



A place of work

V. A place of work

Indicator

% satisfaction with the local area as a business location

Finding

All the business owners who responded to the questionnaire confirm the huge importance of Camley Street for the success of their businesses; the 5 business owners strongly agree with the statement, meaning that they consider Camley Street an excellent place to run a business.

Theoretical assumption

This indicator helps understand whether Camley Street, taken as a whole, is suitable as a business location.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners responses.

100% of business owners confirm that Camley Street, as a location, has a huge role for the success of their businesses

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Indicator

Proportion of businesses saying they plan to invest in their businesses in the next twelve months

Finding

On this question, the business owners' opinions differ, reflecting the different condition of each business. 40% of the business owners confirm that they want to make major investment (equivalent to 10% of annual turn over) in the near future, while 60% do not.

Theoretical assumption

This indicator illustrates business owners willingness to invest in their own businesses in the near future and the confidence they have in the trading environment in the short-term, as well as Camley Street as a business location.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners responses.

40% of business owners confirm that they want to make major investment (equivalent to 10% of annual turn over) in their businesses

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Indicator

Age profile of businesses

Finding

The survey conducted among local business owners sheds light on the importance of these businesses in relation to the local community; the 5 business owners who completed the questionnaire confirmed that their businesses are aged more than 20 years.

Theoretical assumption

This indicator looks at the local importance of businesses, trying to evaluate the integration between those businesses and the local community; it also provides a guide as to the stability of the business and the potential economic and social costs if they were forced to relocate.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners responses.

100% of business owners confirm that their businesses have been in the Camley Street area for more than 20 years

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Indicator

Proportion of businesses planning to move premises in the next twelve months

Finding

The 5 business owners who responded to the survey confirm that they do not wish to move business premises or to relocate outside Camley Street in the next twelve months. This could be related to many aspects that have been highlighted in different sections of the questionnaire, such as the long-standing history of their business in the neighbourhood or the excellent location.

Theoretical assumption

This indicator illustrates business owners' opinions about the possibility of relocating outside the neighbourhood; this provides a guide as to the suitability of Camley Street as a business location, as well as its central location as one of the drivers for the success of local businesses.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners responses.

100% of business owners do not wish to move business premises or to relocate outside Camley Street in the next twelve months

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Indicator

Business owners comments about running a business in Camley Street

Finding

The opinions of the three business owners who responded to this question are as follows:

- *'We love running a business in Camley Street, it is a fantastic place to work';*
- *'Excellent location';*
- *'We have been in Camley Street since 1985. Our business is mainly local: schools, universities, hospitals, etc. Our staff also lives locally'*

The business owners' opinions highlight, once again, the excellence of Camley Street as a location in particular, local networks of customers, suppliers and employees are put forward as an explanation as to why businesses view Camley Street as a good trading location.

Theoretical assumption

This indicator sheds light on business owners' opinions regarding Camley Street as a place where to run a business; these comments may inform future strategies to address local businesses needs, with particular regard to development opportunities.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners responses.

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Indicator

Travel time to reach Camley Street's workplaces

Finding

This question has been addressed to both business owners and workers employed within the Camley Street neighbourhood; 160 people responded.

The majority of the respondents (40.0%) travel between 30 minutes and 1 hour to reach their workplace; another 30.0% of respondents highlight that their journeys are shorter than 30 minutes.

On the other hand, 24.4% of respondents travel more than 1 hour to reach their workplaces, while 5.6% did not state any answer to this question.

This indicator illustrates local businesses reliance on local workers or employees that live within a short distance from Camley Street's workplaces.

In addition, as people coming into the area on a regular basis they are well aware of the accessibility issues, and the call among workers for improved bus services is repeated again and again.

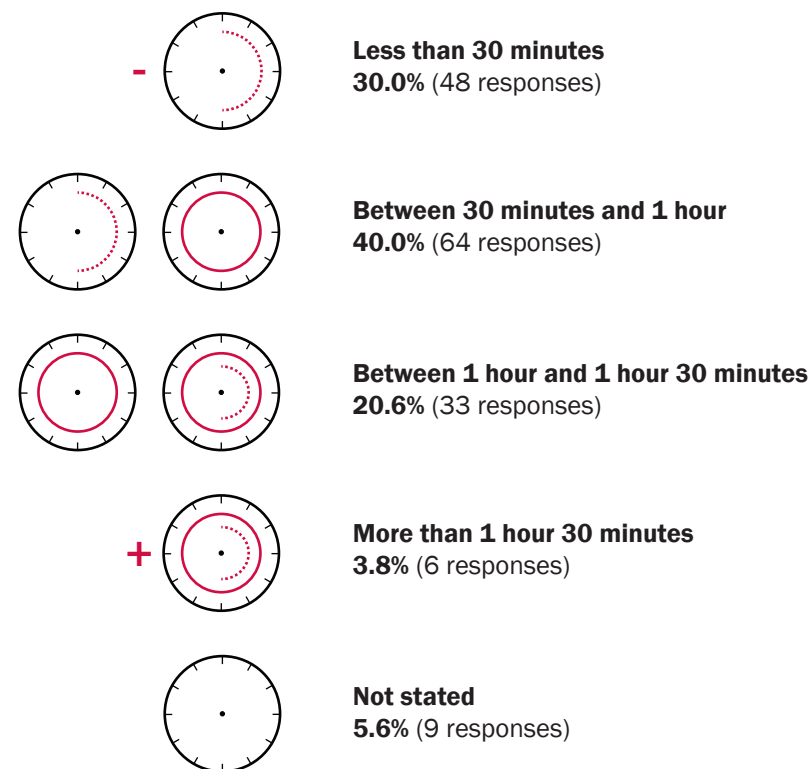
Theoretical assumption

Travel to work times is a key measure of environmental sustainability; short journey times suggest a close relationship between economic centres and the broader urban context.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners and worker (NOT weighted) responses.

Travel time to reach Camley Street's workplaces (160 responses)



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Indicator

Local workers and business owners' residential postcodes

Finding

127 workers and business owners responded to this question, informing us about their place of residence; the vast majority of the respondents (32.3%) live in North London, , while a smaller proportion live in East London (15.0%), North-West London (13.4%) and South-East London (7.9%).

The neighbourhoods where most workers and business owners come from are Islington (N1 - 15 responses), Leyton (E10 - 5 responses), Camden Town (NW1 - 4 responses).

Other neighbourhoods that show a notable presence of people who work in Camley Street are Tottenham (N17 - 4 responses), Finsbury Park (N4 - 4 responses), Cricklewood (NW2 - 4 responses) and Ilford (IG1 - 4 responses).

Theoretical assumption

This indicator looks at workers and business owners' places of residence to see which are the main neighbourhoods of origin; in order to understand the relationship between Camley Street and its urban context.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners and worker (NOT weighted) responses.

Local workers and business owners' residential postcodes (127 responses)

Territorial areas

- North London: 45 responses (32.3%)
- East London: 19 responses (15.0%)
- North-West London: 17 responses (13.4%)
- South-East London: 10 responses (7.9%)

Neighbourhoods

- Islington (N1): 15 responses
- Leyton (E10): 5 responses
- Camden Town (NW1): 4 responses
- Tottenham (N17): 4 responses
- Finsbury Park (N4): 4 responses
- Cricklewood (NW2): 4 responses
- Ilford (IG1): 4 responses

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Do you have any comments you'd like to make about the Camley Street area?

Finding

55 respondents had comments about the Camley Street area and, on the right, you can see the outcomes of a keyword analysis.

Many workers and business owners highlight that Camley Street is a great location to work, thanks to its community feeling and green spaces; on the other hand, some respondents express concerns about the overall safety of the area, particularly at night. Given some of the workers work at night, their comments on the threatening mood of the area after dark has a particular resonance.

Respondents express satisfaction with the local employment opportunities, but they would like to see more jobs available particularly for the local community.

At the same time, the respondents underline two specific needs within the area; the necessity to provide affordable housing for workers and the request for a bus route/stop that connects the neighbourhood with King's Cross and Camden Town.

Theoretical assumption

This indicator illustrates business owners' and workers' general opinions about the Camley Street area; this indicator may inform future policies with qualitative information regarding the area and the specific needs of local business workers.

Source

Street Survey, hard-copy questionnaires (September 2015); business owners and worker (NOT weighted) responses.

Comments about the Camley Street Area - Keyword analysis (55 responses)

