

Camden Profile

[Link to Demographic Databook](#)

December 2023



Overall Size and Composition¹

Comprising almost 22 square kilometres in the heart of London, Camden is a borough of diversity and contrasts. Business centres such as Holborn, Euston and Tottenham Court Road contrast with exclusive residential districts in Hampstead and Highgate, thriving Belsize Park, the open spaces of Hampstead Heath, Parliament Hill and Kenwood, the youthful energy of Camden Town, subdivided houses in Kentish Town and West Hampstead, as well as areas of relative deprivation.

The Council has designated 40 Conservation Areas that cover approximately half the borough, while more than 5,600 buildings and structures are listed as having special architectural or historic interest. Camden is well served by public transport, including three main-line railway stations (St Pancras, King's Cross and Euston); St Pancras International; with extensive bus, tube and suburban rail networks – and now includes the Elizabeth Line link at Tottenham Court Road. Many of the borough's streets are under severe parking stress, with the southern part of the borough within the central London congestion-charge zone), though a high proportion of households (79.5%)² in this area do not have access to a vehicle. The entire borough falls within the Ultra Low Emissions Zone (ULEZ)³.

Camden is home to 11 higher education institutions, including University College London (UCL), the School of Oriental and African Studies (SOAS), the London School of Hygiene and Tropical Medicine, Birkbeck and the

University of London. Camden is home to the 3rd largest student population in London, with 29,965 higher education students living in Camden: 61% are women and 56% are from overseas. 25% of students live in university halls of residence or properties.⁴

The latest 'official' estimate of Camden's resident population is 218,000 at mid-2022, taking account of the reduced resident population found in the 2021 Census. The ONS mid-year estimates are the nationally comparable population estimates required for government returns and nationally comparable performance indicators⁵.

Impact of COVID-19 pandemic

The pandemic affected the ability of ONS to collect data, especially on migration, resulting in new methods based on administrative data. It has also affected the results of the 2021 Census, especially for central London boroughs and some other cities, which saw many people relocating away during the pandemic, leading to a lower population as measured by the census. Work is ensuing to understand the implications of this and to ensure that returning residents are captured in the official population statistics.

Camden is just a fragment of Greater London, occupying only 1.4% by area – making it London's 7th smallest borough by area, but 9th highest by population density (97 per hectare)⁶. Camden is home to 7.3% of London's employment⁷ but 2.5% of its population⁸.

¹ The 2021 Census now provides the most comprehensive and detailed information about Camden. It is supplemented by various survey estimates and administrative counts. Some further detail of statistics quoted in this profile see the and the [Business and Employment Databook](#).

NOTE that 2021 Census data collection was during COVID-19 lockdown and restrictions which means that a number of people (students, younger worker and others with second homes may have not been included).

² South of Euston Road, 2021 Census table TS045.

³ On 25 October 2021, ULEZ expanded to include areas within the North and South Circular roads.

⁴ Higher Education Statistics Agency (HESA) 2021-22.

⁵ Mid-2022 usual resident population estimates, based on the 2021 Census; ONS, published 23 November 2023 - the series include an adjustment to the previously published mid-2021 estimate of 211,000.

⁶ Mid-2022 estimates and Ordnance Survey.

⁷ Workplace-based employee-jobs 2022 (BRES, ONS)

⁸ Mid-2022 usual resident population estimates, ONS.

The 2021 Census⁹ found that for residents aged 16+, over half (57%) were educated to degree level or equivalent¹⁰ ranking 7th highest in England (and in London); while 12% had no qualifications. The Camden population is ethnically diverse and consists predominantly of younger working-aged adults. 15% of Camden people had an illness or disability affecting their day-to-day activities. More than a third of households (37%) lived in private-rented accommodation and 34% lived in social rented accommodation. A further 30% were homeowners (16% of households owned their home outright and 14% owned with a mortgage/loan) and less than 1% were in shared-ownership (mortgage and rent). Other than in private households, 4% of people lived communally (e.g. student halls, hostels, or care homes). 82% of households lived in purpose-built or converted flats, while just 13% lived in houses (of which less than 2% were detached). A tenth (10%) were overcrowded according to the bedroom occupancy rating indicator— ranking 23rd highest in England.

39% of households contained one person living alone – more than a quarter (27%) of those were people aged over 65 years; of the remaining households, 37% contained household members who were from the same ethnic group and 24% of households contained people from different ethnic groups. 45% of Camden's usual residents were born outside the UK. English was not the main language for 21% of people¹¹, though the vast majority (86%) said they spoke English either 'very well' or 'well'.

The majority of households in Camden did not have access to a car or van (64%). DVLA records show that the number of cars registered in Camden fell over the period 2010-20 by 16%¹². Less than 3% of Camden households had no central heating. Two thirds of households were heated by gas (63%), while 13% were heated by electricity and 10% by a communal or district heating scheme.

⁹ 2021 Census *Topic Summary* tables.

¹⁰ Degree (BA, BSc), higher degree (MA, PhD, PGCE), NVQ level 4 to 5, HNC, HND, RSA Higher Diploma, BTEC Higher level, professional qualifications (for example, teaching, nursing, accountancy).

¹¹ Usual residents aged 3+.

¹² DVLA - cars registered to Camden addresses 2010-2020.

¹³ Published 23 November 2023.

Population

The population estimates of have been re-based using the results of the 2021 Census, while the intervening years (2012-2020) have been reassessed to line up with the newly realised mid-year population estimate for 2021¹³. The first step in the new 2021-based series has provide estimates for mid-2022, showing the population bouncing back somewhat from the pandemic, increasing by 7,100 (+3.4%) 2021-2022.

Births and deaths In the year to mid-2022 there were 2,194 births to Camden-resident mothers and 1,178 deaths recorded to Camden resident people, leading to a 'natural change' of +1,016 (births minus deaths). Since mid-2012, annual births in Camden have reduced by -29%. While this is part of a wider national (-15%) and London (-18%) trend, Camden has seen the 5th largest percentage fall in births over the last decade in London. Camden has low fertility, but it is not possible to say exactly what the fertility rate is until it has been recalculated using the latest population data¹⁴. Low fertility is contributed to by our large student population (61% female), the high cost of family accommodation, alongside other factors including welfare reform, short-term letting, Brexit and other economic uncertainties such as COVID-19.

Future change in population GLA's 2021-based *Interim Projections*¹⁵ forecast Camden's population in line with planned residential development. These forecasts are used by Camden to underpin council strategies and in planning services. Over the next decade, Camden's population is forecast to increase by 9,600 (4.4%) between 2023 and 2033. Future growth is due to positive natural increase (births outstripping deaths) of +12,100 and a loss of -2,500 due to net migration over the 2023-33 period.

¹⁴ Fertility rates will be recalculated using the recently published back series of ONS mid-year estimates to provide a consistent set of fertility statistics 2012-2022.

¹⁵ GLA 2021-based *Interim Projections*, 'Camden Development, Migrations Scenario 3', GLA, 2023. Called 'interim', they do not yet fully take account of 2021 Census rebased back-series, but are line with the 2021 Census-based estimates for 2021.

Government trend-based projections¹⁶, which are unconstrained by housing capacity, tend to show higher increases in population for Camden. The last published set were the ONS 2018-based projections for Camden which do not account for the 2021 Census results and 2022-rebased projections are not expected until March 2025.

Age and Gender

Camden's demographic profile corresponds to a typical metropolitan city with a university presence: a large proportion of students and younger adults, relatively few children and older people compared to the national average: according to the latest 2022 mid-year estimates¹⁷ 43% of residents are aged under 30, 66% are aged under 45. 17% of the population are children and young people aged under-18. Average (mean) age in Camden is 37.2 years, compared to 37.5 in London and 41.2 nationally. The dependency ratio, which measures the relative burden of the young and old in comparison with the working age population¹⁸, is 34% in Camden, compared to 44% for Greater London and 57% for England & Wales.

Cultural Diversity

Ethnicity Camden's population is ethnically diverse. In 2021, 40.5% of Camden residents were from Black, Asian or other minority ethnic groups¹⁹ (increased from 27% in 2001; 34% in 2011). A further 24.1% were non-British *White* residents including those from the EU, other Europe and the rest of the world. In 2022-23 figures for Camden-resident overseas nationals requesting National Insurance numbers to work in the UK show that 19% are from EU, 8% from rest of Europe (non-EU), 47% from Asia and 25% from the rest of the world²⁰.

According to the 2021 Census ethnic group categorisation, *Black African* form the largest minority ethnic group in seven Camden wards; *Bangladeshi* the largest minority in six, *Chinese* in one and *Indian* in one ward. Camden's

largest communities with a distinctive cultural identity are the *Bangladeshi*, *Indian*, *Chinese*, *Somali* and *Arab*.

Country of birth According to the 2021 Census, 55% of Camden residents were born in the UK²¹. Of the remainder, 14% were born in other EU countries and 31% from elsewhere. Taking individual countries of birth, after England, more Camden residents were born in the United States, Bangladesh, France, Italy, India, China, Ireland, Somalia, Scotland and Germany, than any other individual country.

In 2022 there were 2,072 births to Camden-resident women: 38% were to mothers born in the UK; 21% to those born in Middle East and Asia; 16% in the EU and 6% in non-EU Europe; 10% in Africa and 10% in the rest of the world.²²

Religion is asked in the 2021 Census as a voluntary question²³, though fewer than 9% failed to provide a response and a further 35% had no religion. The largest group with a religion were Christian (31%), followed by Muslim (16%), Jewish (5%), Hindu (2%), Buddhist (1%) and Sikh and other religions (<1%).

Main language spoken²⁴ was recorded in the 2021 Census. Overall, in Camden, 21% of people aged 3+ did not speak English as their main language. Of these, the most commonly spoken languages were French (10%); Bengali (9%); Spanish (8%); Italian (7%); Arabic and Portuguese (5%); Somali and Greek (4%); and Albanian (3%).

Meanwhile in Camden schools, in 2023, Camden-resident children spoke 174 languages and dialects. The most widely spoken languages after English were: Bengali with 2,275 speakers; Arabic with 1,154; Somali with 1,086; Albanian/Shqip with 685, and French, Spanish and Portuguese, each with more than 290 speakers²⁵.

¹⁶ Trend based projections are solely based on recent estimates of fertility, mortality and migration and do not take into account local housing policy or the ability of an area to accommodate the population. Such projections for Camden tend to over-estimate the future population.

¹⁷ ONS Mid-year Population Estimates for mid-2022 (published 23 November 2023).

¹⁸ Working age now calculated as 16-65.

¹⁹ All ethnic groups other than *White English*, *Welsh*, *Scottish*, *Northern Irish* or *British*; *White Irish*; *White Gypsy* or *Irish Traveller*; *White Roma*; or *Other White*.

²⁰ DWP National Insurance Number ('NiNo') registrations to 2022-23, DWP Stat-Xplore.

²¹ 2021 Census table TS012.

²² ONS Vital Statistics 2022.

²³ 2021 Census table TS030.

²⁴ ONS 2021 Census table TS024. All people aged 3+.

²⁵ Camden Schools Census, Spring 2023.

Sexual orientation and gender identity were two new questions asked in the 2021 Census²⁶. By **sexual orientation** 83% of Camden residents aged 16+ identified as straight/heterosexual, 3.7% as gay or lesbian, 2.5% as bisexual and 0.3% other sexual orientations. **Gender identity** asked whether people had the same sex as at birth. In Camden 91% in Camden had the same sex as at birth. There were 0.3% of people who had a different sex from birth but gave no specific identity; 0.1% identified as Trans woman, 0.1% as Trans man; and 0.2% with other gender identities.

Pay and Income

According to ASHE for 2023²⁷, **median gross annual pay** for full-time employees **living in Camden** is £44,973. Camden's median gross annual pay is lower than for Central London (£46,486), but higher compared to Greater London (£41,853) or UK (£34,963). Average pay in Camden has recovered from the pandemic and is now 6% higher than in 2019, but compares to Central London (12%), Greater London (14%) or for the UK (15%).

HMRC Real Time Information (RTI)²⁸ pay 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." RTI data shows that Camden-resident employees had median monthly pay of £3,199 in June 2023, 10% less than the Central London average of £3,572, but 14% higher than Greater London and 28% higher than the UK average. Monthly pay had fallen at the start of the pandemic, but is now above pre-pandemic levels.

Estimated equivalised median **household income** in Camden in 2023 is £45,000. It ranges from £29,700 in St Pancras and Somers Town ward, up to £61,400 in Hampstead Town ward. 18% of Camden households have an annual median income of less than £25,000²⁹.

²⁶ 2021 Census table TS077 and TS078 respectively. Both were voluntary questions and were asked only to people aged 16 and over. In Camden, non-response to the sexual orientation question was 10.5% and 8.2% for the gender identity question.

²⁷ Annual Survey of Hours and Earnings, ONS. ASHE is a 1% sample of PAYE individuals that includes bonuses and furloughed pay, but excludes self-employed and students.

Health and Social Care

The 2021 Census reports that Camden had a greater proportion of its population with a **disability or long-term condition** that limited their day-to-day activities (15.2%). This is the 2nd highest proportion amongst London boroughs and compared with the London average (13.2%)³⁰. Camden had a higher proportion of **people in bad or very bad health** (5.1%) and ranked 3rd highest in London, while the London average was 4.3%³¹. The proportion of **people providing unpaid care** in Camden is 7.3%, the 7th highest in London and slightly above the London average (7.2%)³². Although the proportion of the population providing unpaid care has fallen from 7.9% in 2011 and 7.8% in 2001, the proportion of Camden's population providing more hours of care has increased. People providing 20 hours or more unpaid care a week has increased from 2.2% in 2001 to 2.6% in 2011 and 3.4% in 2021. The 2011 Census estimated there were 9,718 **one-person households where the person was aged 66+**³³. This represents 10.5% of all household types in Camden but is a high proportion of all persons aged 66 and over (42%).

Latest **disability-related benefits** for May 2023³⁴ show there were 6,862 cases in receipt of Employment & Support Allowance; 163 were on Incapacity Benefit/Severe Disablement Allowance; 3,742 were on Disability Living Allowance and 11,087 were in receipt of Personal Independence Payments. Support payments are also being made for Carers Allowance (3,112) and Attendance Allowance (2,899). Since May 2018, benefit numbers generally are on a downward trend, but claimants of PIP (+94%) and Carers Allowance (+12%) have increased.

Life expectancy shows that a boy born in Camden can expect to die 3.7 years before a Camden-born girl (83.1 male, 87.7 female), but a Camden-born boy can expect to live 3.6 years longer than the national average and a Camden-born girl, 4.6 years longer³⁵. There

²⁸ Real Time Information, HMRC. It includes both full-time and part-time workers.

²⁹ CACI *Paycheck* equivalised household income 2023.

³⁰ 2021 Census table TS038.

³¹ 2021 Census table TS037.

³² 2021 Census table TS039.

³³ 2021 Census table TS003.

³⁴ DWP, May 2023 via DWP [Stat-Xplore](#).

³⁵ ONS Life Expectancy at birth 2018-20.

are health inequalities within Camden by location, gender, deprivation and ethnicity. Men and women from the most deprived areas have a life expectancy of 11.7 years and 10.2 years fewer respectively than those from the least deprived areas. **The data should be re-based in line with latest population estimates in 2024**³⁶.

Numbers of **deaths** had been declining in Camden since the 1960s, but have been rising over the last few years. There were 1,307 recorded deaths to Camden residents in 2020, an increase of 15% on 2019 - mostly attributable to COVID-19. Deaths for 2022 have fallen to 1,261.

On some **health indicators**, Camden scores significantly worse than the England average, including: diagnoses of diabetes and new sexually transmitted infections (STI); and the TB incidence rate. Camden is significantly better than the national average on a range of indicators including: under 75 mortality rates for all causes, cardiovascular and cancer; hospital stays for self-harm; dementia diagnoses in the over 65s and for age standardised mortality³⁷.

Personal Wellbeing³⁸ measures average 'satisfaction with life'; how 'worthwhile' life is; 'happiness'; and 'anxiety', marked out of 10. Self-reported '**life satisfaction**' in Camden in 2022-23 was estimated to be 7.3, a slight fall from 2021-22. The London average was 7.4 and UK average 7.5. Statistical analysis of wellbeing data shows that people in rural areas have higher well-being scores than Londoners. The survey also shows that people in Camden expressed a lower score that the things they did in their life were '**worthwhile**' at 7.5, compared to 7.6 in London and 7.7 nationally. In terms of people's level of '**happiness**', people in Camden (7.3) were as happy than the London average (7.3) and slightly lower than the national average (7.4) – continuing the post pandemic improvement. Levels of '**anxiety**' have reduced in Camden in the last year. In 2022-23, the Camden anxiety score was 3.4 (the lowest it has been since 2018-19 when it was 3.3). It is slightly higher than London (3.3) or nationally (3.2).

Social Deprivation

The 2021 Census described deprivation as existing in 1 to 4 dimensions, with 4 dimensions the most extreme. Camden had marginally fewer household unaffected (47.5%), i.e. in no deprivation dimensions than London (48.1%), or England & Wales (48.3%)³⁹. Camden had slightly more households affected in 2- 4 deprivation dimensions (21.6%), compared to London (19.0%) and England & Wales (18.2%). In the most extreme, 4 dimensions, 0.7% of households in Camden were affected, ranking 2nd highest in London.

Crime

The impact of COVID-19 lockdowns and restrictions saw a lower number of offences committed in Camden, dropping from 39,543 in the financial year 2019-20 to 25,424 during the pandemic (2020-21)⁴⁰. The number of offences has risen each year post-pandemic to reach 36,649 in 2022-23. Broken down by type and in rank order of offences and proportion of total offences 2022-23: Theft (16,074; 44%), Violence Against the Person (7,083; 19%); Vehicle Offences (3,531; 10%); Public Order (2,230; 6%); Burglary (2,039; 6%); Arson & Criminal Damage (1,645; 4%); Drug Offences (1,383; 4%); Robbery (1,363; 4%); Sexual Offences (881; 2%); Miscellaneous Crimes Against Society (262; <1%); and Possession of Weapons (158; <0.5%).

Housing

The 2021 Census found 108,236 dwellings in Camden, but only 92,758 occupied households. This may partly be explained by people temporarily away due to COVID-19 but is also attributable to other factors such as properties being used by non-usual residents⁴¹, or those being used as company flats, investment properties and Airbnb-style short-term lettings.

The 2021 Census found that the majority of occupied accommodation in Camden are flats, either purpose-built or converted from a house or other building. Flats, maisonettes and apartments accounted for 84% of accommodation in the borough. 56% were purpose-built, 28% converted or shared and 2% were in commercial buildings or above shops. Only 13 per cent

³⁶ PHE Local Health Profile: Life Expectancy 2015-19.

³⁷ Public Health England LA Profiles for 2019.

³⁸ ONS National Wellbeing Survey 2020-21.

³⁹ 2021 Census Topic Summary table TS011. No dimensions.

⁴⁰ Metropolitan Police Service: Notifiable Offences via GLA Datastore, © MPS.

⁴¹ 'Usual residents' is the definition used for population and excludes visitors or short-term migrant less than 1 year.

were self-contained houses⁴². By tenure, the mix in the 2021 Census was 30% owner occupied or shared ownership, 36% private rented and 34% social rented⁴³. The latest administrative data for 2023 suggests there are some 112,910 properties registered for Council Tax⁴⁴.

Average house prices in Camden are the 4th highest in the country after Kensington & Chelsea, Westminster and Hammersmith & Fulham. Average prices in Camden peaked in July 2019 at £894,898⁴⁵, but have fallen back to £842,167 in December 2022. House prices in Camden are 1.6 times higher than Greater London and 2.7 times that for England & Wales. The average price for a flat/maisonette (the most common property type in Camden) is £746,000. 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 £3.19m in December 2022, down from a peak of £3.43m in April 2022.

The high property values are confirmed by the Council Tax valuation list where 44% of properties are above the average band D (i.e. band E or above). In 2023 there were 112,910 properties registered for Council Tax⁴⁶.

Those in the private rented sector in Camden also face some of the highest rents in the country, ranking 3rd highest for median monthly rent (£1,950), after Kensington & Chelsea and Westminster. Median rent for a two bed flat in Camden is £2,173 a month⁴⁷.

Households and Dwellings

The 2021 Census recorded 92,758 occupied households, containing 202,702 usual residents - an average household size of 2.19. Over two thirds (68%) are either one or two bedroomed (34% apiece), three bedrooms (20%) or larger 4+ bedrooms (12%)⁴⁸.

The 2021 Census occupancy rating calculated that 9.5% of households in Camden had

fewer bedrooms than required by their inhabitants, i.e. were '**overcrowded**' (lower than the London average of 11.1%)⁴⁹. **By tenure**, 30% of Camden households were owner occupied, but a higher proportion were owned outright (16%) than were owned with a mortgage/loan (14%), while less than 1% of homes were in shared ownership³⁹. Camden has a large social rented sector, with 23% of households rented from the council and 11% in other social rented accommodation (Housing Association or other registered social landlords). 36% of households were rented privately.

Household composition The 2021 Census found 39% of Camden households were comprised of one person living alone⁵⁰ (the 5th highest proportion in London and in England or Wales), with 27% of whom were aged 66⁵¹ and over. 43% of people aged 16+ lived as a couple, either same sex or opposite sex married/civil partnership, or cohabiting⁵². Of those *not* living as a couple, 75% were single, never married/civil partnership.

Access to car/van 64% of households had no access to a car or van⁵³. DVLA records show that the number of cars registered to Camden addresses has fallen by 16% between 2010 and 2020⁵⁴.

Non-household population 3.5% of Camden people lived in communal establishments (including student halls of residence, hostels, hospitals and nursing homes and long-stay residents in hotels).

Local Economy

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, making a large contribution as measured by Gross Value Added⁵⁵. ONS revised estimates show that Camden added £34.3Bn to the national economy in 2021, an increase of 83% on 2008, growing faster than Central London

⁴² 2021 Census table TS044.

⁴³ 2021 Census table TS054.

⁴⁴ Source: Valuation Office Agency.

⁴⁵ Source: Land Registry (data covers the transactions received at Land Registry in the period 1 Jan-08 to 31 Dec-22), © Crown copyright 2023.

⁴⁶ VOA Council Tax dwellings, by band 2023.

⁴⁷ Median rents in the year to March 2023. VOA, 2023.

⁴⁸ 2021 Census table TS050.

⁴⁹ 2021 Census table TS052

⁵⁰ 2021 Census table TS003.

⁵¹ 66 is the current state pension age (previously 65).

⁵² 2021 Census table TS010.

⁵³ 2021 Census table TS045.

⁵⁴ DVLA - cars registered to Camden addresses 2010-2020.

⁵⁵ GVA - the value of goods and services produced in an area, industry or sector of an economy, ONS.

(73%), Greater London (56%) or UK (41%). Camden is the 4th largest contributor to GVA in London after the City (£90.4Bn), Westminster (£76.2Bn) and Tower Hamlets (£38.8Bn). Camden contributes 7.0% of London's GVA, while the share of UK GVA of 1.7% is up from 1.3% in 2008. Employment growth in the borough had been forecast to be good, though this has been impacted by the UK withdrawal from the EU, the effects of the Coronavirus pandemic and the war in Ukraine.

In a recent academic report about competitiveness⁵⁶ it was claimed "the top-ranked City of London, Westminster and Camden, stretched their lead over the rest of the regions and nations of Britain as the most economically attractive areas". Camden was considered to have a cultural life that would be attractive to entrepreneurs, along with the transport, skilled workers and homes needed to support high-wage employees, quoting "In some regards, Camden, with its cultural amenities and bohemian flavour, might be regarded as the archetypical locality that would attract the high-skilled creative classes who not only innovate themselves, but also create an environment that is attractive to other high skilled groups".

Business and Employment

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

Camden is home to the 2nd highest number of businesses in London after Westminster and is 3rd highest in the UK. There were 38,420 businesses⁵⁷ in Camden in March 2023, an increase of 255 (0.7%) on 2022. The total number of businesses has grown 60% since 2010. 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%) has fewer than 10 employees and three-quarters (28,755; 75%) have fewer than 5. By contrast, there are 185 businesses with 250+ employees, accounting for less than 0.5% of businesses in Camden.

Camden has the 2nd highest number of **business start-ups** in London and the 2nd highest number of **businesses closures**. There were 4,935 business 'births', new enterprises started up in Camden in 2022⁵⁸, a 12% decrease compared to 2021⁵⁹. However, this is the 2nd highest number of business births in London, after Westminster (6,540).

There were 4,275 **business 'deaths'** in 2022 (businesses wound-up in the year). After a re-evaluation of business deaths 2018-2021⁶⁰, the number of business deaths in 2022 is 205 (+5%) higher than in 2021. Camden ranks 2nd in London by the number of business 'deaths', but lower than Westminster (5,705).

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

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%) or UK (10.3%), but lower than Central London (16.0%). Camden ranks 4th in London after the City (25.6%), Westminster (18.6%) and Southwark (11.9%), while Camden ranks 14th overall in the UK⁶¹.

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

⁵⁶ A report by academics at the University of Cardiff and Nottingham Business School found that out of 362 areas across England, Wales and Scotland, nine of the top 10 in a competitiveness index were London boroughs. Quoted in the Guardian 7 August 2023.

⁵⁷ ONS UK Business: Activity, Size and Location Survey 2023.

⁵⁸ ONS Business Demography 2022.

⁵⁹ Due to a change in tax law in 2016, ONS has reviewed recent business demography data (2015-21) and advises cau-

tion for some areas, including Camden, due to large numbers of PAYE & VAT registrations (500+) at an individual postcode. This affects total numbers and business survival rates.

⁶⁰ To provide an early estimate of deaths, ONS has adjusted the latest three years deaths to allow for reactivations. These figures are provisional and subject to revision.

⁶¹ Source: UK Business: Activity, Size and Location Survey 2023 (ONS).

The largest industrial sector in Camden is *Professional, Scientific & Technical* enterprises that make up 27% of enterprises in Camden, compared with 24% in Central London and 19% London-wide. The sector includes legal, management consultancy, architectural and engineering practices, scientific research and advertising/market research⁶².

Employment The pre-COVID-19 period saw strong growth in employment in Camden culminating in 382,000 jobs by 2019. During the pandemic (2020), the jobs total fell to 368,000, but bounced back in 2022 to 415,000 jobs⁶³ in Camden, the 3rd highest in London after Westminster and the City and 7th highest in the UK. The latest figures, show that in 2021-22 employment rose by 25,000 (6.4%) in Camden. Smaller growth rates were seen in Central London (6.1%), Greater London (5.2%) and Great Britain (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 (Hampstead, Kentish Town, Swiss Cottage).

The long-term employment trend, taking into account COVID-19 and other factors, saw a gain in Camden of 124,600 jobs (42.9%) 2009-2021. This is a similar level of growth to Central London (43.0%), but higher growth than for Greater London (33.8%) and UK (14.6%).

HMRC Real Time Information⁶⁴ provides the number of employees and their pay to employees through PAYE at their residential address.

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

The 2011 Census told us about where people worked compared to where they lived⁶⁵. **Data from the 2021 Census** has been impacted by COVID-19 effects on employment and commuting, due to lockdown and other restrictions, furloughed staff and working from home. The stark example of this is the proportion of Camden residents working mainly at or from home was 57% in 2021 compared with just 5% in 2011 and 11% in 2001. Further data requires analysis.

The median gross pay of people working in Camden is higher than Central or Greater London and is higher than it was pre-pandemic. 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 2019-2023 by 12.6%. Increases also were seen for Central London (+10.0%), Greater London (+13.7%) and UK (+15.1%)⁶⁶.

Camden has the third most valuable commercial property estate in London after Westminster and the City. Business premises in Camden were valued at £1.56bn in aggregate for the purposes of business rates in September 2022 (slightly lower than £1.58bn in 2021). This is the 3rd highest total in London after Westminster and the City⁶⁷ and sees Camden's share of at 7.84%.

Labour Market

The overall **employment rate** in Camden is relatively low and the economic inactivity rate

⁶² Source: UK Business: Activity, Size and Location 2023 (ONS). See [UK SIC 2007](#) for a full classification.

⁶³ Source: Business Register & Employment Survey 2022 (ONS).

⁶⁴ Source: HMRC RTI monthly data (from Apr-2014), 2023.

⁶⁵ In 2011, 21% of Camden residents lived and worked in Camden, while a further 14% work mainly at/from home.

The majority of Camden-resident workers (58%) travelled outside the borough to work, with the most common destinations being other London boroughs (57%).

⁶⁶ Source: ONS Annual Survey of Hours and Earnings (ASHE) 2023. Based on a 1% survey sample of employee earnings paid via PAYE.

⁶⁷ Source: Valuation Office Agency (VOA), 2022.

relatively high in comparison with London and England & Wales Students living in the borough account for much of this, but some Camden residents still face significant barriers to accessing employment. As a result, fewer Camden residents are in work as a proportion of the working age population. The Annual Population Survey estimated the Camden employment rate at 70.7% in June 2023. 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%).though the differences are not statistically significant⁶⁸.

The ILO⁶⁹ 'model-based' **unemployment** rates are survey-based estimates, improved with Claimant Count (benefits system administrative data). The 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 rate is now slightly higher than Central London (3.9%) or GB (3.8%) but lower than London (4.6%)⁷⁰.

'**Claimant Count**'⁷¹ **unemployment** is a combination of Jobseekers Allowance (JSA) and those in receipt of unemployment-related Universal Credit. No claimant rates are provided (i.e. measured against the proportion of the economically active population), making comparison across areas difficult. 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

⁶⁸ ONS Annual Population Survey, 2023 Q2 (Camden accuracy +/- 6.4%).

⁶⁹ International Labour Organisation.

⁷⁰ ONS Annual Population Survey Model-based, 2023 Q2 (Camden accuracy +/- 1.7%) – headline rates only. These

The Camden Profile

The Camden Profile is updated on a regular basis to provide the latest information available about the borough. For related data see the [Demographic Databook](#) and the [Camden Business and Employment Bulletin Databook](#). Questions or comments about the information provided can be emailed to population@camden.gov.uk.

Further information

Further information and analysis is available from **Open Data Camden** (<https://opendata.camden.gov.uk>), the Council's open data website. See below for a selection of data, analyses, reports and maps:

Key data: [Camden Key Facts](#):

1 page table of facts about Camden while the Demographic Databook covers more detail.

Projections: [GLA population projections](#) used by Camden to plan services.

Labour market and economy:

[Camden Business and Employment Bulletin](#) and [Databook](#):

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Corporate Services

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For more information about Camden, go to



Open Data Camden

<https://opendata.camden.gov.uk>

Camden's open data website providing data, reports, maps and analyses about Camden.

use the International Labour Organisation's (ILO) definition of unemployment. They include F/T students who we would not typically be consider as unemployed.

⁷¹ DWP Claimant Count, via [NOMIS](#).