

# Camden Business and Employment Bulletin

November 2023



Cover photograph courtesy of Brian O'Donnell.

For a Word or RTF version of the document, email [population@camden.gov.uk](mailto:population@camden.gov.uk)

Produced by Camden Strategy and Change and Economic Development

© London Borough of Camden, 2023



# Camden Business and Employment Bulletin

[\[Link to Databook\]](#)

November 2023

## Contents

Contents.....	5
Introduction.....	5
Businesses in Camden.....	8
Business numbers and characteristics .....	8
Employment in Camden businesses .....	10
Commercial property.....	13
House prices and rents .....	15
Labour market in Camden .....	19
Employment.....	19
Unemployment.....	24
Economic inactivity/worklessness.....	27
Unemployment, economic inactivity/worklessness: key issues .....	30
Making sense of youth unemployment at a local level.....	31
Skills and Qualifications.....	34

## Introduction

In the past few years, Camden has come together in new and inspiring ways to tackle some of the most pressing issues facing the borough. In March 2022, we published ***We Make Camden*** – our refreshed vision for the future of Camden. It sets out what we want to collectively achieve and lead together and was developed following conversations with residents, partners and community leaders.

*We Make Camden* highlights the big issues facing Camden that we all agree are important, alongside practical ways we can make change together and the change we want to see in the short, medium and long-term.

*We Make Camden* details our ambition that *Camden's local economy should be strong, sustainable and inclusive – everyone should have a secure livelihood to support them to live a prosperous life.*

Delivering our ambitions is supported by a set of Camden Missions and Challenges that we want to tackle with our partners and communities across the borough. The four Camden Missions evolved from the work of Camden's Renewal Commission, which was set up in 2020 to take stock of the impact of the pandemic on Camden, to identify

the biggest and most pressing issues our community was facing and to explore new ways of working to address these issues.

The Renewal Commission came to an end in 2021, and the Council embraced its recommendations to progress these missions, so they remain at the heart of our work as we look to the future.

The 4 Missions we want to achieve over the coming years are:

- Diversity: By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow
- Young people: By 2025, every young person has access to economic opportunity that enables them to be safe and secure
- Food: By 2030, everyone eats well every day with nutritious, affordable, sustainable food Estates and neighbourhoods:
- By 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity

Camden's **Good Work Camden** programme is the local authority's flagship employment support service. The service includes three Job Hubs in Gospel Oak, Regent's Park and Kilburn. Although these are neighbourhood-based services in terms of our stakeholder partnerships and our presence on the ground, any Camden resident can access any of our job hubs for support. The Good Work Camden umbrella also includes our long-established Camden Apprenticeships and King's Cross Construction Skills Centre services. Since 2020 and across all its programmes Good Work Camden has supported more than 3,000 people into work, training or to start a business.

The **Camden Business and Employment Bulletin** has been developed by the Inclusive Economy team and Strategy Family in Camden Council in order to provide an up-to-date snapshot of the state of the economy in the borough and more widely in London. The bulletin can be used by Camden-based services, partners and businesses to inform their plans, strategies and priorities and to support the development of business cases and applications for funding.

**Central London** is defined in the bulletin and the accompanying databook as an aggregation to the original **eight Central London Forward (CLF) boroughs**<sup>1</sup>.

The bulletin identifies key issues and areas of need in Camden. **Its purpose is not to propose solutions to the issues highlighted** nor does it detail the range of activities the Council's Economic Development team is taking forward with our

---

<sup>1</sup> Central London Forward's original eight Central London boroughs: Camden, City, Islington, Kensington & Chelsea, Lambeth, Southwark, Wandsworth and Westminster. Note Central London Forward membership has expanded to include four additional members (Hackney, Tower Hamlets, Haringey and Lewisham) but these are not included in the analysis in this report or the accompanying databook.

partners in response to Camden's needs and opportunities. For further details on these activities, please visit the business and employment pages of [www.camden.gov.uk](http://www.camden.gov.uk).

**The bulletin contains a mixture of data that covers the COVID-19 pandemic period and data that shows the economic impact.**

The bulletin is normally updated every 3 months. It is supported by the accompanying [Camden Business and Employment Databook](#) that includes a number of regularly updated indicators. Unless otherwise stated, data is available in the [Camden Business and Employment Databook](#).

If you have any comments or feedback on the bulletin or data that you would like to see included in future updates, e-mail [EconomicDevelopment@camden.gov.uk](mailto:EconomicDevelopment@camden.gov.uk).

**COVID-19 Impacts**

The impact of Covid-19 on our economy is still unfolding, but it will be profound and long lasting. Evidence suggests that the economic impact, like the experience of the virus itself, will be experienced disproportionately by groups who are already struggling - with jobs losses and impact on earnings more marked for young people, women, low paid workers, and individuals from Black, Asian, and other ethnic backgrounds. Existing groups that the Council is focused on supporting into work, including care leavers and carers, are likely to be further negatively affected.

## Businesses in Camden

Camden's geographic position in Central London and the business environment created has enabled it to become one of the most important business locations in the country. By nearly all indicators, pre-COVID-19, Camden's businesses were doing relatively well. Employment growth has been strong in the borough. However, it is not possible to ascertain the risks or impacts on businesses posed by changes in the global economy, the global COVID-19 pandemic, or from the UK's withdrawal from the European Union.

There are a large number of businesses in Camden - large employers as well as micro enterprises and Small to Medium Sized Enterprises (SMEs). Many specialise in highly skilled and high value employment such as those in the *Professional, Scientific and Technical* and *Information and Communication* sectors.

### *Business numbers and characteristics*

#### **Camden is home to the second highest number of businesses in London after Westminster and is third highest in the UK.**

There were 38,420 businesses in Camden in March 2023<sup>2</sup>, an increase of 255 (0.7%) on 2022. The total number of businesses has grown 60% since 2010. Camden currently has the 3<sup>rd</sup> highest number of businesses in the UK after Westminster and Birmingham. Camden accounts for 6.6% of all London local (business) units.

#### **Camden has some large employers but the majority of firms in Camden are small with few employees.**

Of Camden's 38,420 businesses, the vast majority (32,940; 86%) have fewer than 10 employees and three-quarters (28,755; 75%) have fewer than 5. By contrast, there are 185 businesses with 250 or more employees, accounting for less than 0.5% of businesses in Camden<sup>2</sup>.

#### **Camden has the second highest number of business start-ups in London and the second highest number of businesses closures.**

There were 4,935 business 'births'<sup>3</sup>, new enterprises started up in Camden in 2022<sup>4</sup> (the latest year available), a 12% decrease compared to 2021<sup>5</sup>. This is the 2<sup>nd</sup> highest number of business births in London, after Westminster (6,540).

<sup>2</sup> Source: UK Business: Activity, Size and Location, Local Units, 2023 (ONS).

<sup>3</sup> A birth is identified as a business that was present in year 't' but did not exist in year t-1 or t-2. Births are identified by making comparison of annual active population files and identifying those present in the latest file, but not the two previous ones.

<sup>4</sup> Source: Business Demography 2022 (ONS).

<sup>5</sup> Note that due to a change in tax law in 2016, ONS has reviewed business demography data (2015-21) and advises caution for some areas, including Camden, due to large numbers of PAYE & VAT registrations (500+) at an individual postcode. This affects total numbers and business



There were 4,275 business 'deaths'<sup>6</sup> in 2022 (businesses wound-up in the year). After a re-evaluation of business deaths 2018-2021<sup>7</sup>, the number of business deaths in 2022 is 205 (+5.0%) higher than in 2021. Camden ranks 2<sup>nd</sup> in London by the number of business 'deaths' but is lower than Westminster (5,705).

### **39% of new Camden businesses survive for five years.**

Of Camden enterprises that started-up in 2017, 39% were still active five years later in 2022. This is better than the survival rate for Central London<sup>8</sup> (38%), the same as Greater London (39%) but lower than the UK average (40%). Amongst London boroughs, in 2022, Camden ranked 19<sup>th</sup> by business survival rate.

### **Camden has a higher proportion of large businesses by turnover than London or the UK.**

13.3% of Camden enterprises had a turnover of £1m or more in 2023, higher than for businesses in London (10.8%) and the UK (10.3%), but lower than Central London (16.0%). Camden ranks 4<sup>th</sup> in London after the City (25.6%), Westminster (18.6%) and Southwark (11.9%), while Camden ranks 19<sup>th</sup> overall in the UK<sup>9</sup>.

### **Camden makes a large contribution to the national economy according to estimates of GVA (Gross Value Added) statistics.**

ONS has revised annual estimates of Gross Value Added (GVA) to 2021<sup>10</sup>. The latest estimates for Camden show a bounce-back from a COVID slump (£31.1Bn in 2020) to return to pre-COVID levels - £34.3Bn in 2021. Camden has seen an 83% increase in GVA compared with 2008, growing faster than Central London (73%), Greater London (56%) or UK (41%). In 2021 Camden was the 4<sup>th</sup> largest contributor to GVA in London after the City (£90.4Bn), Westminster (£76.2Bn), and Tower Hamlets (£38.8Bn). Camden contributed 7.0% of London's GVA and 1.7% of national (UK) GVA. By comparison, the top 3 are pulling farther ahead of Camden.

### **Camden specialises in highly skilled, high value parts of the economy such as law, management consultancy and advertising.**

The largest industrial sector in Camden is *Professional, Scientific & Technical* enterprises that make up 27% of enterprises in Camden, compared with 24% for Central London and 19% in Greater London. The sector includes legal, management consultancy, architectural and engineering practices, scientific research and advertising/market research<sup>11</sup>.

---

survival rates. See notes on the 'Business Demography' tab of the databook (see cell A79), including links to further information.

<sup>6</sup> A death is defined as a business that was on the active file in year "t", but was no longer present in the active file in year "t+1" and "t+2".

<sup>7</sup> In order to provide an early estimate of deaths, an adjustment had been made to 2019, 2020 and 2021 business deaths to allow for reactivations.

<sup>8</sup> Central London Forward boroughs: Camden, City of London, Islington, Kensington & Chelsea, Lambeth, Southwark, Wandsworth and Westminster.

<sup>9</sup> Source: UK Business: Activity, Size and Location Survey 2023, Business enterprise turnover (ONS).

<sup>10</sup> GVA measures the contribution to the economy of each individual producer, industry or sector in the UK. Each year the entire series is recalculated on current prices (ONS, 2023).

<sup>11</sup> Source: UK Business: Activity, Size and Location 2023 (ONS). See [UK SIC 2007](#) for a full classification.

## *Employment in Camden businesses*

**The Pre-COVID-19 period saw strong employment growth in Camden culminating in 382,000 jobs in 2019. During the pandemic (2020), the jobs total fell to 368,000. It has bounced back to reach 415,000 in 2022.**

In 2022, there were 415,000 employee-jobs<sup>12</sup> located in Camden, the 3<sup>rd</sup> highest in London after Westminster and the City and 7<sup>th</sup> highest in the UK. The latest figures, show that in 2021-22 employment rose in Camden by 25,000 (6.4%); compares to growth for Central London (6.1%), Greater London (5.2%) and GB (2.0%).

Over the last year and in the long-term, Camden has seen a growth in part-time employment, last year (2021-22) increasing by 4,000 (+4.6%). Part-time employment has increased more in Camden than Central London (+3.6%) or Greater London (+3.7%), while Great Britain saw an overall fall (-0.2%).

In 2022, 61% of jobs are located in the central London portion of Camden, to the south of Euston Road; a quarter of jobs (23%) are concentrated in the central Camden Town/Euston/Regent's Park/Somers Town areas; while the remainder of Camden's jobs (16%) are scattered across town centres and employment sites in north and west Camden, including Hampstead, Kentish Town and Swiss Cottage.

### **Change has occurred in the following sectors 2021-2022:**

**Employment growth** has been concentrated the following sectors:

- *Business Administration & Support Services* (+9,000, +32%)
- *Accommodation & Food Services* (+6,000, +22%)
- *Information & Communication* (+4,000, +8%)
- Professional, Scientific & Technical (+4,000; +5%)
- *Transport & Storage* (+2,000; +18%)
- *Health* (+2,000; +4%)
- Retail (+1,000; +5%)
- *Property* (+1,000, +11%)
- *Education* (+1,000; +3%)
- *Manufacturing* (+500, +14%)
- *Agriculture, Forestry & Fishing* (+50, +67%)

**No change** was seen in: *Construction* or *Wholesale* sectors.

**There have been employment losses** in the following sectors:

- *Arts, or Entertainment, Recreation & Other Services* (-2,000; -8%)
- *Financial & Insurance* (-2,000; -15%)
- *Public Administration & Defence* (-1,000; -1%)
- *Motor Trades* (-500, 33%)
- *Mining, Quarrying & Utilities* (-250; -11%)

See Figures 1 and 2 below.

---

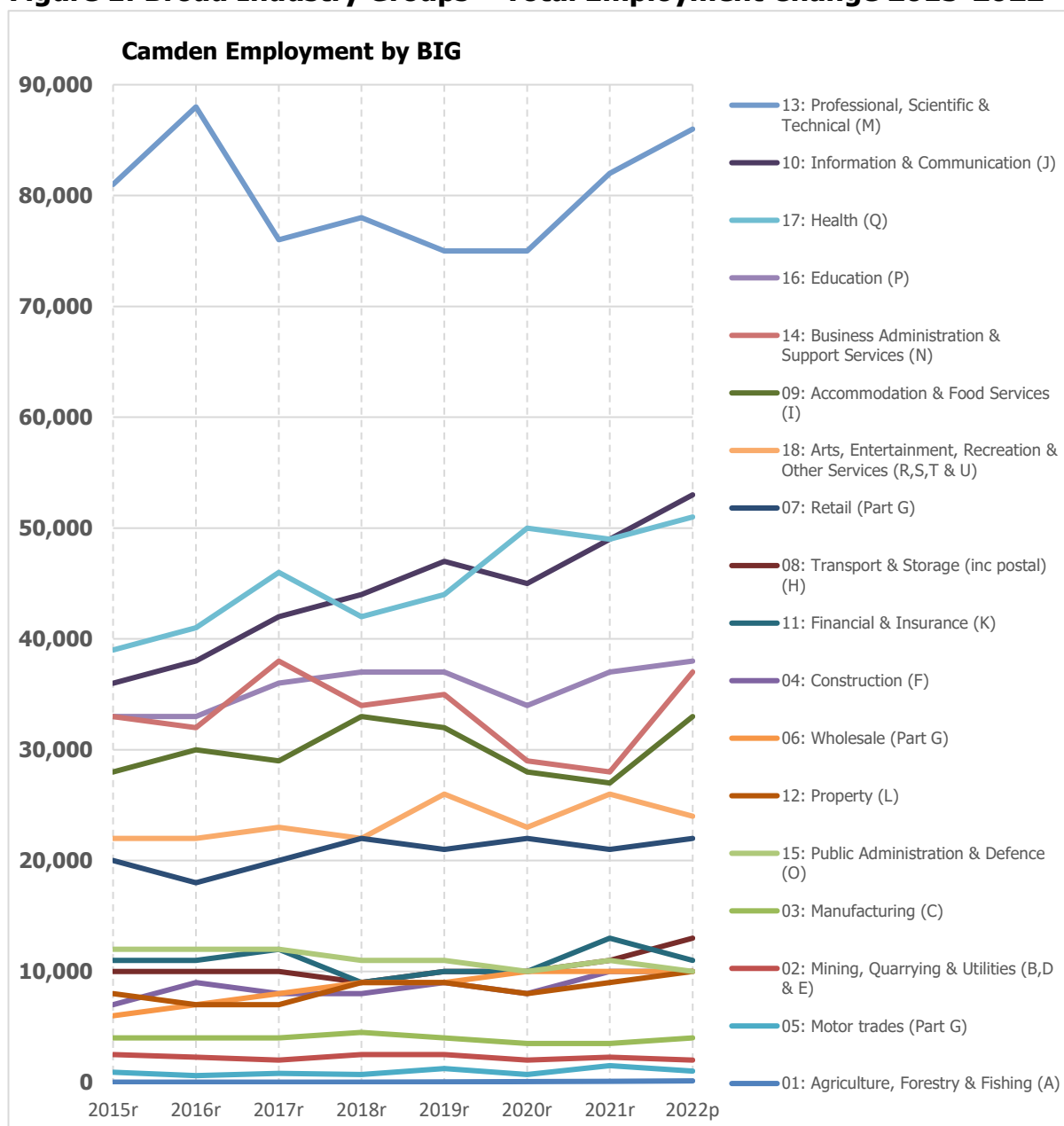
<sup>12</sup> Source: Business Register & Employment Survey 2022 (ONS); Camden analysis.



By far the largest sector by employment in Camden is the **Professional, Scientific & Technical sector**, providing 86,000 jobs (21% of all jobs), compared with 15% for London as a whole<sup>13</sup>. The sector includes:

- Legal and accounting activities
- Activities of head offices; management consultancy activities
- Architectural and engineering activities; technical testing and analysis
- Scientific research and development
- Advertising and market research
- Other professional, scientific and technical activities – including design, photography, translation

**Figure 1: Broad Industry Groups – Total Employment Change 2015-2022**

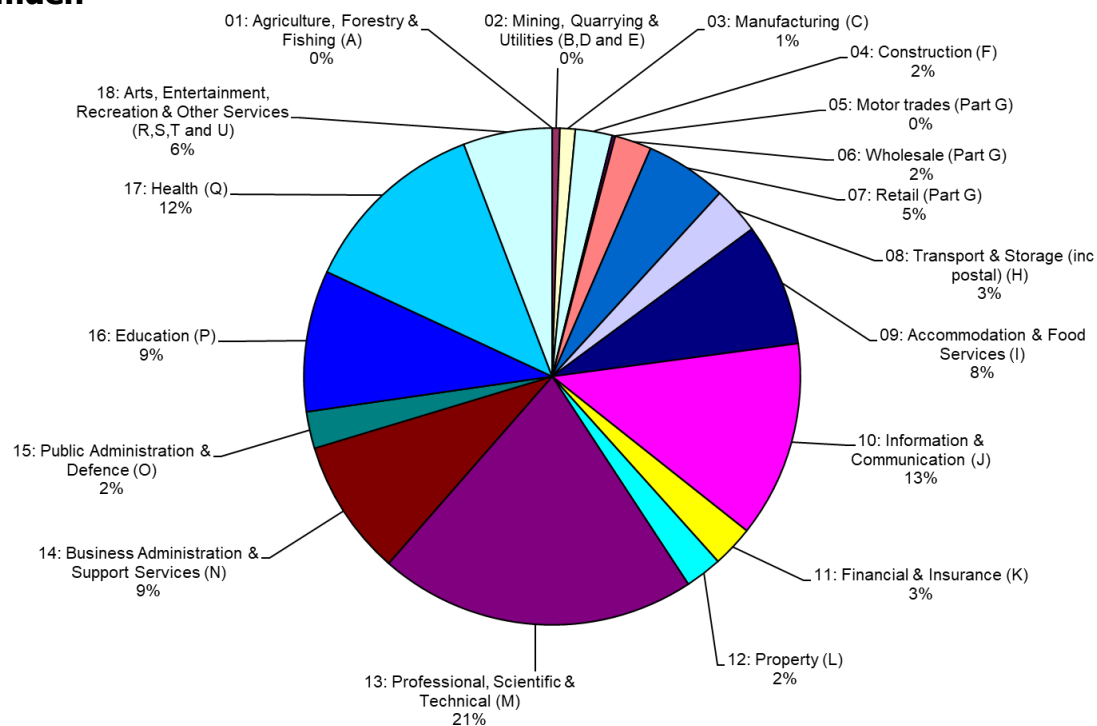


Source: Business Register and Employment Survey 2022, © ONS Crown Copyright, 2023.

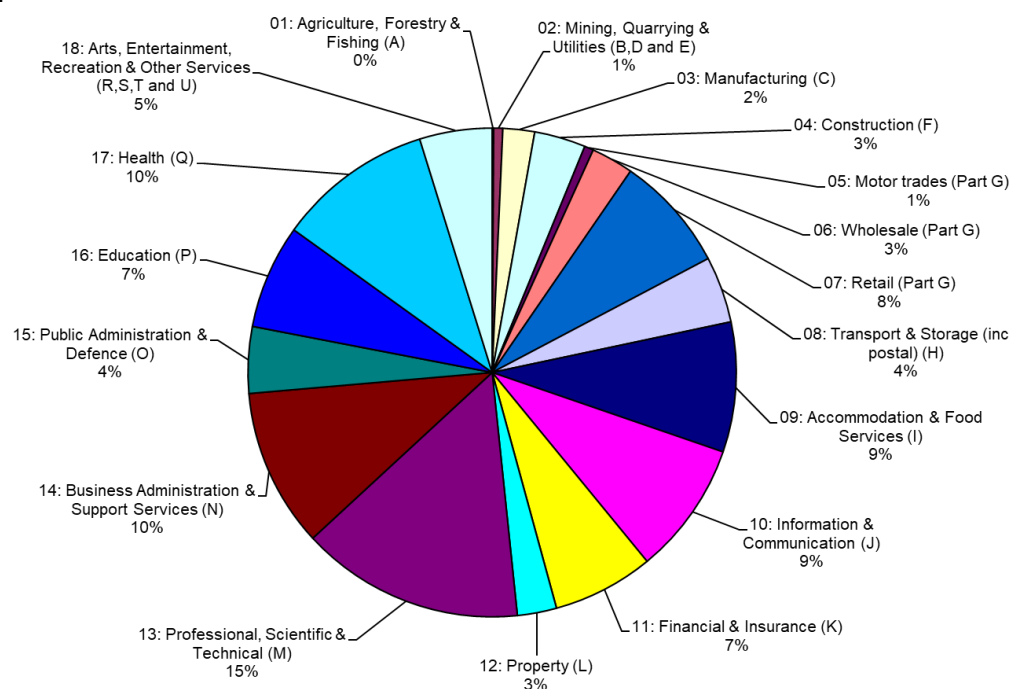
<sup>13</sup> Source: Business Register & Employment Survey 2022 (ONS).

**Figure 2: Employment by Broad Industry Group 2022, Camden & London**  
Industry group (Class), percentage

## Camden



## London



Source: Business Register and Employment Survey 2022, © ONS Crown Copyright, 2023.

## 2021 Census statistics

**Initial 2021 Census data relating to employment and travel-to-work has been released, but only for the resident population so far. The data has been affected by the census having taken place during the COVID-19 pandemic, particularly affecting Camden.**

Some initial 2021 Census data has been released that covers the resident population of Camden. The data has been affected by the COVID-19 restrictions that were in force at the time of the census. Working arrangements were not typical, with many workers furloughed, working from home and some from second homes elsewhere. Others affected were made temporarily or otherwise unemployed. Use the following links to get to the related 2021 Census data tables:

- [Labour market and travel-to-work](#)
- [Education \(Qualifications\)](#)

Remember, employment data from the census relates to people based on their place of residence, while employment data quoted in this publication mostly relates to employee-jobs by workplace location.

**Median gross pay of people working in Camden is higher than for Central or Greater London and is higher than it was pre-pandemic.**

The median gross annual pay for full-time employees working in Camden was £45,326 in 2023 and is £5,008 (12.6%) higher than it was pre-pandemic (2019). Camden's workplace-based median gross annual pay is lower than Central London (£45,679), but higher than Greater London (£44,370) or UK (£34,963). Average pay increased in Camden between 2019 and 2023 by 12.6%. Increases also were seen for Central London (+10.0%), Greater London (+13.7%) and UK (+15.1%)<sup>14</sup>.

## *Commercial property*

**Camden has the third most valuable commercial property estate in London after Westminster and the City.**

The latest data on business rates<sup>15</sup> show that premises in Camden were valued at £1.58bn in aggregate for the purposes of business rates in September 2021 (slightly lower than £1.62bn and £1.59bn in September 2019 and 2020). This is the third highest total of London boroughs after Westminster and the City and sees Camden's share of London rateable value fall slightly from 7.86% to 7.84%.

<sup>14</sup> Source: ONS Annual Survey of Hours and Earnings (ASHE) 2023, from [NOMIS](#). Based on a 1% survey sample of employee earnings paid via PAYE. Note. ASHE 2021 pay related to pay in the period that includes April 2021, at which time approximately 2.8 million employees in England (and 11,700 resident in Camden) were furloughed under the Coronavirus Job Retention Scheme (CJRS). The ASHE estimates include furloughed employees and are based on actual payments made to the employee from company payrolls and the hours on which this pay was calculated, which in the case of furloughed employees are their usual hours.

<sup>15</sup> Source: Valuation Office Agency (VOA), 2021. No update is indicated.

**The total amount of commercial property available in the borough is increasing but the pressure on employment space resulting from high land values, housing need and permitted development remains significant.**

In 2016, Camden had 2,578,000 square metres of commercial and industrial floorspace, up from 2,471,000 square metres in 2012<sup>16</sup>. In 2019/20, a total of 112,653 square metres of B1 floorspace (i.e. offices, research and development and light industrial uses) was completed and 76,111 square metres was lost, resulting in a net gain of 36,542 square metres. Trends in commercial floorspace vary year by year, with recent years seeing net gains<sup>17</sup>. Although there is forecast growth in employment floorspace from large office developments, the Council remains concerned to ensure that a range of types and sizes of business space is available in the borough, including space that is suitable and affordable for SMEs.

In September 2020, the government changed planning use classes to introduce a new 'Commercial, Business and Service' use class (Class E). This incorporates the former B1 use class as well as a wide range of other uses including shops, financial services, restaurants and cafes, medical and health services, nurseries, gyms and other indoor recreation uses. Changes between the uses in Class E is not considered to be 'development' and therefore do not require planning permission or any prior approval from the Council. This reduces the Council's ability to protect employment floorspace and manage its supply.

In August 2021, the government also introduced a permitted development right that allows a change of use from Class E uses to housing without planning permission. In response, the Council used its planning powers to introduce Article 4 Directions to protect office and light industrial premises and town and neighbourhood centres. The Directions withdraw the permitted development right so that planning permission is again required and the Council can assess proposals for such changes against our adopted planning policies. This allows us to consider fully the impact on our employment areas and high streets, and to protect businesses, services, and jobs. The Directions came into force at the end of July 2022. In February 2023, the government modified the Directions so that they have a smaller area of coverage. However, the majority of class E premises included in the original Directions - over 5,000 premises - remained covered and protected by the modified Directions.

---

<sup>16</sup> Source: Valuation Office Agency (VOA).

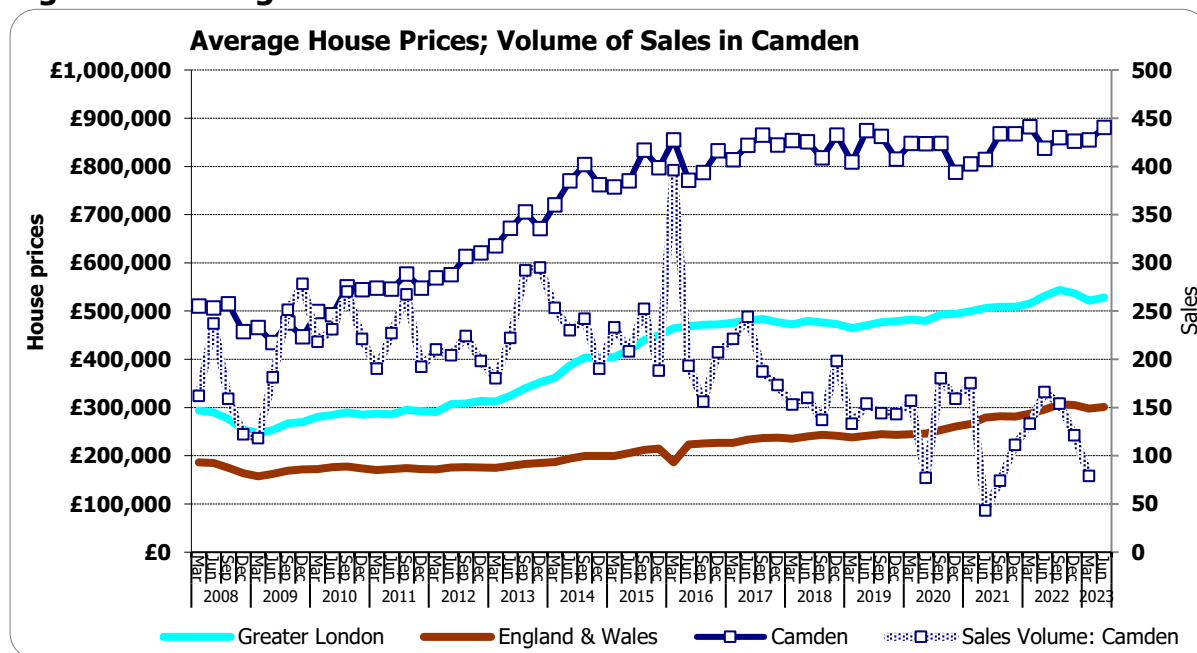
<sup>17</sup> Source: LB Camden Planning Service unpublished data.

## House prices and rents

### Average house prices in Camden are amongst the highest in the country.

Average house prices in Camden are the 3rd highest in the country after Kensington & Chelsea and Westminster<sup>18</sup>. Camden monthly average prices peaked in July 2019 £894,898<sup>19</sup> but have fallen back to £880,889 in June 2023. Average house prices in Camden are 1.7 times higher than Greater London and 2.9 times that for England & Wales.

**Figure 3: Average House Prices**



Source: Land Registry. This data covers the transactions received at Land Registry in the period 1 Jan-08 to 30 Jun-23, © Crown copyright 2023.

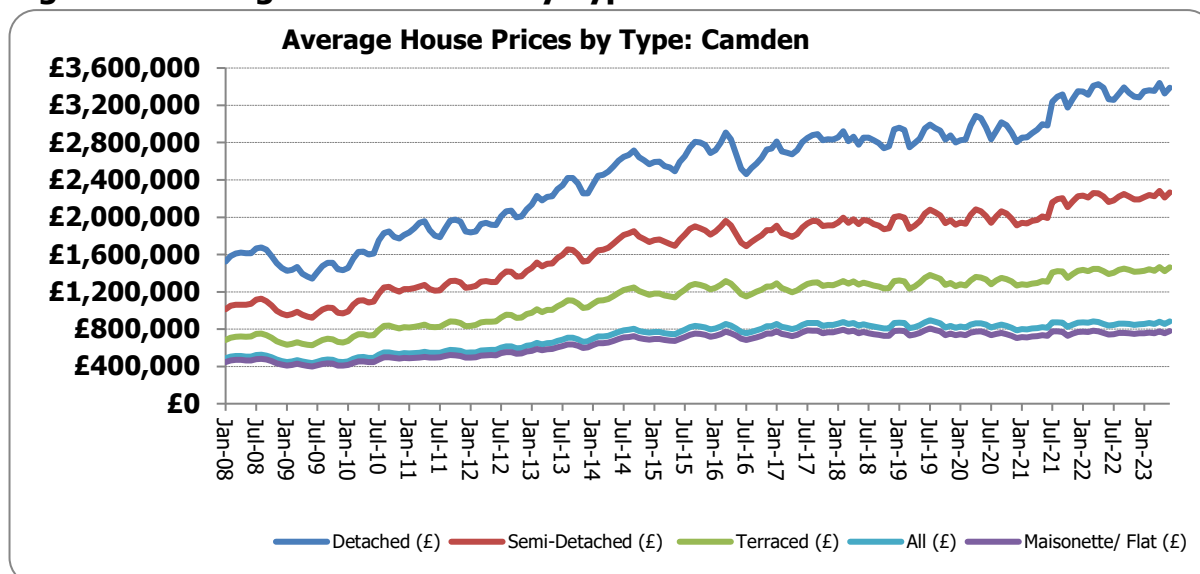
By volume, the number of sales long-term average is 190 per month. In the year to March 2023 (latest), sales were lower, averaging 130 per month - there were 79 sales in March 2023.

The average price for a flat/maisonette (the most common property type in Camden) in June 2023 was £780,000. Average house prices by type (detached, semi-detached, terraced and flat/maisonettes) have all peaked since July 2019. On average, a detached house in Camden was priced at £3.39m in June 2023, down from a peak of £3.43m in April 2022.

<sup>18</sup> Source: ONS Median house prices for administrative geographies in the year ending Dec-22: [HPSSA dataset 9](#) (based on Land Registry data).

<sup>19</sup> Source: Land Registry. This data covers the transactions received at Land Registry in the period 1 Jan-08 to 30 Jun-23, © Crown copyright 2023. Note that previous bulletins may have quoted different figures: the Land Registry continually updates both current and historic registrations to provide the most up-to-date house prices and trends.

**Figure 4: Average House Prices by Type**



Source: Land Registry. This data covers the transactions received at Land Registry in the period 1 Jan-08 to 30 Jun-23, © Crown copyright 2023.

**Median house prices in Camden are more than 20 times median pay. The affordability ratio disparity is more evident for Camden than for London, or nationally (England & Wales).**

The Housing Affordability Ratio is calculated as median house prices (Land Registry) divided by residence-based median full-time earnings (Annual Survey of Hours and Earnings). Over the last decade Camden has had a housing affordability ratio of over 15, i.e. median house prices are 15 times the level of median full-time pay.

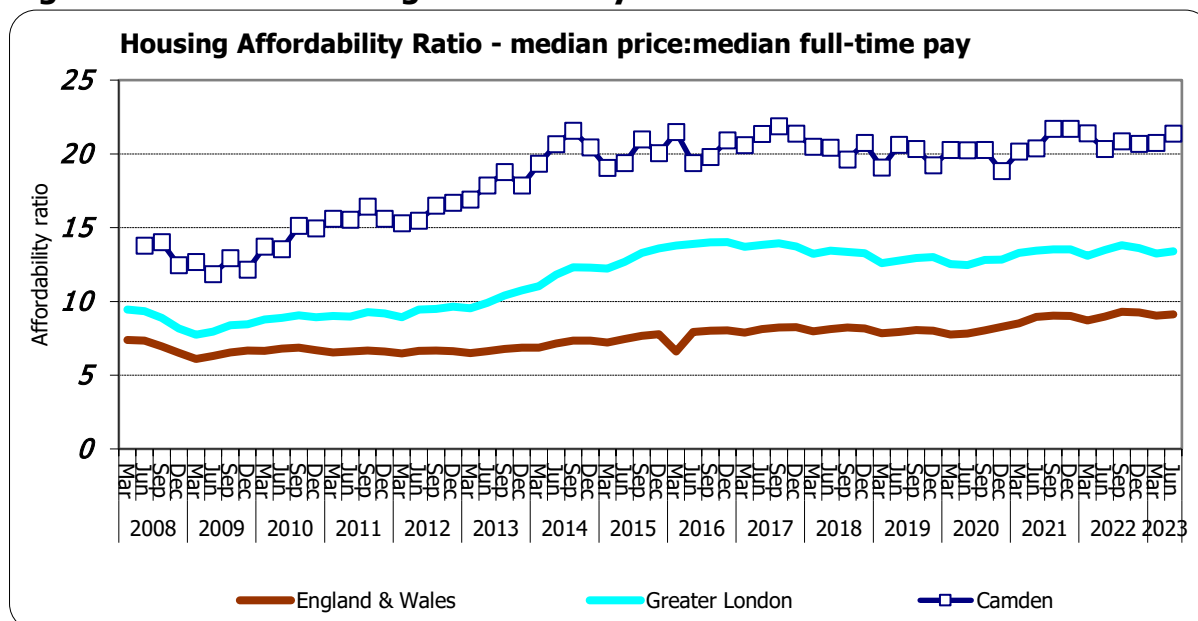
The highest housing affordability ratio disparity measured in Camden is 21.4 in June 2023. This compares with 13.4 for Greater London and 9.1 for England & Wales. The disparity with Greater London and England & Wales has grown over time, from 4.4 and 6.5 points respectively in March 2008 to 8.0 and 12.2 points in June 2023.

The housing affordability ratio is a widely used measure, including by the Government in its current Planning legislation. However, being based on averages it is something of a blunt instrument and should be used with caution: “The ratio is easy to construct and has an intuitive interpretation, but it reveals little information on differences between households, and increases in the ratio over time do not necessarily imply a worsening of affordability”<sup>20</sup>. The ratio is affected by the house price and the average earnings/pay. The earnings are of an individual employee, resident in the area, working full-time throughout the reference year, in the same job, paid via PAYE. It excludes part-time workers, the self-employed, company owners and students. It ignores that people often purchase with partners or with other joint owners.

<sup>20</sup> UK Collaborative Centre for Housing Evidence (CaCHE) report “How should housing affordability be measured?” (September 2018).



**Figure 5: Median Housing Affordability Ratio**



Source: Land Registry (data covers the transactions received at Land Registry in the period 1 Jan-08 to 30 June 2023), © Crown copyright 2023; Annual Survey of Hours and Earnings, © ONS, 2022.

**Private sector mean rents in Camden are the 4<sup>th</sup> highest in London (and England). In March 2023, the monthly mean rent was £2,186 and the median rent £1,950.**

In March 2023 (latest figures<sup>21</sup>), the **mean** monthly private sector rent for a **two-bedroom** property in Camden was £2,319 (£592, 34% higher than the London average), while a **three-bedroom** property was £3,200 (£1,076, 51% higher).

In the year to March 2023 (comparing March 2023 to March 2022):

**The change in Mean** rents for property sizes\* were:

\*Room-only rents were unavailable in March or September 2022;

Studios decreased by £156 per month (-13%);

1-bed properties have increased by £46 per month (+3%);

2-bed properties have increased by £135 per month (+6%);

3-bed properties have increased by £264 per month (+9%); and

4+bed properties have increased by £915 per month (+26%).

Overall, **mean rents** for all properties increased by £185 per month (+9%).

<sup>21</sup> Source: Valuations Office Agency, Crown copyright © 2023. All rents by size are in the [databook](#).

**Median rents** provide an average figure not skewed by extremes.

In March 2023 (latest figures), the **Median** monthly private sector rent for a **two-bedroom** property in Camden was £2,173 (£673, 45% higher than for London), while a **three-bedroom** property was £3,000 (£1,200, 67% higher).

In the year to March 2023 (comparing March 2023 to March 2022):

**The change in Median** rents for property sizes\* were:

\* Room-only rents were unavailable in March or September 2022;

Studios have decreased by £125 per month (-11%);

1-bed properties have increased by £53 per month (+3%);

2-bed properties have increased by £123 per month (+6%);

3-bed properties have increased by £245 per month (+9%); and

4+bed properties have increased by £902 per month (+29%).

Overall, **median rents** for all properties increased by £200 per month (+11%).

## Labour market in Camden

The overall employment rate in Camden is relatively low and the economic inactivity rate relatively high in comparison with London and England & Wales. The main reason for this is the large number of students living in the borough, but there are also residents that face significant barriers to accessing employment. Camden Council is working closely with partners to help address some of these barriers.

Unemployment, by the hybrid JSA/Universal Credit measure the Claimant Count, had risen over 2019 and into 2020, but increased massively due to COVID-19. The Claimant Count has since fallen, but not back to pre-COVID-19 levels and is currently increasing.

Unemployment is higher for certain groups and the Council is actively seeking to address particular issues, such as people with mental and other health issues. While the majority of Camden residents are highly educated, there are still too many residents with no or low qualifications that are increasingly disadvantaged in a high skills economy. National research has shown that the pandemic has affected some sectors more than it has others, with the hospitality sector taking a particularly hard hit, suggesting that the large hospitality sector in Camden will have suffered.

### *Employment*

**Fewer Camden residents are in work as a proportion of the working age population than nationally. 2011 and 2021 Census data show that Camden's employment rate was lower than the average for London or England & Wales and was among the lowest in London. The Annual Population Survey provides up-to-date estimates.**

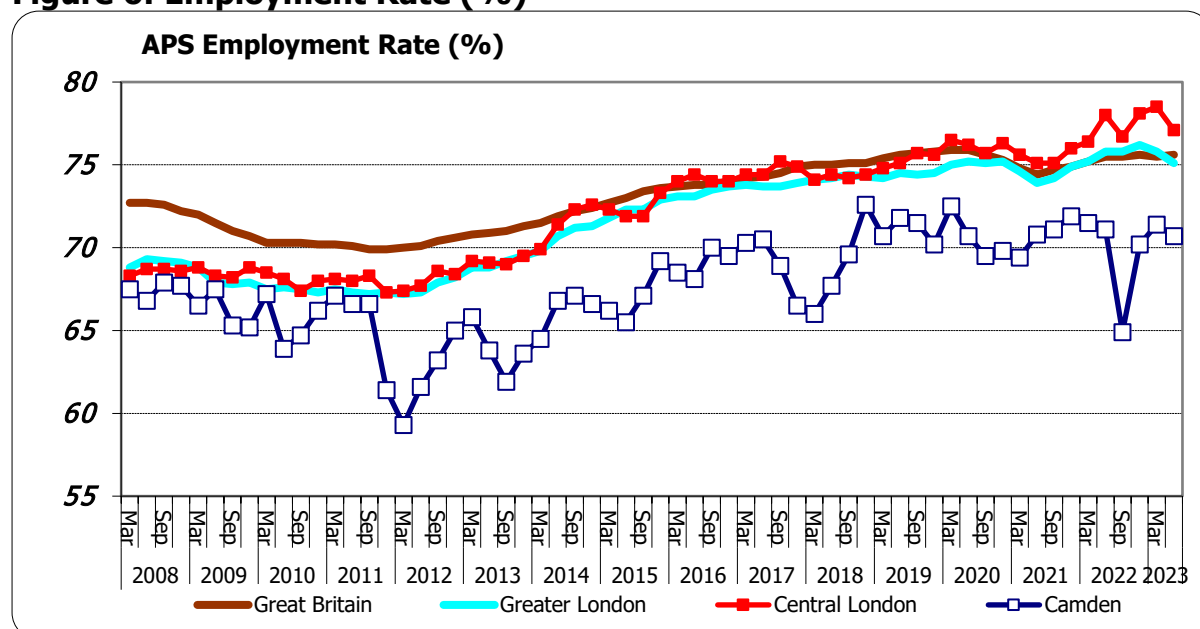
According to the Annual Population Survey (APS), the estimated employment rate in Camden was 70.7% in June 2023<sup>22</sup>, a decrease of 0.7 percentage points over the previous quarter. The rate is 1.8 percentage points below its 72.5% peak in March 2020, prior to COVID. The Camden rate is low compared to Central London (77.1%), Greater London (75.1%) and Great Britain (75.6%). See Figure 6 below.

The wide confidence intervals experienced by the APS data (Camden has some of the widest in London<sup>22</sup>) make comparisons between areas and over time difficult. It can be said with some statistical certainty that in the latest quarter, the Camden employment rate **is not significantly different to the Central London, Greater London, or Great Britain rates**. The fluctuations in the rate may have more to do with the APS survey sample size rather than real change in the rate. Camden's relatively low employment rate can be attributed to being host to a large

<sup>22</sup> Margin of error for Camden is +/-6.4% in Annual Population Survey (2023 Q2) compared to +/-2.2% for Central London, +/-1.0% for Greater London and +/-0.3% for GB. Source: [NOMIS](#).

student population resident in the borough (29,960 in 2021/22<sup>23</sup>), people looking after home and family, as well as other sections of the population that face significant barriers to accessing employment.

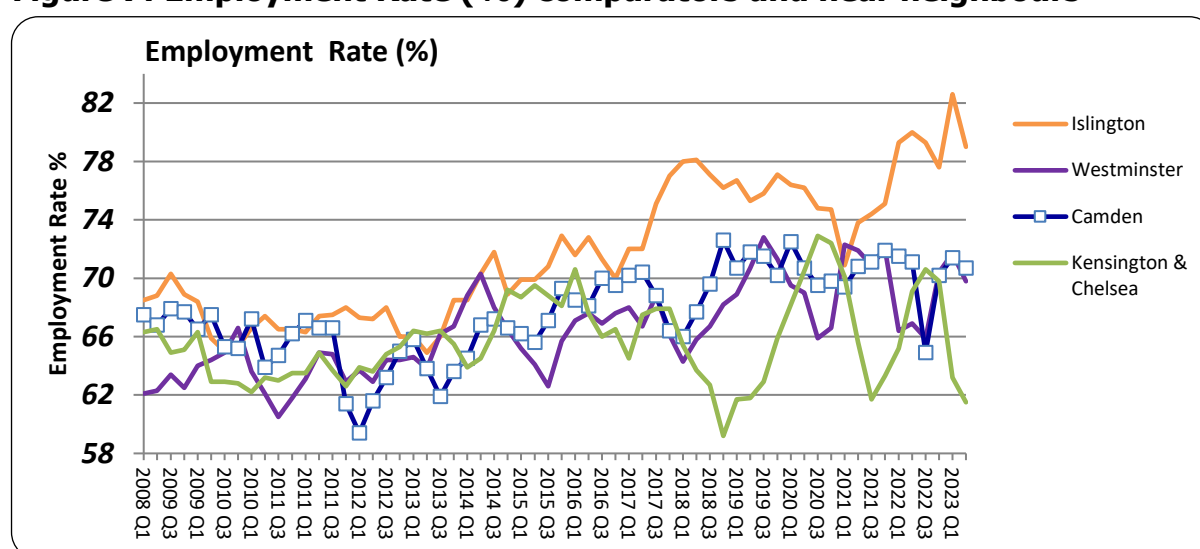
**Figure 6: Employment Rate (%)**



Source: Office for National Statistics (Annual Population Survey) © Crown copyright, © 2023.

Comparison with near and neighbouring boroughs (Westminster, Islington and Kensington & Chelsea) show similar volatility and suggests that a low employment rate is typical for Central London. Up to September 2017 (Q3), most had employment rates below the average for the Central London (CLF) boroughs<sup>24</sup> - ranging between 59-75%, with only Islington rising above that level.

**Figure 7: Employment Rate (%) comparators and near neighbours**



Source: Office for National Statistics (Annual Population Survey) © Crown copyright, © 2023.

<sup>23</sup> Higher Education Statistics Agency (HESA) student record by area of term-time residence.

<sup>24</sup> Central London First boroughs: Camden, City, Islington, Kensington & Chelsea, Lambeth, Southwark, Wandsworth and Westminster.

In June 2023, Camden (70.7%) has a lower employment rate than Islington (79.0%), but is higher than Westminster (69.8%) and Kensington & Chelsea (61.5%). Due to confidence intervals between +/-5.5% and +/-7.7%, the difference between the rates is **not statistically significant comparing** Camden with Kensington & Chelsea, Westminster or Islington. These boroughs exhibit variability more likely to be associated with small sample size in the Annual Population Survey than real changes in their employment rate.

The 2021 Census has also provided evidence that the employment rate in Camden was relatively low. The census employment rate refers to people aged 16+ rather than the 'working age' population (16-64, as defined in the APS). The employment rate for the population aged 16+ in the 2021 Census (including self-employed people and employed students) was 57.6% compared with 61.4% for London and 67.2% for England & Wales. It was 4<sup>th</sup> lowest amongst London boroughs.

## **Workplace-based Employment Projections**

**GLA Economics' Labour Market Projections – Interim Update (2022)<sup>25</sup> are based in past trends in employment and current assumptions about the long run of London's productivity and performance.**

Employment growth in Camden is projected to continue, increasing by 60,000 (15%) between 2021 and 2041. This compares to the 13% growth for the Central London boroughs and overall 15% growth in employment in Greater London over the period. Camden ranks 6<sup>th</sup> in employment growth amongst London boroughs, behind Tower Hamlets, Southwark, City, Newham and Westminster. The figures factor in both employee-jobs and the self-employed.

## **Residence-based Employment numbers**

**HMRC Real Time information (RTI) available for employees paid through PAYE reveals that Camden-resident employee numbers<sup>26</sup> have been increasing in the longer-term and have recovered from COVID-19 losses.**

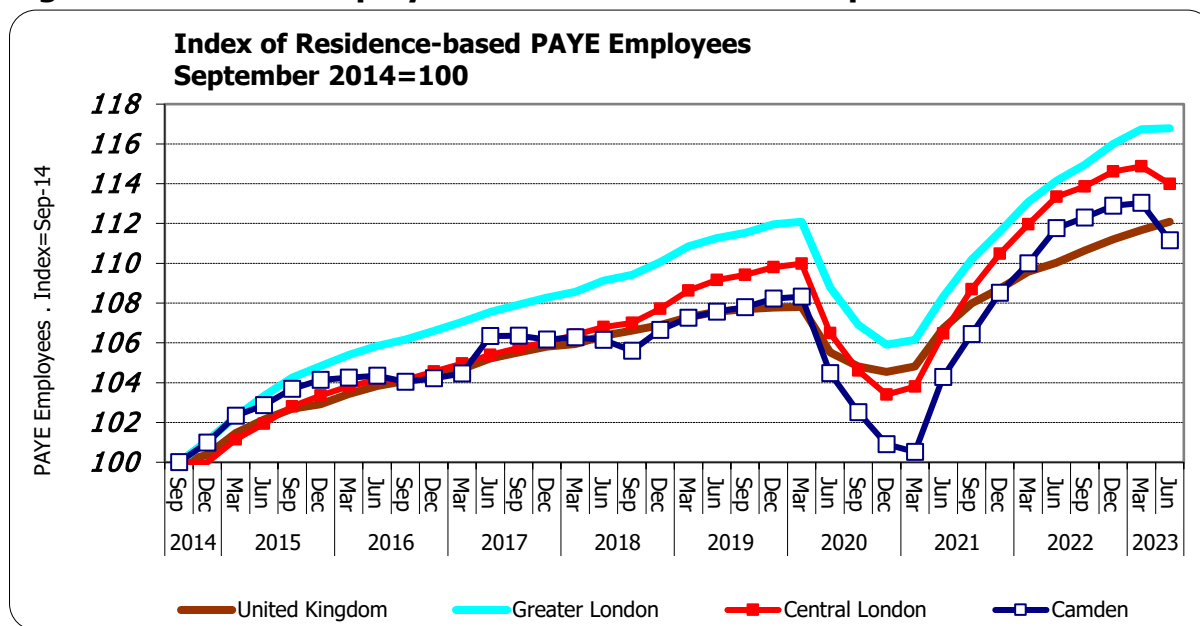
Real Time Information (RTI) measures pay to employees through PAYE at their residential address. Total PAYE employees by area is indexed to the initial data point (September 2014=100) to allow comparison of different geographies. The pandemic hit Camden employees harder than comparator areas. The data for June 2023 shows that although employment is well above pre-pandemic levels (March 2020, employment for Camden residents has fallen in the last quarter from 101,301 in March 2023 to 99,811 in June 2023. A similar fall is seen for Central London.

---

<sup>25</sup> GLA Economics *London labour market projections 2022: Interim Update* "... this interim update provides long-term employment projections for London, for the main industry sectors of its economy (up to 2051), and for London boroughs and the City of London (up to 2041). Projections are based on historic productivity trends and assumptions about the future path of economic output. Borough-level projections are also informed by plans for increases in employment site capacity."

<sup>26</sup> The RTI data does not include most self-employed people, who are not paid through PAYE.

**Figure 8: Indexed Employment for Camden and comparators**



## Residence-based pay

**Levels of pay for people who live in Camden is now available from two sources, though both are based on PAYE<sup>27</sup>. These sources are the traditional annual figures from the Annual Survey of Hours and Earnings (ASHE)<sup>28</sup> and the HMRC Real Time Information (RTI)<sup>29</sup>.**

ASHE gives an annual estimate of average pay for people on PAYE, while RTI gives median and mean monthly pay. The latter gives more timely monthly data.

**ASHE median pay for Camden-resident full-time employees is lower than Central London but higher than the Greater London and UK averages.**

In 2023, the median gross annual pay for full-time employees residing in Camden is £44,973, slightly lower compared to Central London pay (£46,486). Camden has higher median pay than Greater London (£41,853) or UK (£34,963)<sup>30</sup>. Refer to Figure 9 below.

Average median pay in 2023 for Camden residents is back above pre-pandemic levels (2019) by 6%, but compares with increases seen for Central London (12%), Greater London (14%) and for the UK (15%).

<sup>27</sup> The Pay As You Earn taxation scheme for employees.

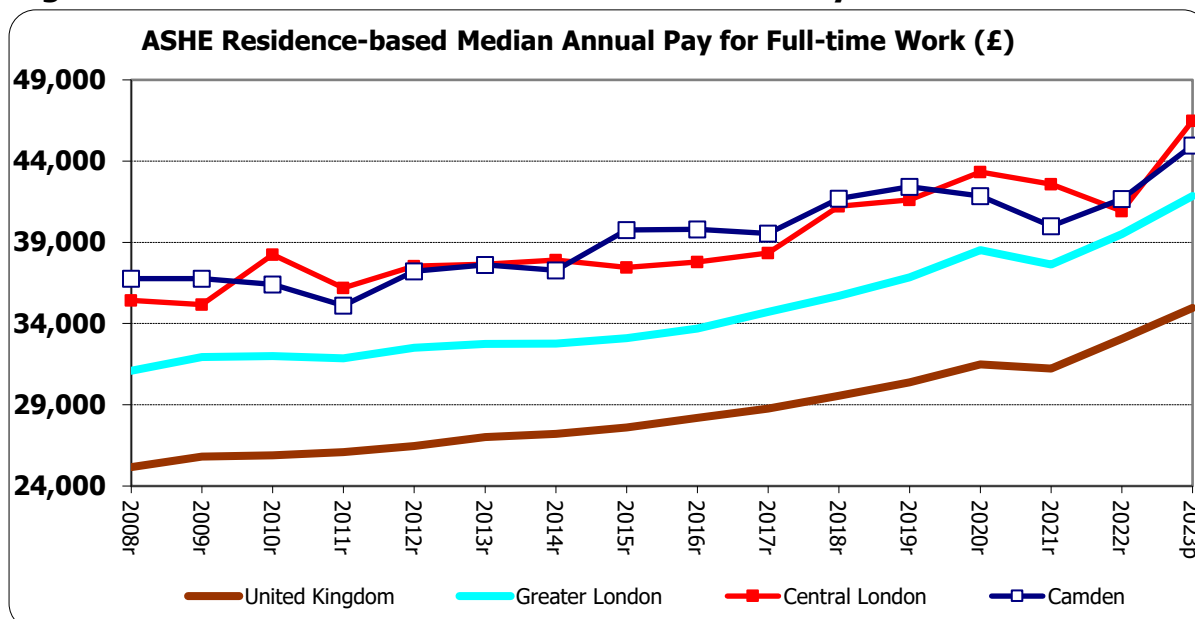
<sup>28</sup> Annual Survey of Hours and Earnings (ASHE).

<sup>29</sup> Real Time Information, HMRC. "The data cover the whole employee population (for those paid through PAYE), rather than a sample, so they can be used to produce more precise and detailed statistics on pay and employment than the current survey-based statistics." It includes both full-time and part-time workers.

<sup>30</sup> Source: ONS Annual Survey of Hours and Earnings (ASHE) 2023, from [NOMIS](#). Based on a 1% survey sample of employee earnings paid via PAYE.



**Figure 9: ASHE Residence-based Median Annual Pay for Full-time Work**

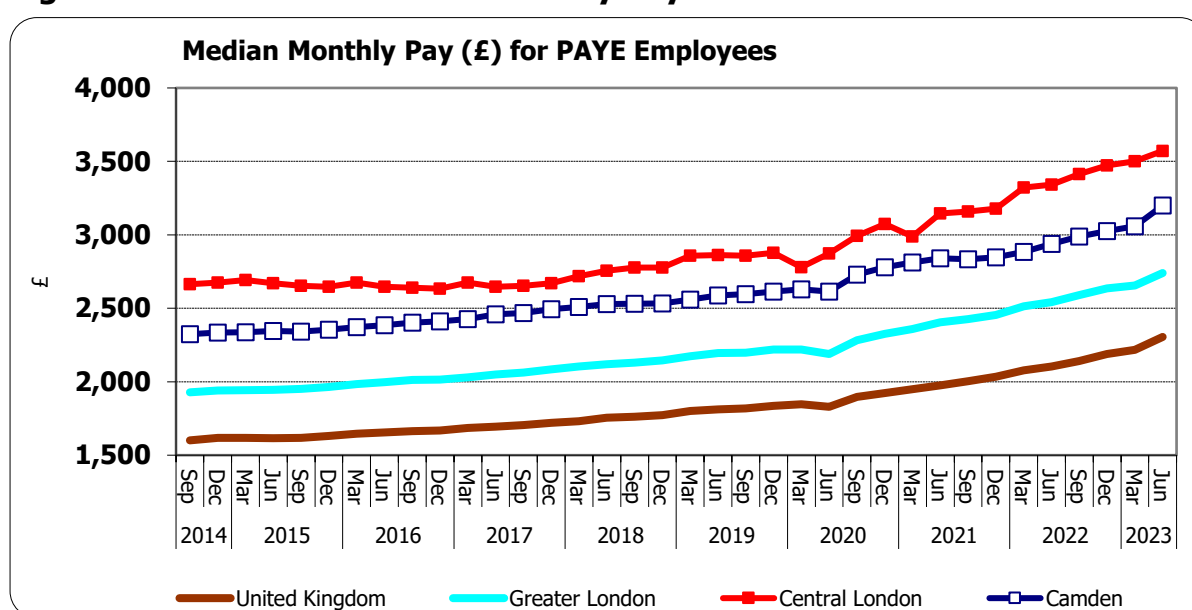


Source: Office for National Statistics (Annual Survey of Hours and Earnings) © Crown copyright, © 2023.

**HMRC RTI median monthly pay data shows that Camden residents were paid less than the Central London average.**

The latest RTI median monthly pay data shows that Camden residents were paid £3,199 in June 2023, continuing to increase. This is 10% less than the Central London average (£3,572), but 14% higher than Greater London and 28% higher than the UK average. The data also reveals that median monthly pay for all comparator areas dipped slightly at the start of the COVID-19 pandemic but has since picked up quickly to rise above pre-pandemic levels.

**Figure 10: HMRC RTI Median Monthly Pay**

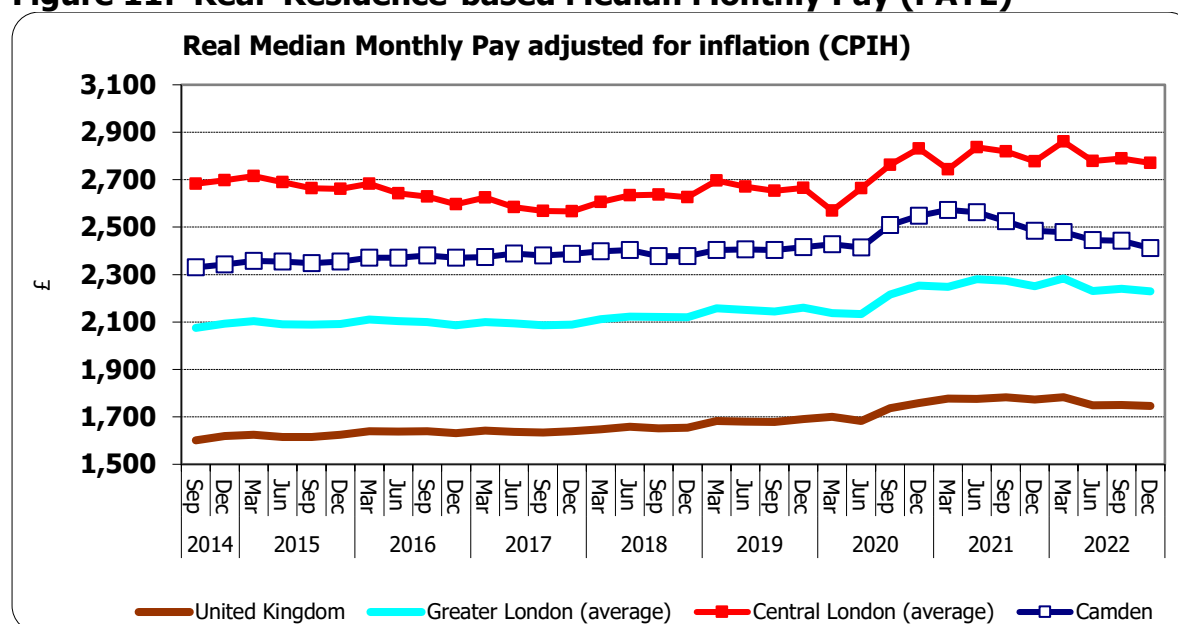


Source: Real Time Information, HMRC © Crown copyright, © 2023.

**'Real' median monthly pay, adjusted for inflation, shows that Camden residents' pay has been impacted by recent price rises. Inflation has eaten away at the standard of living.**

Using RTI median monthly pay data and the Consumer Price Index (including housing measure – CPIH), GLA Economics calculated 'real' pay adjusted for inflation. This shows that since peaking at £2,572 in March 2021, Camden residents' 'real' median pay has been decreasing because of inflation. By December 2022, real median pay for Camden residents has fallen to £2,411 – a 6% decrease compared to March 2021. Camden residents' real pay is more affected than for comparator areas.

**Figure 11: 'Real' Residence-based Median Monthly Pay (PAYE)**



Sources: HMRC & ONS, © ONS, 2023. Calculations by GLA Economics.

## Unemployment

The unemployment statistics are currently undergoing an extended period of change. There are currently three sets of unemployment indicators at a local authority level:

- **APS/ILO model-based estimates** (survey improved with Claimant Count)
- **Jobseekers Allowance (JSA) claimants only**
- **Interim 'Claimant Count' measure** Combined JSA and Universal Credit

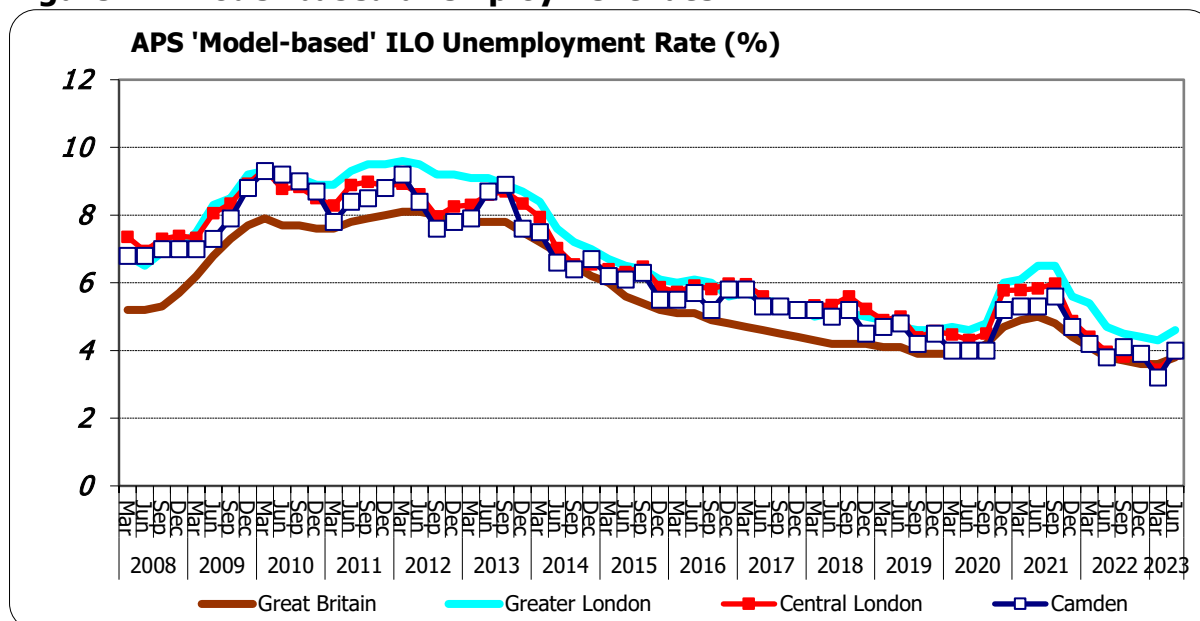
### APS/ILO model-based estimates

The model-based estimates provide a rolling quarterly indicator of average unemployment in the year to the chosen quarter. The model includes data from the Claimant Count to improve the quality of the APS estimate. It provides a rate of overall unemployment by local authority, but is not broken down further by sex, age or area. The APS/ILO model-based estimates continue to provide a measure of unemployment, albeit, between 3 to 6 months in arrears. The data lags behind

events, in that it is an estimate based on an average during the year to the data point (e.g. December 2022 is the average of Jan-Dec 2022).

The ILO/APS model-based unemployment rate in Camden increased from a low of 4.0% in March/June/September 2020 to peak at 5.6% in September 2021. The rate fell swiftly for the next 3 quarters to reach new all-time low of 3.2% in March 2023, before ticking up to 4.0% in June 2023. The Camden rate is currently now slightly higher than Central London (3.9%) or GB (3.8%) but lower than London (4.6%)<sup>31</sup>.

**Figure 12: Model-based unemployment rate**



Source: Office for National Statistics (Annual Population Survey) © Crown copyright, © 2023.

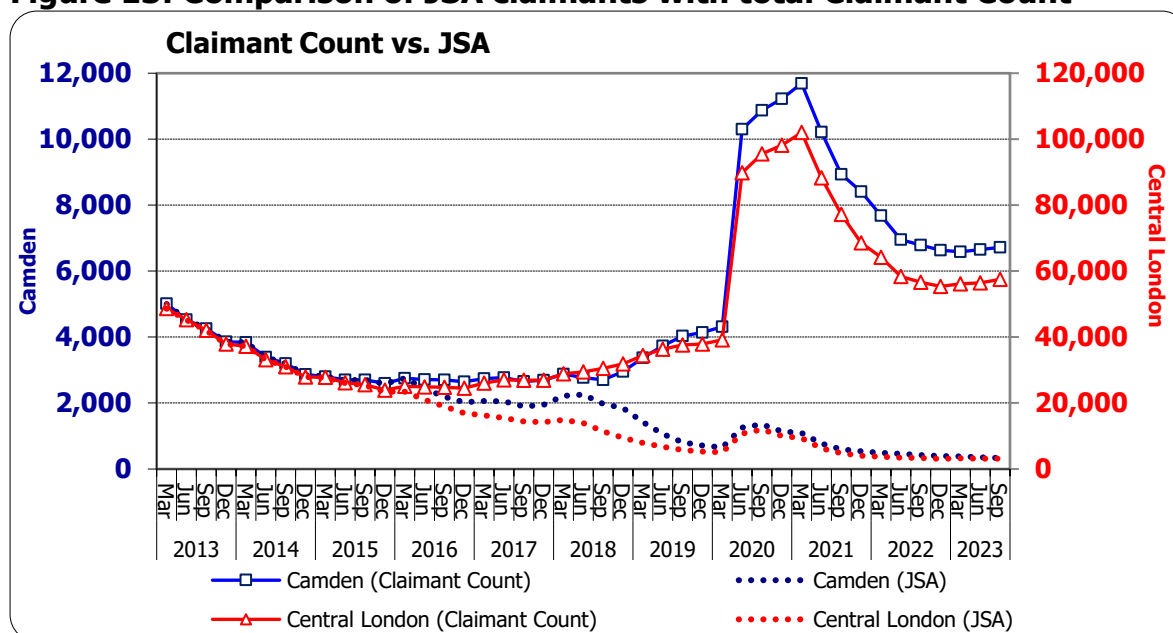
## JSA claimant unemployment

**In June 2023, JSA accounted for just 5.0% of the total *Claimant Count* (JSA and UC combined). The JSA indicator alone has become largely irrelevant.**

The JSA indicator alone has become largely irrelevant. For this reason, the analysis of JSA has been removed from this bulletin, though the data is still recorded in the accompanying databook. The graph below demonstrates the total Claimant Count and the diminishing JSA element for both Camden and for the Central London boroughs.

<sup>31</sup> Margin of error for Camden is +/-1.7% in Annual Population Survey (June 2023) compared to +/-0.6% for Greater London and +/-0.1% for GB. Source: [NOMIS](#).

**Figure 13: Comparison of JSA claimants with total Claimant Count**



Source: Office for National Statistics/DWP, © Crown copyright, 2023.

## Claimant Count

The interim ***Claimant Count*** is intended to make allowance for changes in the benefits system and **combines counts of JSA and Universal Credit claimants who are unemployed but seeking work**. Camden claimants started to be moved onto Universal Credit from March 2016, but its introduction to other London boroughs and other areas has been piecemeal. As the process continues, there are fewer and fewer JSA claimants and correspondingly more Universal Credit claimants. To help overcome the difficulties of counting from two different series (JSA and Universal Credit), DWP has calculated the interim ***Claimant Count*** measure from January 2013, prior to the introduction of Universal Credit. **Claimant Count has also been affected by changes in Government policy resulting in a broader span of claimants required to look for work than under JSA.**

Claimant Count is the most reliable measure of claimant unemployment going forward but is limited to a breakdown by sex and age – crucially, there is no breakdown by duration or ethnicity. A further complication to making comparisons between areas is that GLA no longer (not since 2015) calculate rates for the interim Claimant Count series as it did for JSA, based on estimates of the economically active population to ward level<sup>32</sup>. Therefore, comparison with other areas is very difficult because the economically active population size is affected by higher numbers of students (typically not economically active) and others not economically active, such as those looking after home/family and long-term sick.

<sup>32</sup> Excluding economically active students.

**The Claimant Count** shows that claimant unemployment<sup>33</sup> had been rising over the 18 months prior to COVID-19, from 2,705 in September 2018, increasing to 4,315 by March 2020.

Between March 2020 and March 2021, Camden experienced a huge increase in the Claimant Count of +7,375 (+171%) to 11,690 - directly due to the impact of the COVID-19 pandemic. Similar large increases were experienced in Central London (+161%), Greater London (+172%) and England & Wales (+114%). However, some of the increase is likely also to have been driven by the migration of people onto Universal Credit – this is because under Universal Credit, a broader span of claimants are required to look for work than under JSA - but most of the increase March 2021-March 2021 is down to COVID-19.

Claimant Count in Camden peaked at 11,690 in March 2021, since when it has reduced; first to 10,215 in June 2021 (-1,475; -12.6%) as COVID-19 restrictions started to relax and then to 8,935 by September 2021. The Claimant Count fell to a post-COVID low of 6,455 in January 2023, but has been rising again in recent months, reaching 6,725 in September 2023. Claimant Count Levels are still substantially higher (+2,410; +56%) than their pre-pandemic levels.

The level of sustained and long-term unemployment remains a key concern for the Council.

### ***Economic inactivity/worklessness***

#### **Camden has a higher proportion of economically inactive<sup>34</sup> people than Central or Greater London, or nationally.**

The Annual Population Survey (APS) estimates that 24.7% of the Camden working age population were economically inactive in 2023 Q2<sup>35</sup>. In Camden, higher levels of economic inactivity are contributed to by large numbers of students<sup>36</sup> resident in the borough and those looking after home/family.

The economic inactivity rate since 2015 has mostly been below 30%. As with the employment rate, small sample size in the APS and wide confidence intervals make fluctuations more likely and make firm comparisons with other London boroughs problematic. Camden's latest economic inactivity rate for 2023 Q2 (24.7%) is higher than Central London (20.3%), Greater London (21.2%) and Great Britain (21.4%). Camden's inactivity rate is 4.4 percentage points higher than the Central London average. In 2023 Q2, these differences are **not statistically significant**.

---

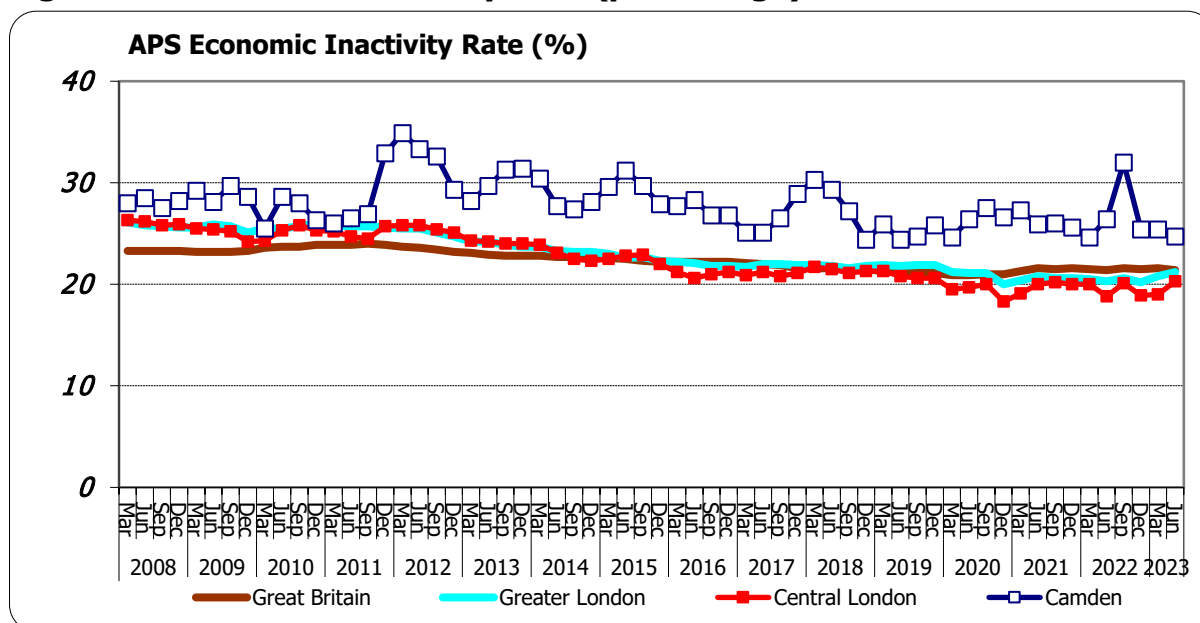
<sup>33</sup> Source: DWP Claimant Count, from [NOMIS](#).

<sup>34</sup> Economically inactive people are those of working age who are not actively looking for a job for a number of reasons e.g. caring responsibilities, disability, studying or retired. Full-time students may be classified as economically active but the vast majority are economically inactive.

<sup>35</sup> Source: Annual Population Survey (ONS). Margin of error for 2023 Q2 is +/-6.1%, from [NOMIS](#).

<sup>36</sup> 29,960 higher education students live in Camden. Higher education students, by residence, 2021-22. Source: Higher Education Statistics Agency (HESA).

**Figure 14: Economic Inactivity Rate (percentage)**



Source: Office for National Statistics (Annual Population Survey) © Crown copyright, © 2023.

Economic inactivity was also measured in the 2021 Census, based on people aged 16+: 37% of Camden people were found to be economically inactive compared to 34% in London and 38% in England & Wales. This supports the findings of the Annual Population Survey - Camden has relatively higher rates of economic inactivity<sup>37</sup>.

### **Being a student, Other (non-specific), Looking after home/family, and Long-term sick are the main current reasons for economic inactivity in Camden.**

The APS provides reasons given for people's economic inactivity. However, real care must be exercised as the confidence intervals indicate that the results are not at all reliable for Camden.

In 2023 Q2, being a student<sup>38</sup> was the most common economic inactivity factor in Camden, covering 45.0% of inactivity. 'Other' not-specified reasons (23.7%)<sup>39</sup>, while other specified factors include 'Looking after home and family' (13.9%), 'Long-term Sick' (13.8%) and 'Retired' (3.7%). 'Temporary sick', and 'Discouraged' were 0%<sup>40</sup>. See comparative graph below.

<sup>37</sup> Source: 2021 Census labour market tables (ONS) [available on the Open Data Camden website](#).

<sup>38</sup> Source: Annual Population Survey, 2023 Q1 (ONS). 'Student' accuracy is +/-13.9%.

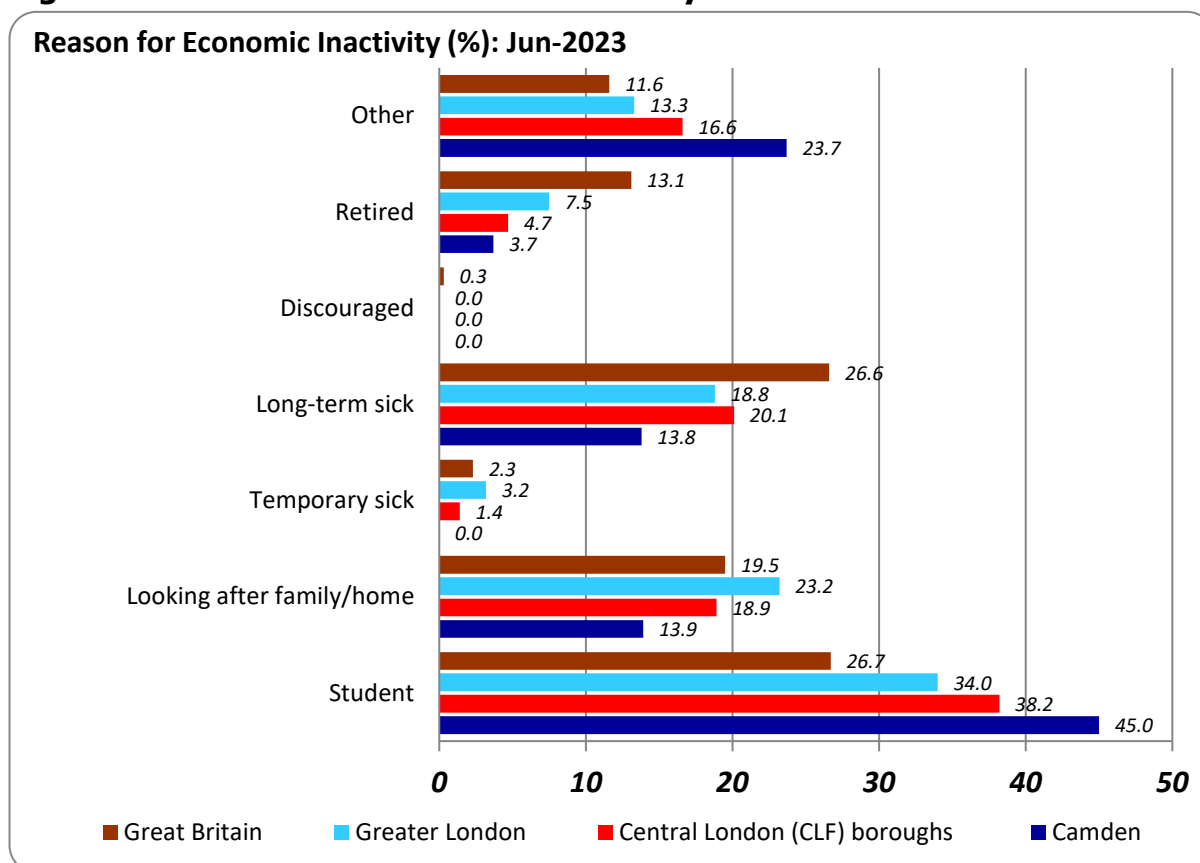
<sup>39</sup> Source: Annual Population Survey, 2023 Q1 (ONS). 'Other' reasons accuracy is +/-11.9%.

<sup>40</sup> Source: Annual Population Survey, 2023 Q1 (ONS). The APS confidence intervals for these categories were not measurable due to small sample size.



Camden has a higher proportion of economically inactive people who stated they would like to have a job (29%) than Central London (21%), but higher than Greater London (16%) or Great Britain (18%)<sup>41</sup>.

**Figure 15: Reasons for Economic Inactivity**



Source: Office for National Statistics (Annual Population Survey) © Crown copyright, © 2023.

**The economic inactivity rate is higher for Camden women than for men.**

In 2023 Q2, the APS economic inactivity rate for women in Camden was higher than for men, with 30.2% of women economically inactive compared with 18.4% of men<sup>42</sup>.

**Universal Credit (UC) claimants increased in the second half of 2022 and into 2023, with the number out-of-work claimants rising and the number of in-work claimants falling.**

In the year to September 2023, Universal Credit claimants increased by 942 (+4.9%)<sup>43</sup>; in-work claimants over the period fell by 551 (-5.1%), but out-of-work claims rose by 1,489 (+11.9%). Out-of-work UC claimants account for 69% of all claimants in September 2023, higher than Central London (65%) or Greater London (62%) and England & Wales (62%).

<sup>41</sup> Source: Annual Population Survey, 2023 Q2 (ONS). Margin of error is +/- 12.6%.

<sup>42</sup> Source: Annual Population Survey, 2023 Q2 (ONS). Margins of error are +/- 8.3% for men and +/- 8.6% for women.

<sup>43</sup> Source: DWP, via Stat-Xplore.

## Unemployment, economic inactivity/worklessness: key issues

### The Claimant Count is a hybrid of JSA and Universal Credit claimants.

#### The nature of measuring local unemployment has changed

The Government's phased transfer of people to Universal Credit (UC) from Jobseekers Allowance (JSA) has had an impact on counts of 'unemployment' at the local level. For JSA it was inevitable that claimant numbers would fall as people were moved to Universal Credit, though it will never reach zero - there will always be a handful of JSA claimants – currently 5%. Universal Credit was introduced in Camden in March 2016. Under Universal Credit, a broader span of claimants is required to look for work than under Jobseeker's Allowance. As Universal Credit Full Service is rolled out, the number of people recorded as being on the Claimant Count is therefore likely to rise.

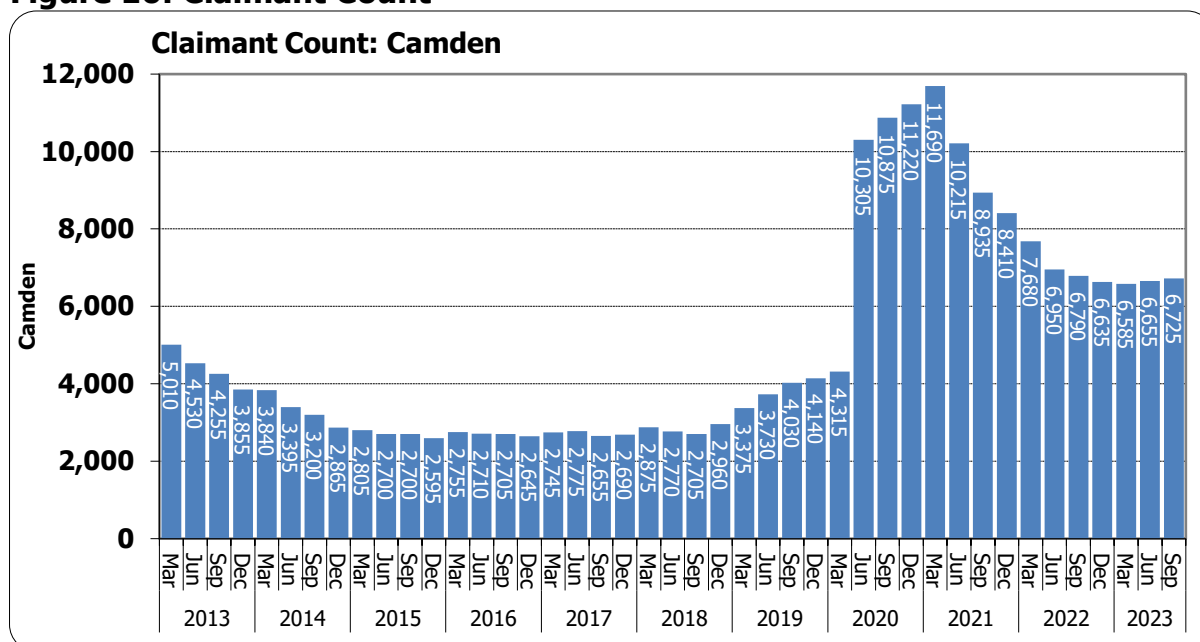
Though JSA numbers are still being released, the official (but interim) measure of '**Claimant Count**' is released monthly by DWP, which is a combination of JSA claimants and people on Universal Credit who are not working. Claimant Count (numbers of claimants) are published in the linked databook.

### The impact of COVID-19 saw unemployment, measured by the Claimant Count, increase substantially after March 2020. Numbers peaked in March 2021, fell to a post-pandemic low in January 2023, but are again rising.

The Claimant Count fell in Camden between March 2013 (5,010) and December 2015 (2,595). The number fluctuated over 2016-2018 but had increased to 4,315 by March 2020. Between March 2020 and March 2021, Camden experienced a huge increase in the Claimant Count of +7,375 (+171%) to 11,690, mostly due to the pandemic, though some of the increase is driven by people moved from JSA onto Universal Credit. This is because a broader span of claimant is required to look for work by Universal Credit than for JSA. Large increases were experienced in Central London (+161%), Greater London (+172%) and England & Wales (+114%).

Since March 2021, Claimant Count had been reducing, but bottomed out in January 2023 at 6,455 and is again increasing. In September 2023, Claimant Count stood at 6,725, which is +2,410 (+56%) higher than pre-pandemic levels (Mar-20).

**Figure 16: Claimant Count**



Source: Office for National Statistics (DWP Claimant Count) © Crown copyright 2023.

### **Making sense of youth unemployment at a local level**

The Claimant Count is currently the most reliable measure of youth unemployment at a local level

When politicians and the media talk about large numbers of young people out of work nationally, they are using the **APS model-based unemployment estimate** figures. However, the model-based unemployment is not available by age at a local level, e.g. London boroughs. The Annual Population Survey sample is too small to provide a reliable figure for youth unemployment. The APS model-based estimates are much higher than the Claimant Count numbers in large part because they include students who are looking for work (and therefore meet the ILO definition mentioned above). While these students are competing in the labour market in the same way as everyone else, they are not considered “unemployed” in the same way as those who are not in full-time education. This is particularly an issue in Camden, where there is a large number of full-time students.

Many labour market analysts believe that excluding students in full-time education looking for work gives a better indication of the scale of the problem of youth unemployment. The Claimant Count excludes full-time students, as they are not eligible to claim JSA or Universal Credit.

**The long-term trend of falling numbers and proportions of young unemployed has seen claimants aged 16-24 bottom out by the end of 2017 and increase steadily over 2018, 2019 and into 2020. The impact of COVID-19 saw an immediate and large increase that reached a peak in February 2021 but numbers have been declining over the last two years.**

In March 2013 the Claimant Count of young people aged 16-24 was 845 (17% of all claimants) and decreased to 320 (11.6% of claimants) by June 2018. The number and proportion of young claimants then increased steadily over 2018, 2019 and into 2020 – by March 2020, reaching 670 (15.5% of claimants).

The impact of COVID-19 was immediate. Between March and April 2020, the number of young claimants jumped by 380 to 1,050, a 57% increase, and continued to rise until peaking at 1,945 in February 2021. The number of younger claimants has fallen over the last two years to reach 940 in June 2023, but has ticked-up to 970 in September 2023.

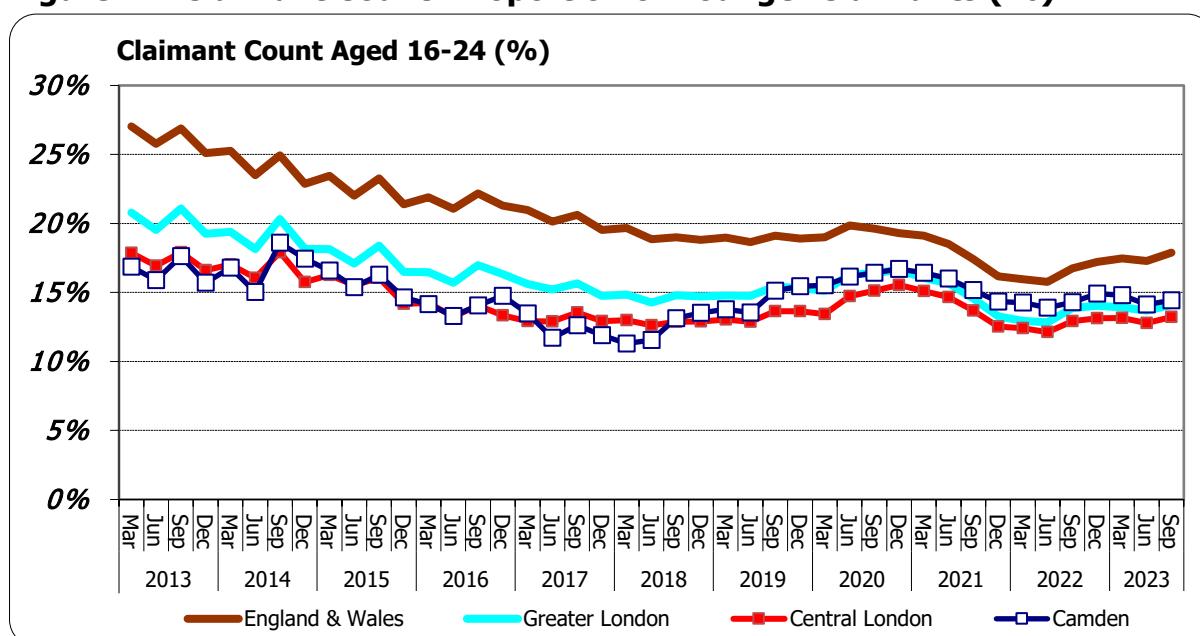
The proportion of claimants aged 16-24 (of total claimants) in Camden stands at 14.4% in September 2023. This compares to lower rates exhibited by Central London (13.2%) and Greater London (14.1%), but lower than England & Wales (17.9%).

Compared to the pre-COVID-19 period (March 2020), the number of unemployed young people in June 2023 is now +300 (+45%) higher in Camden. This compares with levels for Central London (+45%) and Greater London (+47%) – these rates of increase are much higher compared to those for England & Wales generally (+24%)<sup>44</sup>.

---

<sup>44</sup> Source: DWP Claimant Count, from [NOMIS](#).

**Figure 17: Claimant Count: Proportion of Younger Claimants (%)**



Source: Office for National Statistics (DWP Claimant Count) © Crown copyright 2023.

**There are concentrations of unemployment in particular parts of Camden: the highest Claimant Count numbers are currently in St Pancras & Somers Town; Kilburn; and King's Cross wards<sup>45</sup>.**

Wards with the highest Claimant Count in September 2023<sup>46</sup> were St Pancras & Somers Town (645), Kilburn (545) and King's Cross (490) wards. Wards with the fewest claimants are Hampstead Town (130), and Frognal and Fitzjohns (160). During the most recent quarter (June to September 2023), seven wards have seen an increase in claimants: King's Cross (+65), Belsize (+40), Gospel Oak (+35), St Pancras & Somers Town (+35), Haverstock (+10), Hampstead Town (+5) and Kentish Town (+5).

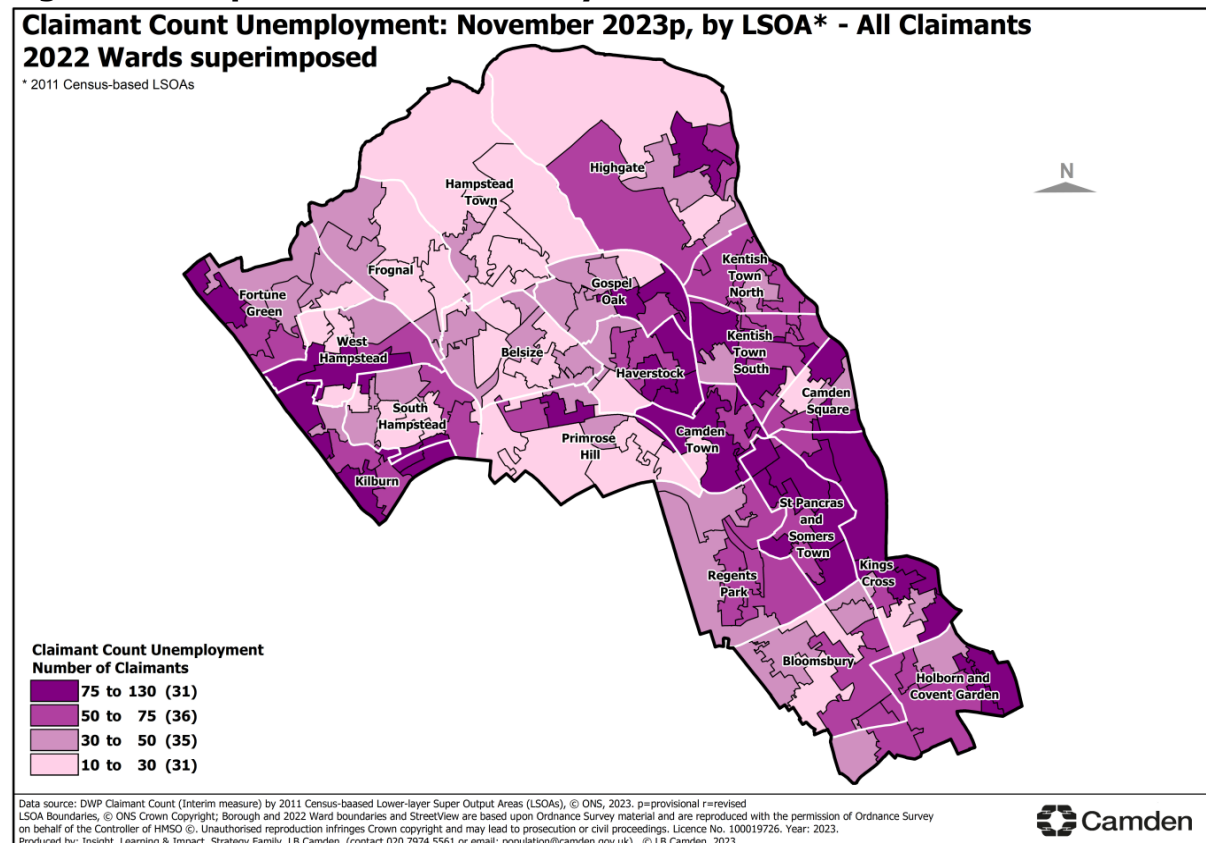
The Claimant Count is further broken down geographically to 2011 Census-based Lower-layer Super Output Areas (LSOAs – 133 in Camden). This data is best expressed as a map. The map (see below) depicts the Claimant Count number by Camden LSOA, but with Camden's new (2022) wards superimposed. This allows unemployment to be better understood in terms of the 2022 wards.

There is a concentration of unemployment-related claimants in particular parts of Camden, including Somers Town/Regent's Park; Camden Town/Haverstock/Gospel Oak; Kentish Town/ Cantelowes; Kilburn/West Hampstead; Highgate; and King's Cross/Bloomsbury/Holborn.

<sup>45</sup> Camden's local government electoral wards were changed in May 2022, to reflect changes to the electorate and, therefore, to ensure equal access to councillor representation. It will take some time for official statistics to catch up with the changes, so for now they are still provided for the old (2002) wards.

<sup>46</sup> Source: Camden analysis of DWP data from [NOMIS](#).

**Figure 18: Map of Claimant Count by LSOA**



Notes: map displays data for 2011 Census-based LSOAs; overlain with 2022 wards

Source: Office for National Statistics (DWP Claimant Count) © Crown copyright 2023.

**The number of older claimants (aged 50+) has been increasing since early 2015, but the increase grew substantially between March 2020 and April 2021, the latter a direct result of COVID-19. Proportionally, people aged 50+ comprise over a quarter of the Claimant Count in Camden.**

In March 2020, prior to the impact of COVID-19, the number of claimants aged 50+ had risen to 1,270 (29.4% of all claimants). However, with the effects of COVID-19, the numbers increased to peak at 3,030 in April 2021 – an increase of 1,760 (+139%) compared with March 2020. This increase compares to a 117% rise for Central London, a 136% rise for London and a 105% rise in England & Wales.

Since peaking in April 2021, number of claimants aged 50+ had been falling and by March 2023 had reduced to 1,780. However the numbers have ticked up to 1,830 in September 2023, up 50 (2.8%) on March 2023. This change is higher than for Central London (+1.6%), the same as Greater London (+2.8%) higher than for England & Wales (+2.5%). By proportion, the number of claimants aged 50+ peaked at 35% in September 2018 but had fallen during the COVID-19 period. The proportion has increased since and in September 2023 stands at 27% of claimants. These proportions are similar to Central London (27%) and slightly higher than Greater London (25%), and England & Wales (23%).

In June 2022, there were more male claimants aged 50+ (975) than female claimants (855), 54% and 46% respectively.

### **Employment and Support Allowance (ESA) claimant numbers in Camden peaked at 10,000 in May 2015 since when they have been reducing.**

Employment and Support Allowance (ESA) replaced Incapacity Benefit and Income Support paid on the grounds of incapacity for new claims from 27 October 2008. In May 2023 (latest figures) there were 6,862 ESA claimants<sup>47</sup> resident in Camden, a decrease of 106 (-1.5%) from the previous quarter (February 2023) and a decrease of 523 (-7.1%) compared to May 2022.

By ESA phase, in May 2023, 91% of claims were assessed as *support group* (people with the severest conditions); and 6% for the *work group* (people deemed suitable for work in the short- to medium-term), with the remainder still being assessed within the system. The proportions are similar for comparator geographies: Central London (89% and 7%); Greater London (88% and 7%); and England & Wales (83% and 10%) respectively. The proportion within the *support group* has grown over time, for Camden from 67% in February 2016 to 91% in May 2023 – with similar changes in London and nationally. There has been a corresponding, diminishing, effect found with the proportion in the *work group* over time.

## ***Skills and Qualifications***

### **Camden residents in work are much more likely to be in high skilled jobs than elsewhere in London.**

A lower proportion of Camden residents work in *Professional Occupations* (35%) as do in Central London (39%); the same as Greater London (35%) and higher than Great Britain (26%) according to the latest data available (Q2 2023)<sup>48</sup>. For *Associate Professional & Technical Occupations* there is a higher proportion in Camden (23%) than Central London (17%), Greater London (16%) or England & Wales (15%)<sup>49</sup>. Camden has a lower proportion of *Managers, Directors and Senior Officials* (15%), compared with Central London (16%), but higher than Greater London (13%) and higher than Great Britain (11%)<sup>50</sup>.

Fewer Camden people work in *Caring, Leisure & Other Service Occupations* (7%), *Elementary Occupations* (6%), *Administrative/ Secretarial Occupations* (5%), *Sales & Customer Service Occupations* (4%), *Skilled Trades* (4%) and *Process, Plant & Machine Operatives* (2%). In common with other Annual Population Survey results,

---

<sup>47</sup> Source: DWP, from [Stat-Xplore](#).

<sup>48</sup> Source: Annual Population Survey, 2023 Q2 (ONS). Margin of error for Camden is +/- 7.3%, from [NOMIS](#). **Note. Changes to the Standard Occupation Classification (SOC):** SOC 2010 had been used up until APS 2021 Q3, with SOC 2020 introduced into APS in 2021 Q4. In the transition, a higher proportion of people is estimated in *Professional Occupations* than under SOC 2010, in Camden and across comparator areas, **so there is a discontinuity in the series.**

<sup>49</sup> Margin of error for Camden in 2023 Q2 is +/- 6.4 %.

<sup>50</sup> Margin of error for Camden in 2023 Q2 is +/- 5.5%.



the wide confidence intervals mean that differences with other London comparators are generally not statistically significant.

The Annual Population Survey analysis echoes information from the 2021 Census in terms of the actual percentages for each group: 34% for *Professional Occupations*, 19% for *Associate Professional & Technical occupations* and 18% for *Managers, Directors and Senior Officials*. In comparison with London and England & Wales, the Camden proportions are higher than both areas for all three occupational groups<sup>51</sup>.

**The population of Camden is relatively highly educated, with four fifths of the working age population qualified to NVQ4+ or equivalent.**

In the year to December 2021<sup>52</sup>, 79% of the economically active working age population of Camden were qualified to NVQ4 level+ or equivalent, higher than for Central London (76%); Greater London (66%) or England & Wales (49%). The proportion has increased in Camden by 19.3 percentage points since 2008<sup>53</sup>.

The recently released 2021 Census data finds altogether lower proportions of degree-level educated Camden residents at 57.3% for the 16+ age group (as opposed to 16-64 'working age' in the APS), but higher than for Greater London (46.7%) or England & Wales (33.8%).

**A sizeable proportion of residents have the lowest level or no qualification and are significantly disadvantaged in the labour market.**

The proportion of people with NVQ1 or No Qualifications is estimated to be 12% in Camden in the year to December 2021. This compares to 9% in Central London, 11% for Greater London and 16% for GB<sup>54</sup>. The 2021 Census puts the proportion for people aged 16+ at 16.8%, lower than the figures for London (23.9%) and England & Wales (27.8%).

---

<sup>51</sup> The base population is aged 16+ in employment rather than 16-64 'working age' in the APS.

<sup>52</sup> ONS notice: APS Qualification estimates for the Jan 2022-Dec2022 survey period are temporarily suspended. The coding of qualifications has been changed to reflect an updated qualification framework. We have temporarily suspended the publication of these series while we update our datasets to reflect this change. We will reinstate qualification outputs as soon as we have made this update. We apologise for any inconvenience, please contact [Labour.Supply@ons.gov.uk](mailto:Labour.Supply@ons.gov.uk) if you have any queries.

<sup>53</sup> Source: Annual Population Survey Q4 2021 (ONS). Margin of error is +/-7.5%. From [NOMIS](#).

<sup>54</sup> Source: Annual Population Survey Q4 2021 (ONS). Margin of error is +/-8.2%. From [NOMIS](#).

## Annex – Camden’s preferred measures of unemployment

**The unemployment statistics are currently undergoing an extended period of change. There are currently three sets of unemployment indicators at a local authority level: the APS/ILO model-based estimates, the Jobseekers Allowance (JSA) claimant data and the new interim measure of 'Claimant Count' which is a combination of JSA and Universal Credit (UC) claimants.**

### **1. ILO/model-based estimates** (Annual Population Survey)

*ILO/model-based unemployment estimates* use the International Labour Organisation’s (ILO) definition of unemployment: “a person is unemployed if he or she does not have a job, is seeking work, and is available to start work”. The estimates are derived from a national labour market sample survey of households.

The **advantages** of this indicator are:

- It covers all economically active people who are looking for work including those not eligible for Job Seekers Allowance (JSA) or Universal Credit, and students.
- It is internationally comparable.

The **disadvantages** are:

- There is a lag of about 4 months at the local authority level
- It includes students who we would not typically consider as unemployed.
- As it is to some extent subjective, it is based on the Annual Population Survey which is not very reliable at a local level. The overall sample for Camden is fewer than 1,000 people. At Camden level, the margin of error is between 1.9% and 2.5% for the overall unemployment figure. It is much higher for smaller subsets such as minority ethnic groups and youth to the extent that the figures are not reliable.

ONS use the Claimant Count to “boost” the survey data and make it more accurate. This is known as **model-based unemployment** and is used here, **but only a headline (persons) rate is available.**

### **2. JSA claimants** (DWP/Jobcentre Plus administrative data)

*JSA claimants* are the number of people claiming Jobseekers Allowance (JSA, i.e. unemployment benefit). The majority of claimants of unemployment-related benefits in Camden have now been moved onto Universal Credit, though there will always be a small rump of JSA claimants.

The **advantages** of this indicator are:

- It is administrative data (a count rather than an estimate).
- It is up-to-date with only a single month’s time lag.
- By definition it excludes the large number of students in Camden.

The **disadvantages** are:

- **It only covers JSA claimants**
- There are no claimant rates.

### **3. Interim 'Claimant Count'** (DWP/Jobcentre Plus administrative data)

The *Claimant Count* is an interim measure introduced during 2015 by DWP. ‘This is an experimental series which counts the number of people claiming JSA plus those who claim Universal Credit who are out of work and replaces the number of people claiming JSA as the headline indicator of the number of people claiming benefits principally for the reason of being unemployed.’ NOMIS

The **advantages** of this indicator are the same as for JSA claimants:

- It is administrative data (a count rather than an estimate).
- It is up-to-date with only a single month’s time lag.
- By definition, it excludes the large number of students in Camden.

The **disadvantages** are:

- As it only covers benefits claimants, it does not include people who are ineligible for or unwilling to claim the benefit.
- There is currently no Claimant Count rate available for the easy comparison across areas.

**On balance, we currently consider the interim Claimant Count (option 3) to be the most useful indicator for Camden.** Eventually a new ‘claimant count’ will emerge based largely on Universal Credit, though there is no sign at present from DWP.

**Making sense of youth unemployment at a local level**

The interim Claimant Count is the most reliable measure of youth unemployment at a local level. Model-based unemployment is not available by age at a local level. The Annual Population Survey sample is too small to provide a reliable figure for youth unemployment.

When politicians and the media talk about hundreds of thousands of young people out of work nationally, they are using the APS/ILO model-based unemployment figures. These are much higher than the claimant count numbers in large part because they include students who are looking for work (and therefore meet the ILO definition mentioned above). While they are competing in the labour market in the same way as everyone else, they are not “unemployed” in the same way as those young people or others who are not in full-time education. This is particularly an issue in Camden, where there is a large number of full-time students.

Many labour market analysts therefore believe that excluding students in full-time education from looking for work gives a better indication of the scale of the problem of youth unemployment.

JSA and the Claimant Count figures inevitably exclude full-time students, as they are not eligible to claim. For the reasons above, the GLA also exclude full-time students looking for work from the denominator (the total population of young people), thus giving a lower but more accurate youth unemployment rate (once rates are available).