to define 'high growth' businesses. We chose a composite of measures to ensure we did not focus only on shooting stars that burned out quickly. Second, we got to explore how firms were performing in Camden compared to their peers across London. Finally, we were able to gain insights into the nature of high growth firms and how the different definitions identified firms from varying sectors. We certainly learned a lot from this project."*

### Our solution

The TBR Observatory was engaged to deliver this brief. They employed TBR's unique business dataset, TCR, to identify the individual firms that had experienced high growth in Camden by sector and in terms of employment, turnover and productivity.

TCR is widely recognised as one of the most extensive bodies of information on UK enterprise. It is an incredibly rich and flexible data toolkit that can map business activity down to postcode level. TCR contains information on a number of analytical fields such as; economic performance, corporate ownership and historical performance on an individual firm basis. TCR has been built up seamlessly since 1996 and is maintained today as a longitudinal 10-year knowledge source. It can also be mapped to, but is not limited by, up to 5 digit SIC codes.



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The TBR Observatory team applied its wider expertise in researching high growth businesses to develop a relevant definition to identify and analyse Camden's high growth businesses through TCR and build a deep and accurate picture of Camden's high growth economy.

The project produced two key outputs. Firstly, TBR provided the client with databases of the fastest growing businesses by employment, turnover and productivity. The databases include key information such as contact details, address, named contact and performance history. Secondly, a concise report was produced that identified the comparative performance of Camden's high growth firm base against Inner London and Greater London by employment, turnover and productivity. This allowed for the production of contextual insight into how important high growth firms are to the local economy, where they are located across the borough and what sectors they operate in.

tbr knows... **economics**, **creative**, **skills**, **environment**