

Camden Profile

March 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 210,100 at mid-2021, taking on board the much lower resident population found in the 2021 Census. This is the nationally comparable population estimate required for government returns and nationally comparable performance indicators⁵.

Impact of COVID-19 pandemic

The pandemic has affected the ability of ONS to collect data, especially on migration. Some data has been delayed and others interrupted. Interim steps have been made to model missing or unavailable data and to acquire new methods.

2021 Census COVID-19 has also had an effect upon 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 very much 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 (96 per hectare)⁶. Camden is home to 7.2% of London's employment⁷ but 2.4% 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.

Insight & Improvement, Strategy Family, © LB Camden, 2023 Page 1

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-2021 usual resident population estimates, based on the 2021 Census; ONS, published 21 December 2022. ONS view this as an initial estimate that may be amended when more reliable data is available.

⁶ 2021 Census table TS006.

⁷ Workplace-based employee-jobs 2021 (BRES, ONS)

⁸ Mid-2021 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 2011 Census found that 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 (Nov-22 to Feb-22).

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.

Population

The estimates of population are currently in a period of flux as the population base changes from 2011 to 2021, while the intervening years (2012-2020) have to be reassessed to line up with the newly realised mid-year population estimate for 2021. ONS are currently re-evaluating their estimates accordingly: the main components of population change are births and deaths (pretty reliable from the registration system) but the real difficulty is to understand and estimate for the intricacies of domestic and international migration over the period, particularly difficult post Brexit and taking account of the COVID-19 pandemic.

Births and deaths In the year to mid-2021 there were 2,266 births to Camden-resident mothers and 1,205 deaths recorded to Camden resident people, leading to a 'natural change' of +1,061 (births minus deaths).

Since 2011-12, annual births in Camden have reduced by -27%. While this is part of a wider national (-16%) and London (-18%) trend, Camden has seen the 6th largest fall in birth 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 data¹³. 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 It has been Camden's preference to use the GLA's demographic projections to forecast Camden's population in line with planned residential development. These forecasts are used by Camden to underpin council strategies and in planning services. Currently, the GLA City Intelligence team are re-assessing their demographic modelling to take into account the findings from the 2021 Census and the mid-year estimate for 2021¹⁴.

¹³ ONS Births Summary statistics show Camden in 2021 having the 2nd lowest fertility rate (TFR) in the country at 1.02 after Westminster (1.00). The populations used in the calculation, however, are the ONS 2018-based Subnational Population Projections that are no longer considered reliable.

¹⁴ Projections will be rebased over the course of the year to take into account rebased and reconciled population estimates in line with the 2021 Census.

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 2021 mid-year estimates¹⁵ 41% of residents are aged under 30, 65% are aged under 45. 17% of the population are children and young people aged under-18. Average (mean) age in Camden is 37.6 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 population¹⁶, is 36% in Camden, compared to 44% for Greater London and 56% for England.

Cultural Diversity

Ethnicity Camden's population is ethnically diverse. In 2021, 40.5% of Camden residents were from Black, Asian or other minority ethnic groups¹⁷ (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 2021-22 figures for Camden-resident overseas nationals requesting National Insurance numbers to work in the UK show that 40% are from Europe, 38% from Asia and 22% from the rest of the world¹⁸.

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 UK¹⁹. 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 2021 there were 2,317 births to Camden-resident women: 36% were to mothers born in the UK; 20% to those born in Middle East and Asia; 17% in the EU and 6% in non-EU Europe; 11% in Africa and 11% in the rest of the world.²⁰

Religion is asked in the 2021 Census as a voluntary question²¹, 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 spoken²² 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 2020, Camden-resident children spoke 149 languages and dialects. The most widely spoken languages after English were: Bengali with 2,715 speakers; Somali with 1,250; Arabic with 844; Albanian/Shqip with 706, and French, Spanish and Portuguese, each with more than 200 speakers²³.

Sexual orientation and gender identity were two new questions asked in the 2021 Census²⁴. 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%

¹⁵ ONS Mid-year Population Estimates for mid-2021.

¹⁶ Working age now calculated as 16-65

¹⁷ 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*.

¹⁸ DWP National Insurance Number ('NiNo') registrations 2021-22, DWP Stat-Xplore..

¹⁹ 2021 Census table TS012.

²⁰ ONS Vital Statistics 2021.

²¹ 2021 Census table TS030.

²² ONS 2021 Census table TS024. All people aged 3+.

²³ Camden Schools Census, Spring 2020. Data from the latest schools census will be updated later this year.

²⁴ 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.

identified as Trans woman, 0.1% as Trans man; and 0.2% with other gender identities.

Pay and Income

According to ASHE for 2022²⁵, **median gross annual pay** for full-time employees living in Camden is £41,235. Camden's median gross annual pay is lower than for Central London (£43,004), but higher compared to Greater London (£39,391) or UK (£33,000). Average pay decreased for Camden residents in 2022 compared to pre-pandemic levels (2019) by 2.8%. This compares with increases seen for Central London (3.3%), Greater London (6.9%) or for the UK (8.6%).

HMRC Real Time Information (RTI)²⁶ 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 £2,998 in September 2022, 13% less than the Central London average of £3,431, but 14% higher than Greater London and 29% 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 2022 is £41,323. It ranges from £28,541 in St Pancras and Somers Town ward, up to £54,812 in Hampstead Town ward. 13% of Camden households have an annual median income of less than £20,000²⁷.

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%)²⁸. 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%²⁹. 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%)³⁰. 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+**³¹. 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 August 2022³² show there were 7,250 cases in receipt of Employment & Support Allowance; 174 were on Incapacity Benefit/Severe Disablement Allowance; 3,864 were on Disability Living Allowance and 10,050 were in receipt of Personal Independence Payments. Support payments are also being made for Carers Allowance (3,065) and Attendance Allowance (2,803). Since May 2018, benefit numbers generally are on a downward trend, but PIP (+76%) and Carers Allowance (+10%) numbers 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 longer³³. There 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 areas³⁴.

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 2021 have fallen to 1,261.

²⁵ 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.

²⁶ Real Time Information, HMRC. It includes both full-time and part-time workers.

²⁷ CACI *Paycheck* equivalised household income 2022.

²⁸ 2021 Census table TS038.

²⁹ 2021 Census table TS037.

³⁰ 2021 Census table TS039.

³¹ 2021 Census table TS003.

³² DWP, August 2022 via DWP [Stat-Xplore](#).

³³ ONS Life Expectancy at birth 2018-20.

³⁴ PHE Local Health Profile: Life Expectancy 2015-19.

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 mortality³⁵.

Personal Wellbeing³⁶ measures average 'satisfaction with life'; how 'worthwhile' life is; 'happiness'; and 'anxiety', marked out of 10. Self-reported life satisfaction in Camden in 2021-22 was estimated to be 7.35, a significant recovery from the abrupt drop in 2020-21 amid COVID-19. The London average was 7.46 and UK average 7.54. Statistical analysis of well-being 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' (7.68 – the same as for London) and compared to 7.77 nationally. In terms of people's level of 'happiness', people in Camden (7.16) were less happy than the national average (7.45) or London (7.37). Levels of anxiety have continued to increase in Camden over the past three years despite falls nationally and for London. In 2021-22, the Camden anxiety score was 3.73 (increased from 3.30 in 2018-19) compared to London (3.28) and nationally (3.12).

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%)³⁷. 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 2019-20 financial year to 25,424 during the pandemic (2020-21)³⁸. The number of offences has risen again post-pandemic to 30,984 (+14.1%). Broken down by type: Theft (11,434; 37%), Violence Against the Person (6,887; 22%); Vehicle Offences (3,018; 10%); Public Order (2,165; 7%); Burglary (1,895; 6%); Arson & Criminal Damage (1,666; 5%); Drug Offences (1,483; 5%); Robbery (1,126; 4%); Sexual Offences (870; 3%); Miscellaneous Crimes Against Society (262; <1%); and Possession of Weapons (178; <1%). Crime is up again in 2022-23 at over 33 thousand with one month's data still to be recorded.

Housing

The latest administrative data for 2022 suggests there are some 112,470 properties registered for Council Tax³⁹. Data released so far from the 2021 Census has been restricted to occupied households – the following 2021 Census data therefore relates to these: 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 were self-contained houses⁴⁰. By tenure, the mix in the 2021 Census was 30% owner occupied or shared ownership, 36% private rented and 34% social rented⁴¹.

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 £894,898⁴², 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

³⁵ Public Health England LA Profiles for 2019.

³⁶ ONS National Wellbeing Survey 2020-21.

³⁷ 2021 Census Topic Summary table TS011. No dimensions.

³⁸ Metropolitan Police Service: Notifiable Offences via GLA Datastore, © MPS.

³⁹ Source: Valuation Office Agency.

⁴⁰ 2021 Census table TS044.

⁴¹ 2021 Census table TS054.

⁴² Source: Land Registry (data covers the transactions received at Land Registry in the period 1 Jan-08 to 31 Dec-22), © Crown copyright 2023.

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 44.0% of properties are above the average band D (i.e. band E or above). In 2022 there were 112,470 properties registered for Council Tax⁴³.

Those in the private rented sector in Camden also face some of the highest rents in the country, ranking 5th highest for median monthly rent (£1,780), after Kensington & Chelsea, Westminster, Wandsworth and City. Median rent for a two bed flat in Camden is £2,050 a month⁴⁴.

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%)⁴⁵.

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%)⁴⁶. **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 alone⁴⁷ (the 5th highest proportion in London and in England or Wales), with 27% of whom were aged 66⁴⁸ and over. 43% of people aged 16+ lived as a

couple, either same sex or opposite sex married/civil partnership, or cohabiting⁴⁹. 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 van⁵⁰. DVLA records show that the number of cars registered to Camden addresses has fallen by 16% between 2010 and 2020⁵¹.

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 Added⁵². ONS revised estimates show that Camden added £31.4Bn to the national economy in 2020, an increase of 69% on 2008, growing faster than Central London (64%), Greater London (50%) or UK (35%). Camden is the 4th largest contributor to GVA in London after the City (£85.6Bn), Westminster (£72.1Bn) and Tower Hamlets (£37.4Bn). Camden contributes 6.7% of London's GVA, while the share of UK GVA of 1.6% is up from 1.1% 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.

Business and Employment

There are a high number of **businesses** in the borough - large employers to micro enterprises and Small to Medium Sized Enterprises (SMEs). Many of these businesses 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

⁴³ VOA Council Tax dwellings, by band 2022.

⁴⁴ Median rents in the year to September 2022. VOA, 2023.

⁴⁵ 2021 Census table TS050.

⁴⁶ 2021 Census table TS052

⁴⁷ 2021 Census table TS003.

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

⁴⁹ 2021 Census table TS010.

⁵⁰ 2021 Census table TS045.

⁵¹ DVLA - cars registered to Camden addresses 2010-2020.

⁵² GVA - the value of goods and services produced in an area, industry or sector of an economy, ONS.

3rd highest in the UK. There were 38,165 businesses⁵³ in Camden in March 2022, an increase of 485 (1.3%) on 2021. The total number of businesses has grown 59% since 2010. Camden accounts for 6.4% 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 38,165 businesses, the vast majority (32,910; 86%) have fewer than 10 employees and three-quarters (28,770; 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.

Camden has the 2nd highest number of **business start-ups** in London and the 2nd highest number of **businesses closures**. There were 5,600 business 'births', new enterprises started up in Camden in 2021⁵⁴, a 2% decrease compared to 2019⁵⁵. This is the 2nd highest number of business births in London, after Westminster (7,140).

There were 4,165 **business 'deaths'** in 2021 (businesses wound-up in the year). After a re-evaluation of business deaths 2018-2021⁵⁶, the number of business deaths in 2021 is 395 (+10.5%) higher than in 2020. Camden ranks 2nd in London by the number of business 'deaths', but lower than Westminster (4,900).

Of Camden enterprises that started-up in 2016, 41% were still active five years later in 2021. This is better than the **business survival rates** for Central London and Greater London (39%) and the national average (38%). Amongst London boroughs, in 2021, Camden ranked 9th by business survival rates.

Camden has a higher proportion of large businesses by **turnover** than London or the UK. 11.9% of Camden enterprises had a turnover of £1m or more in 2022, higher than for businesses in London (9.6%) and the UK (9.1%), but lower than Central London

(14.4%). Camden ranks 4th in London after the City (25.6%), Westminster (18.6%) and Southwark (11.9%), while Camden ranks 16th overall in the UK⁵⁷.

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% in Central London and 19% London-wide. The sector includes legal, management consultancy, architectural and engineering practices, scientific research and advertising/market research⁵⁸.

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 has bounced back in 2021 to 390,000 jobs⁵⁹ located in Camden, the 3rd highest in London after Westminster and the City. The latest figures, show that in 2020-21 employment rose by 21,000 (5.7%) in Camden. Smaller increases were seen for Central London (5.4%), Greater London (3.5%) and Great Britain (2.8%).

Over the last year and in the long-term, Camden has seen a growth in part-time employment, last year (2020-21) increasing by 1,000 (+1.2%). Part-time employment has increased more in Camden than Central London (+1.1%) or Greater London (+0.1%) but has increased more in Great Britain overall (+2.4%).

Geographically, 59% of jobs are located in the central London portion of Camden, i.e. to the south of Euston Road. A quarter of jobs (24%) 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,

⁵³ ONS UK Business: Activity, Size and Location Survey 2022.

⁵⁴ ONS Business Demography 2021.

⁵⁵ Due to a change in tax law in 2016, ONS has reviewed recent business demography data (2015-19) 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 survival rates.

⁵⁶ To provide an early estimate of deaths, ONS has adjusted the latest two years deaths to allow for reactivations. These figures are provisional and subject to revision.

⁵⁷ Source: UK Business: Activity, Size and Location Survey 2022 (ONS).

⁵⁸ Source: UK Business: Activity, Size and Location 2022 (ONS). See [UK SIC 2007](#) for a full classification.

⁵⁹ Source: Business Register & Employment Survey 2021 (ONS).

including Hampstead, Kentish Town and Swiss Cottage.

The long-term employment trend, taking into account COVID-19 and other factors, saw a gain in Camden of 99,600 jobs (34.3%) 2009-2021. This is a similar level of growth to Central London (34.8%), but higher growth than for Greater London (27.5%) and UK (12.7%).

The 2011 Census told us about where people worked compared to where they lived⁶⁰. **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 details will be released later in 2023.

The 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 £44,424 in 2022 and is £4,186 (10.4%) higher than it was pre-pandemic (2019). Camden's median gross annual pay is higher than for Central London (£43,818), Greater London (£41,868) or UK (£33,000). Average pay increased for Camden workers between 2019 and 2022 by 10.4%. Increases also were seen for Central London (+5.5%), Greater London (+7.3%) and UK (+8.6%)⁶¹.

Camden has the third most valuable commercial property estate in London after Westminster and the City. Business 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 City⁶² and

sees Camden's share of London rateable value fall slightly from 7.86% to 7.84%.

Back in 2019, retail was already an industry under pressure. Nationally about 16 stores closed their doors every day in the first half of 2019 while only nine opened, resulting in a net decline of 1,234 chain stores on Britain's top 500 high streets according to analysis by PricewaterhouseCoopers (PwC) and high street analysts the Local Data Company (LDC). At that point, despite the national net decline of high street retailers, Camden continued to have relatively low vacancy rates of between 5% and 6% over recent years⁶³. Currently there is no data to gauge the impact of COVID-19 over the course of 2020 and 2021.

Labour Market

The overall **employment rate** in Camden is relatively low and the economic inactivity rate 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. Fewer Camden residents are in work as a proportion of the working age population. The Annual Population Survey estimated the Camden employment rate at 64.9% in 2022 Q3. The decrease in the rate is large at 6.2 percentage points lower than the June 2022 quarter and 7.6 percentage points below its 72.6% peak in March 2020, prior to COVID-19. The Camden rate is low compared to Central London (76.7%), Greater London (75.8%) and Great Britain (75.5%) and the difference is statistically significant⁶⁴.

The ILO⁶⁵ 'model-based' **unemployment** rates are survey-based estimates, improved with Claimant Count. 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

⁶⁰ 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%).

⁶¹ Source: ONS Annual Survey of Hours and Earnings (ASHE) 2022, from NOMIS. Based on a 1% survey sample of employee earnings paid via PAYE. 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.

⁶² Source: Valuation Office Agency (VOA), 2021.

⁶³ Camden Retail Surveys, 2007- 2019.

⁶⁴ ONS Annual Population Survey, 2022 Q3 (Camden accuracy +/- 7.0%).

⁶⁵ International Labour Organisation.

all-time low of 3.8% in June 2022, before ticking up to 4.1% in September 2022 (latest). The Camden rate has jumped higher than the Central London (3.8%) and Great Britain (3.7%) rates, but remains below the Greater London rate (4.5%)⁶⁶.

‘Claimant Count’⁶⁷ 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 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. In recent months it has fallen further to 6,635 by December 2022 - a total reduction of -5,055 (-43%) compared to the COVID peak in March 2021. However, Claimant Count Levels are still substantially higher (+2,320; +54%) their pre-pandemic levels. Similar falls since the COVID-19 peak have been experienced by Central London (46%), Greater London (-45%) and England & Wales (-43%) over the same period.

Education and Skills

Rewighted Annual Population Survey for the year to December 2021 estimates that 79% of the working-age population of Camden were qualified to NVQ level 4 or above⁶⁸, higher than for London (66%) or Great Britain (49%). The proportions have increased considerably since 2008, by 19 percentage points in Camden. APS estimates 5% of economically active Camden residents of working age have no qualifications; while 12% have no or low-level qualifications (no qualifications or NVQ level 1), significantly disadvantaging them in the London labour market⁶⁹.

⁶⁶ ONS Annual Population Survey Model-based, 2022 Q3 (Camden accuracy +/- 1.7%) – headline rates only. These use the International Labour Organisation’s (ILO) definition of unemployment. They include F/T students who we would not typically be consider as unemployed.

⁶⁷ DWP Claimant Count, via [NOMIS](https://www.nomis.gov.uk).

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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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.

⁶⁸ ONS Annual Population Survey Q4 2021: Economically active working aged people, Margin of error is +/-7.5%. From [NOMIS](https://www.nomis.gov.uk).

⁶⁹ ONS Annual Population Survey Q4 2021: Economically active working aged people, Margin of error is unavailable for ‘no qualifications’ and +/-8.2% for ‘no qualifications’ or NVQ1. From [NOMIS](https://www.nomis.gov.uk).