Study reveals local business performance in relation to central London Tube lines

Thursday 15 December, 2016

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Bakerloo line identified as top-performing line in both annual turnover and growth

DueDil, the data intelligence company that helps businesses find, verify and monitor their business relationships, has identified the top-performing Tube lines in Zone 1 based on business turnover and growth.

The study reveals that companies on the Bakerloo line represent both the highest average annual turnover and average growth rate when compared to businesses adjacent to other lines.

Every Tube line achieved an average annual growth rate of at least 15%, and averaged 18.69% across the lines. This compares favourably businesses across the rest of the UK, which have an average growth of 13.64%

Among individual stations, Waterloo has the highest average turnover and Bayswater has the highest average growth rate.

Companies included in the study were required to have a reported annual turnover in excess of £5 million and have a registered trading address in central London. The 11,475 companies that fit these criteria were subsequently mapped to their closest Zone 1 Tube station using latitude and longitude information from Postcode.io.

The Waterloo & City line is excluded from the results as it consists of only two stations, which does not offer a fair comparison with other lines.

Waterloo has the highest average annual turnover at £2,536,771,284 (£2.53 billion). It is followed by Paddington (£783 million), Victoria (£575 million), Cannon Street (£447 million) and St. Paul's (£283 million).

The high average turnover of companies local to Waterloo is primarily due to the presence of Royal Dutch Shell Group PLC and its subsidiary, Shell Trading International Limited. Both companies rank in the top three for annual turnover among all businesses included in the study.

Bayswater has the highest average growth rate at 77.75%. The station is followed by Gloucester Road (66.72%), Embankment (44.73%), Warren Street (35%) and Mansion House (33.84%).

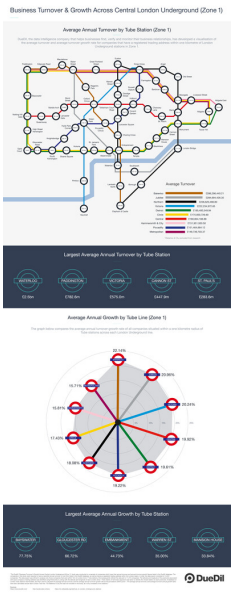
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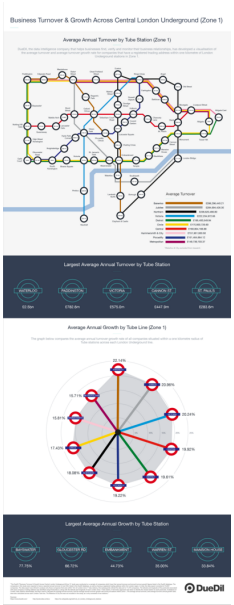
Appendix

Top 10 tube lines on average annual turnover:

Tube Line	Average Annual Growth Rate	Average Annual Turnover
Bakerloo	22.14%	£286,296,440
Jubilee	20.96%	£284,694,426

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Victoria	20.24%	£222,234,973
Central	19.92%	£160,804,167
District	19.61%	£195,400,550
Piccadilly	19.22%	£151,464,664
Northern	18.08%	£236,620,467
Circle	17.43%	£175,930,727
Hammersmith & City	15.81%	£151,951,931
Metropolitan	15.71%	£149,739,703

Top 10 tube stations on average annual turnover:

London Tube Station	Average Annual Turnover	Average Annual Growth Rate
Waterloo	£2,647,903,496	19.63%
Paddington	£802,683,733	16.59%
Cannon Street	£471,020,077	21.05%
Victoria	£414,670,193	17.18%
St. Pauls	£302,938,326	18.53%
Warren Street	£297,364,303	35.00%
St. James's Park	£291,774,931	20.09%
Charing Cross	£275,336,090	22.67%
Barbican	£264,484,093	14.29%
Pimlico	£262,488,052	11.80%

Top 10 tube stations on average annual growth:

London Tube Station	Average Annual Growth Rate	Average Annual Turnover
Bayswater	77.75%	£27,918,956

Gloucester Road	66.72%	£31,929,199
Embankment	44.73%	£56,382,996
Warren Street	35.00%	£297,364,303
Mansion House	33.84%	£132,340,696
Earls Court	33.39%	£32,022,039
Bond Street	26.62%	£152,846,021
Piccadilly Circus	26.58%	£139,209,382
Oxford Circus	25.02%	£96,892,314
Marylebone	24.78%	£32,228,651

Top 10 companies on annual turnover:

Company	Annual Turnover	Annual Growth Rate	Closest Station
Royal Dutch Shell PLC	£183,000,000,000	-37.08%	Waterloo
HSBC Holdings PLC	£61,642,441,860	-3.35%	Tower Hill
Shell Trading International Limited	£47,113,500,415	-42.66%	Waterloo
Audible Limited	£43,664,011,000	48.23%	Barbican
Unilever PLC	£41,366,671,843	9.98%	Notting Hill Gate
Prudential Public Limited Company	£41,305,000,000	-31.30%	Cannon Street
Societe Generale	£34,450,453,195	-37.84%	Tower Hill
Glencore Energy UK Ltd	£33,118,512,817	-31.17%	Green Park
BHP Billiton PLC	£30,120,790,877	-31.97%	Victoria
Barclays Bank PLC	£29,753,000,000	-1.02%	Tower Hill

Top 10 companies on annual growth rate:

Company	Annual Growth Rate	Annual Turnover	Closest Station
CMEGroup International Market Data Limited	992.77%	£158,539,000	St Pauls
BG South Asia LNG Limited	935.99%	£679,702,102	Waterloo
SFDC EMEA Data Centre Limited	923.69%	£11,679,474	Liverpool Street
Abbeygate Helical(C4.1) LLP	918.31%	£6,276,769	Oxford Circus
Close Brothers Finance PLC	887.57%	£11,637,755	Liverpool Street
Interhealth Canada (UK) Limited	887.41%	£6,074,114	Gloucester Road
Aberdeen Infrastructure Investments (No 5) Limited	878.85%	£7,115,751	Mansion House
Greenland (United Kingdom) Investment Limited	878.73%	£17,870,042	Moorgate
Citigroup Capital UK Limited	874.81%	£63,665,000	Tower Hill
Beit Halochem UK	866.18%	£7,522,445	Marylebone

Top 5 companies for annual turnover on the Bakerloo Line:

Company Name	Annual Turnover	Annual Growth Rate
Royal Dutch Shell PLC	£183,000,000,000	-37.08%
Shell Trading International Limited	£47,113,500,415	-42.66%
Astrazeneca PLC	£18,271,093,692	-69.30%
BAE Systems PLC	£16,787,000,000	87.90%
BG Energy Holdings Limited	£11,941,137,322	-16.28%

Top 5 companies for annual turnover in Waterloo:

Company Name	Annual Turnover	Annual Growth Rate
Royal Dutch Shell PLC	£183,000,000,000	-37.10%
Shell Trading International Limited	£47,113,500,415	-42.70%
BG Energy Holdings Limited	£11,941,137,322	-16.30%
BG Global Energy Limited	£5,621,828,000	404.20%
Shell U.K. Limited	£4,600,000,000	-31.50%

Top 5 companies for annual growth in Bayswater:

Company Name	Annual Growth Rate	Annual Turnover
Woodsford Litigation Funding LTD	783.44%	£7,147,000
Paul Elliot LTD	184.00%	£6,044,268
Reward Gateway (UK) Ltd	18.12%	£171,699,318
Planet Organic Limited	16.57%	£24,226,437
Kingsridge Limited	8.97%	£10,333,020

About DueDil

DueDil is about intelligence: for every team, in every company, in every industry, that does business with other businesses.

DueDil helps solve the two biggest problems faced by companies – how to find new customers and avoid the risks associated with dealing with these businesses.

We help teams to identify the right companies to sell to, get insights into their business, and make a sale. But that's only one part of the equation: dealing with the wrong business can severely damage a company. We provide the intelligence to prevent this.

At DueDil, we believe that one person's risk is another's opportunity and every team in every company should have the power to make intelligent decisions.

Since 2011, the London-based financial technology company has raised nearly $30m from respected investors in the US and UK, including Oak Investment Partners, Passion Capital and Notion Capital.

http://www.duedil.com

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Additional Assets:
Infographic which illustrates the business turnover & growth across London tube lines. (PDF Version)
Table illustrating the top 10 tube lines on average annual turnover.
Table illustrating the top 10 tube stations on average annual turnover.
Table illustrating the top 10 tube stations based on average annual growth rate.
PRESS RELEASE - Study reveals local business performance in relation to central London Tube lines.

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