

Camden Profile

[Link to Demographic Databook](#)

January 2022



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); and St Pancras International; with extensive bus, tube and suburban rail networks – soon to include the Crossrail 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 (78%)² in this area do not have access to a vehicle. The entire borough falls within the newly expanded 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 largest student population in London, with

more than 27,600 higher education students living in Camden: 59% are women and 57% are from overseas. 28% of students live in university halls of residence or properties; while 39% reside in the area south of Euston Road⁴.

The latest 'official' estimate of Camden's resident population is 279,500 at mid-2020. This is the nationally comparable population estimate required for government returns and nationally comparable performance indicators⁵.

Note: for overall strategy and for planning services, Camden uses the GLA demographic projections – See *Future Change in Population* on p2).

ONS estimates show that of our neighbours, Barnet and Brent have larger populations; Haringey, Westminster, Islington and the City are smaller. Camden is just a fragment of Greater London, occupying only 1.4% by area – making it London's 8th smallest borough by area, but 5th highest by population density (128 per hectare). Camden is home to 7.1% of London's employment and 3.1% of its population. Note that for planning services Camden uses GLA development-led forecasts – see 'Future change in population' section below on p2.

The mix of social and economic conditions in Camden is like nowhere else, though parts of Camden are very similar to parts of other London boroughs. According to the 2011 Census-based area classification for London, Camden is described in terms of "High Density & High Rise Flats" (32%), "Urban Elites" (29%), "City Vibe" (22%) or "London Life-cycle" (16%)⁶.

¹ The 2011 Census provides the most comprehensive and detailed information about Camden and is supplemented by various survey estimates and administrative counts. For further details of statistics quoted in this profile see the [Demographic Databook](#) (Excel).

² South of Euston Road, 2011 Census table KS404EW.

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

⁴ Higher Education Statistics Agency (HESA) 2018-19.

⁵ Mid-2020 usual resident population estimates, based on the 2011 Census; ONS, published 25 June 2021. Camden and GLA City Intelligence have strong reservations about the accuracy of the ONS estimates, especially for child ages.

⁶ 2011 Census-based London Output Area Classification (LOAC) Super-group typologies, published by GLA:

The 2011 Census⁷ found that for residents aged 16+, over half (51%) were educated to degree level or equivalent (ranking 5th highest in England & Wales); while 13% had no qualifications. The Camden population is ethnically diverse and consists predominantly of younger working-aged adults. 1 in 7 (14%) Camden people had an illness or disability affecting their day-to-day activities. Almost a third of households (33%) lived in private-rented accommodation and 33% lived in social rented accommodation. A further 32% were homeowners (17% of households owned their home outright and 15% 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). 85% of household spaces in Camden were in purpose-built or converted flats, just 15% lived in houses (of which less than 2% were detached). A fifth (19%) of households had more than 1.5 persons per bedroom – ranking 12th highest in England & Wales.

41% of households contained one person living alone – a third of those were people aged over 65 years; of the remaining households, 31% contained household members who were from the same ethnic group and 26% of households contained people from different ethnic groups. 30% of Camden's usual residents were born outside the UK and European Union⁸. English was not the main language for 23% of people⁹, 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 (61%). DVLA records show that the number of cars registered in Camden has fallen over the period 2010-20 by 16%¹⁰.

Population

The population of an area changes over time. As a central London borough Camden experiences a high degree of population 'churn'¹¹. Camden has the 5th largest population churn in the UK, due to large migration in- and out-flows. **In the year to mid-2020**, ONS estimates total migration inflow to Camden of 41,100 people, a total outflow of 32,600, with the net effect of an additional 8,500 people¹².

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 some other interrupted. Interim steps have been made to model missing or unavailable data. For further information see: ONS Statistical Bulletin [Population estimates for the UK, England and Wales, Scotland and Northern Ireland - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/statistical-bulletin/population-estimates-for-the-uk-england-and-wales-scotland-and-northern-ireland)

Migration flows are split between those measured within the UK and those from outside (international). The domestic flows to/from the rest of the UK, account for half of the annual inflow (51%) and three-quarters of the outflow (76%). A sizeable proportion of movement is the annual transfer of students to/from Camden, both international and within the UK.

Births and deaths also affect population dynamics. In the year to mid-2020 there were 2,337 births to Camden-resident mothers and 1,377 deaths recorded, leading to a 'natural change' of +960 (births minus deaths). This is the lowest natural change since 1996 and is the result of reducing births and a spike in deaths due to COVID-19. Since 2011-12, annual births in Camden have reduced by a quarter (24%). Camden has the lowest total fertility rate in the UK, 0.96 in the calendar year 2020¹³. Camden's low fertility is contributed to by the large student population (60% 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 *2019-based Projections*¹⁴ forecast Camden's population in line with planned residential development. These forecasts are used by Camden to

<https://data.london.gov.uk/dataset/london-area-classification>.

⁷ The 2011 Census is still the most recent published, but data from the 2021 Census is due to emerge later in 2022.

⁸ European Union as at 27 March 2011.

⁹ Usual residents aged 3+.

¹⁰ DVLA - cars registered to Camden addresses 2010-2020.

¹¹ Churn measures migration flows relative to population size, calculated as the sum of in- and out- migration divided by

the total population. Churn is 26% in the year to mid-2020, but includes university student moves to and from Camden.

¹² ONS Mid-year Estimates: components of change 2019-20.

¹³ Total fertility rate (TFR) is the number of live births per 1,000 women aged 15-44, i.e. the lifetime average of births per woman. The Camden TFR is less than half the UK replacement level (2.08). ONS Summary Births 2020.

¹⁴ GLA 2019-based Projections, Scenario 3, GLA, 2021.

underpin council strategies and in planning services. Over the next decade, Camden's population is forecast to increase by 15,100 (5.7%) between 2021 and 2031. Future growth is due to both natural increase (births outstripping deaths) of +7,700 and 7,300 due to net migration over the 2021-31 period.

Government trend-based projections¹⁵, which are unconstrained by housing capacity, show higher increases in population. ONS 2018-based projections for Camden show an increase of 22,600 over 2021-31 (+8.2%)¹⁶. The higher growth implies increased household size and/or greater sharing in order to fit the increased population within the forecast housing stock.

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: 37% of residents are aged under 30, 65% are aged under 45. 15% of the population are children and young people aged under-18. Average (mean) age in Camden is 38.9 years, compared to 37.7 in London and 41.0 nationally. There are more older-women than older-men; and more boys than girls. The working-age (16-64) population is relatively even, but with slightly more men (38%) than women (36%)¹⁷. The dependency ratio, which measures the relative burden of the young and old in comparison with the working age population, is 35.4% at mid-2021, but is forecast to rise to 41.2% by 2041.

Cultural Diversity

Camden's population is ethnically diverse. In 2011, 34% of Camden residents were from Black, Asian or other minority ethnic groups¹⁸ (increased from 27% in 2001). A further 22% were non-British *White* residents including those from the EU, other Europe and the rest of the world. In 2020-21 figures for Camden-

resident overseas nationals requesting National Insurance numbers to work in the UK show that 38% are from Europe, 38% from Asia and 23% from the rest of the world¹⁹. According to the 2011 Census ethnic group categorisation, *Bangladeshi* form the largest minority ethnic group in seven Camden wards; *Black African* the largest minority in six, *Other Asian* in four and *Chinese* in one. Camden's largest communities with a distinctive cultural identity are the *Bangladeshi*, *Black African* and *Irish* communities, followed by *Chinese* and *Indian*. In common with other inner London boroughs, there are small but growing communities of migrants who are refugees or seeking asylum, as well as migrants resulting from EU enlargement.

According to the 2011 Census, 60% of Camden residents were born in Britain or Ireland. Of the remainder, 11% were born in other EU countries²⁰ and 30% from elsewhere. After England, more Camden residents were born in the United States, Bangladesh, the Republic of Ireland, France, Scotland, Australia, Italy, Germany and Somalia than any other individual country in the world.

In 2020 there were 2,240 births to Camden-resident women: 37% were to mothers born in the UK; 19% to those born in Middle East and Asia; 16% in the EU and 6% in non-EU Europe; 11% in Africa and 10% in the rest of the world.²¹

GLA ethnicity projections forecast little change in the proportion of people from minority ethnic groups, peaking and falling slightly from 34.0% in 2018 to 33.4% in 2028. The largest growth in numbers forecast (2018-28) are in the *Other White*, *White British*, *Other Asian* and *Other Ethnic* groups. The largest decrease is in the *Bangladeshi* group²².

Main language spoken²³ was recorded for the first time in the 2011 Census. After English, the most commonly spoken languages were

¹⁵ 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.

¹⁶ ONS 2018-based Subnational Population Projection Projections (24 March 2020).

¹⁷ GLA 2019-based Scenario 3 at mid-2021.

¹⁸ All ethnic groups other than *White British*; *White Irish*; *White Gypsy or Irish Traveller*; or *Other White*.

¹⁹ DWP National Insurance Number ('NiNo') registrations 2020-21, DWP.

²⁰ 8% were from EU as constituted on Census Day, 29 April 2001 and a further 3% from EU Accession countries joining between April 2001 and March 2011.

²¹ ONS Vital Statistics 2020.

²² GLA 2016-based Ethnic Group Projections 'Camden Development, Capped AHS' (produced 2018 – the latest available).

²³ ONS 2011 Census table QS204. All people aged 3+.

Bengali (13%); French (8%); Spanish (6%); Italian and Somali (5%); German, Arabic, Portuguese and Polish (4%). Meanwhile in Camden schools, Camden-resident children speak 149 languages and dialects. The most widely spoken languages after English are: 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 speakers²⁴.

Pay and Income

According to ASHE for 2021²⁵, median gross annual pay for full-time employees **living in Camden** is £39,994 in 2021. Camden's median gross annual pay is lower than for Central London (£42,469), but higher compared to Greater London (£37,500) or UK (£31,285). Average pay decreased for Camden residents in 2021 compared to pre-pandemic levels (2019) by 5.7%. This compares with increases seen for Central London (2.1%), Greater London (1.8%) or for the UK (3.0%).

New 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 median monthly pay data shows that Camden-resident employees were paid £2,866 in June 2021, 11% less than their Central London counterparts (£3,186), but 11% higher than Greater London and 31% more than the UK average. Monthly pay fell at the start of the pandemic, but picked up quickly, to above pre-pandemic levels.

Estimated equivalised median **household income** in Camden in 2021 is £35,751. It ranges from £24,759 in St Pancras and Somers Town ward, up to £47,279 in Hampstead Town ward. 19% of Camden households have an annual median income of less than £20,000²⁷.

Health and Social Care

Camden has a greater proportion of its population stating that day-to-day activities are limited to some degree (14.4%) compared with

the Inner London (13.6%) and Greater London (14.2%) averages. Camden has a higher proportion of its population self-reporting that it is in bad health (5.6%) compared to London averages (Inner London 5.3%, Greater London 4.9%)²⁸. Although the proportion of the population providing unpaid care has not changed since 2001 the total number of carers has increased. The proportion of Camden's population providing 20 hours or more unpaid care a week has increased from 2.2% to 2.6%. The 2011 Census estimated there were 10,100 one-person households where the person was aged 65+. This represents 10.3% of all household types in Camden and a high proportion of persons aged 65 and over (42%).

Disability-related benefits for May 2021 show there were 8,028 cases in receipt of Employment & Support Allowance; 185 were on Incapacity Benefit/Severe Disablement Allowance; 3,969 were on Disability Living Allowance and 9,080 were in receipt of Personal Independence Payments. Support payments are also being made for Carers Allowance (2,967) and Attendance Allowance (2,762)²⁹. Since May 2018, benefit numbers generally are on a downward trend, but PIP (+59%) and Carers Allowance (+6%) 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 longer³⁰. 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 areas³¹.

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. Camden's Age Standardised Mortality Ratio (ASMR) in 2020 is 697, which

²⁴ Camden Schools Census, Spring 2020.

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, 2021. It includes both full-time and part-time workers.

²⁷ CACI *Paycheck* equivalised household income 2021.

²⁸ ONS 2011 Census table DC3302.

²⁹ DWP, May 2021 via DWP [Stat-Xplore](#).

³⁰ ONS Life Expectancy at birth 2018-20; Camden compared to England.

³¹ PHE Local Health Profile: Life Expectancy 2015-19.

is much lower than London (967) and is 33% lower than the national average (1,040). It is 5th lowest in London. Male and female ASMRs are 866 and 557 respectively³².

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 mortality³³.

Personal Wellbeing³⁴ measures average 'satisfaction with life'; how 'worthwhile' life is; 'happiness'; and 'anxiety', marked out of 10. Self-reported life satisfaction in Camden in 2010-21 was estimated to be 6.78, a significant drop from previous years and below the London average (7.27) and UK average (7.39). 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', 7.27 compared to 7.71 nationally. In terms of people's level of 'happiness', people in Camden (6.93) were less happy than the national average (7.31). Levels of anxiety have increased in Camden over the past two years. In 2020-21 it is 3.64, higher than the national average (3.31).

Social Deprivation

Every part of Camden has areas of relative affluence alongside areas of relative poverty. On the *average rank* summary measure for local authorities, the Indices of Deprivation 2019³⁵ ranks Camden 139th most deprived out of 317 districts in England. The most deprived area in Camden (E01000890 in Gospel Oak ward) is within the 13% most deprived areas in England. By contrast, Froggnal and Fitzjohns ward

is home to the least deprived LSOA in Camden; 4 out of its 8 LSOAs fall within the 10% least deprived LSOAs in England. In 2019-20 37.2% of children in Camden live in low income families (60% below median income)³⁶. This compares with a London average of 37.8% and 30.4% in England & Wales.

Crime

The impact of COVID-19 lockdowns and restrictions has seen a lower number of offences. During the calendar years 2020 and 2021 there were 29,653 and 28,096 recorded offences respectively³⁷, an overall decrease of 1,557 (-5%). By type, recorded offences were for: Theft (9,746; 35%); Violence Against the Person (6,459; 23%); Vehicle Offences (2,808; 10%); Public Order (2,081; 7%); Burglary (1,806; 6%); Arson & Criminal Damage (1,666; 6%); Drug Offences (1,317; 5%); Robbery (1,056; 4%); Sexual Offences (762; 3%); Miscellaneous Crimes Against Society (263; 1%); and Possession of Weapons (132; <1%).

Housing

The total dwelling stock from the 2011 Census was 99,127³⁸. The 2011 Census recorded 102,703 household spaces in Camden. 95% contained at least one usual resident - the others are either vacant, or contain visitors and short-term residents not counted in the official 'usual resident' population. Most Camden dwellings are flats, either purpose-built or converted from a house or other building. Flats, maisonettes and apartments accounted for 85% of accommodation in the borough, of these 52% were purpose-built, 30% converted or shared and 3% in commercial buildings. Only 15 per cent were self-contained houses. The most recent estimates suggest that the tenure mix in 2019 was 37% owner occupied, 33% private rented and 30% social rented³⁹.

Average house prices in Camden are the third highest in the country after Kensington & Chelsea and Westminster. Average prices in Camden peaked in August 2021 at £921,525⁴⁰, but

³² ONS Deaths Summary 2020. ASMRs are calculated using the European Standard Population (ESP), which allows comparison of areas by standardising differences in age structure.

³³ Public Health England LA Profiles for 2019.

³⁴ ONS National Wellbeing Survey 2020-21.

³⁵ CLG English Indices of Deprivation, 2019 - based on Lower-layer Super Output Area (LSOA) geography.

³⁶ DWP/HMRC/ECP 'Local indicators of child poverty after housing costs, 2019/20', 2021.

³⁷ Metropolitan Police Service: Notifiable Offences 2020 and 2021 via GLA Datastore, © MPS.

³⁸ ONS 2011 Census table KS401. 'Dwelling' defined as a unit of accommodation in which all rooms - including the kitchen, bathroom and toilet - are behind a door that only that household can use.

³⁹ Subnational estimates of households by tenure 2019, ONS.

⁴⁰ Source: Land Registry (data covers the transactions received at Land Registry in the period 1 Jan-08 to 30 Sep-21), © Crown copyright 2021.

prices fell back to £895,902 in September 2021. House prices in Camden are 1.8 times higher than Greater London and 3.2 times that for England & Wales. The average price for a flat/maisonette (the most common property type in Camden) is £797,359. In tandem with the overall average price, this property type peaked in August 2021 (at £820,403). All other house types (detached, semi-detached and terraced) are currently at an historical high, with average detached houses in Camden priced at £3.3m. The high property values are confirmed by the Council Tax valuation list where 43.9% of properties are above the average band D (i.e. band E or above). In 2021 there were 111,970 properties registered for Council Tax⁴¹.

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 (£1,675), after Kensington & Chelsea, Westminster, Wandsworth and City. Median rent for a two bed flat in Camden is £2,000 a month, which is 1.4 times the London average and 2.7 times the England average⁴².

Households and Dwellings

The 2011 Census recorded 97,534 households with residents, with an average household size of 2.18 persons per household. On average, there were 4 rooms per household; 2.1 bedrooms per household. However, the Census *occupancy rating* calculated that 32% of households had fewer rooms (and 13% fewer bedrooms) than required by their inhabitants and were 'overcrowded'. By tenure, 33% of Camden households were owner occupied, but a higher proportion were owned outright (17%) than were owned with a mortgage/loan (15%), while less than 1% of homes were in shared ownership. Camden recorded a large social rented sector, with 23% of households rented from the council and 10% in other social rented accommodation (Housing Association or other registered social landlords). 32% of households were rented privately. The 2011 Census found 41% of Camden households were comprised of one person living alone (the 4th highest proportion in London and in England or Wales), with 34% of whom were aged 65 and over. 41% of people aged 16+ lived as

a couple, either married/civil partnership, or cohabiting. Of those *not* living as a couple, 73% were single, never married/civil partnership.

61% of households had no access to a car or van. The 2011 Census estimated 46,600 cars or vans available for use by Camden households (compared with 50,000 in 2001). Just 7% of Camden households had access to two or more cars or vans. More recent DVLA records show that the number of cars registered to Camden addresses has fallen by 16% between 2010 and 2020⁴³.

3.6% 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 GVA⁴⁴. ONS estimates show that Camden added £34.4Bn to the national economy in 2018, an increase of 93% on 2008, growing faster than Central London (54%), Greater London (45%) or UK (34%). Camden is the 4th highest contributor to GVA in London after the City (£69.1Bn); Westminster (£68.4Bn); and Tower Hamlets (34.6Bn). Camden contributes 7.6% of London's GVA, while the share of UK GVA of 1.8% is up from 1.12% in 2008. Employment growth in the borough had been forecast to be good, though this has been impacted by both the UK withdrawal from the EU and the ongoing effects of the Coronavirus pandemic.

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.

⁴¹ VOA Council Tax dwellings, by band 2021.

⁴² Median rents in the year to September 2021. Valuation Office Agency (VOA), 2021.

⁴³ DVLA - cars registered to Camden addresses 2010-2020.

⁴⁴ Gross Value Added is the value of goods and services produced in an area, industry or sector of an economy. London borough estimates have been calculated by ONS but are not classed as *National Statistics*.

Camden is home to the second highest number of businesses in London after Westminster and is 3rd highest in the UK. There were 37,680 businesses⁴⁵ in Camden in March 2021, an increase of 870 (2.4%) on 2020, increasing despite the initial waves of COVID-19. The total number of businesses has grown 56% since 2008. Camden currently has the 3rd highest number of businesses in the UK after Westminster and Birmingham. Camden accounts for 6.3% 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 37,680 businesses, the vast majority (32,435; 86%) have fewer than 10 employees and three-quarters (28,415; 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 6,080 business 'births', new enterprises started up in Camden in 2020⁴⁶, a 2% decrease compared to 2019⁴⁷. This is the 2nd highest number of business births in London, after Westminster (9,180).

There were 4,830 business 'deaths' in 2020 (businesses wound-up in the year). After a re-evaluation of business deaths 2018-2020⁴⁸, the number of business deaths in 2020 is 70 (+1.5%) higher than in 2019. Camden ranks 2nd in London by the number of business 'deaths', but lower than Westminster (7,295).

Of Camden enterprises that started-up in 2015, 35% were still active five years later in 2020. This is better than the survival rates for Central London (32%), but is lower than the London (37%) or national average (40%). Amongst London boroughs, in 2020, Camden ranked 28th by business survival rates. The Camden rate is 4.6 percentage points lower compared to 2019.

Camden has a higher proportion of large businesses by turnover than London or the UK. 12.9% of Camden enterprises had a turnover of £1m or more in 2021, higher than for businesses in London (10.3%) and the UK (9.5%), but lower than Central London (15.6%). Camden ranks 4th in London after the City (26.1%), Westminster (21.0%) and Southwark (13.0%), while Camden ranks 12th overall in the UK⁴⁹.

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 28% of enterprises in Camden, compared with 20% in Greater London. The sector includes legal, management consultancy, architectural and engineering practices, scientific research and advertising/market research⁵⁰.

Pre-COVID-19 there had been strong growth in employment in Camden culminating in 382,000 jobs by 2019. A year later, in 2020 - in the midst of the pandemic, the number of Camden jobs fell to 368,000⁵¹, but still the 3rd highest in London after Westminster and the City. The latest figures, relating to 2020, show that employment fell by 14,000 (-3.7%) compared to 2019. Smaller reductions were seen for Central London (-2.5%), Greater London (-1.9%) and Great Britain (-1.7%).

Over the last year and in the long-term, Camden has seen a growth in part-time employment, last year increasing by 3,000 (+3.6%), while full-time employment was falling. Part-time employment has increased more in Camden than Central London (+3.0%) or Greater London (+1.4%), while in Great Britain it fell by 2.3%.

Geographically, 60% 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

⁴⁵ ONS UK Business: Activity, Size and Location Survey 2021.

⁴⁶ ONS Business Demography 2020.

⁴⁷ 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.

⁴⁸ 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.

⁴⁹ Source: UK Business: Activity, Size and Location Survey 2021 (ONS).

⁵⁰ Source: UK Business: Activity, Size and Location 2021 (ONS). See [UK SIC 2007](#) for a full classification.

⁵¹ Source: Business Register & Employment Survey 2020 (ONS); [Camden analysis 2009-2020](#).

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.

The long-term employment trend, taking into account COVID-19 and other factors, saw a gain in Camden of 77,600 (26.7%) 2009-2020. By comparison, short-term changes 2019-20 saw growth confined to three sectors: *Health* (+6,000); *Wholesale* (+1,000); and *retail* (+1,000). There was negligible growth or a net loss of employment in all other sectors⁵².

The 2011 Census⁵³ told us about where people work compared to where they live. This showed that 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%), with 27% who worked in Westminster or the City. The most common destinations outside London were Watford, Hertsmere and Welwyn Hatfield but numbers were small. 8% of Camden-resident workers had no fixed place of work⁵⁴. 91% of people for whom Camden is their workplace lived outside. The majority (70%) were resident in other London boroughs, the highest proportion from Barnet, Islington, Haringey and Lambeth. From outside London, the top five commutes were from St Albans, Hertsmere, Epping Forest, Dacorum and Watford. Between 2001 and 2011, there was a 20% growth in Camden residents in employment (from 91,900 to 110,200) and a 10% growth in the number of people being employed in Camden (from 227,700 to 250,000).

Median gross pay of people working in Camden in 2021 was higher than for London and is higher than it was pre-pandemic. The median gross annual pay for full-time employees working in Camden was £41,114 in 2021 and is 2.2% higher than it was pre-pandemic

(2019). Camden's median gross annual pay is lower than for Central London (£42,020), but higher compared to Greater London (£39,716) or UK (£31,285). Average pay increased in Camden between 2019 and 2021 by 2.2%. Increases were also seen for Central London (+1.2%), Greater London (+1.8%) and UK (+3.0%)⁵⁵.

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 City⁵⁶ 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 years⁵⁷. 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 (2011 Census also found that Camden's employment rate was lower than London or England & Wales, amongst the lowest in London, but consistent with Central London boroughs). Students living in the borough account for much of this, but some Camden residents still face significant barriers to

⁵² ONS Business Register & Employment Survey 2020.

⁵³ New data from the 2021 Census will become available over the coming year, but statistics are likely to be impacted by COVID-19 effects on employment.

⁵⁴ ONS 2011 Census Origin-Destination tables.

⁵⁵ Source: ONS Annual Survey of Hours and Earnings (ASHE) 2021, from [NOMIS. Based on a 1% survey sample of employee earnings paid via PAYE. ASHE 2021 relates to pay in the period that includes April 2021, at which time approxi-](#)

[mately 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.](#)

⁵⁶ Source: Valuation Office Agency (VOA), 2021.

⁵⁷ Camden Retail Surveys, 2007- 2019.

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 71.2% in 2021 Q2, 0.8 percentage points higher than the same quarter last year, but 1.4 percentage points lower than its highest point in March 2020. It is 3.5 points lower than Central London boroughs⁵⁸.

The ILO⁵⁹ 'model-based' unemployment rate estimates are survey-based, improved with Claimant Count data. Camden bottomed out at 4.1% in Mar-Jun-Sep 2020, but rose to 5.4% in Mar-Jun 2020. The rate is lower than for Central London (5.8%) and Greater London (6.5%), but higher than for GB (5.0%)⁶⁰.

'Claimant Count'⁶¹ 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. The Claimant Count had been falling in Camden between March 2013 (5,010) and December 2015 (2,595). Increases in the year to March 2020 (4,315) were supplemented with a large increase due to COVID-19, reaching a peak in March 2021 of 11,690 but has since fallen back to 8,770 by November 2021.

Education and Skills

Reweighted Annual Population Survey for the year to December 2020 estimates that 77% of the working-age population of Camden were qualified to NVQ level 4 or above⁶², higher than for London (66%) or Great Britain (48%). The proportions have increased considerably since 2008, by 18 percentage points in Camden. APS estimates 2% of economically active Camden residents of working age have no qualifications; while 17% have no or low-level qualifications (no qualifications or NVQ level 1), significantly disadvantaging them in the London labour market⁶³.

⁵⁸ ONS Annual Population Survey, 2021 Q2 (Camden accuracy +/- 6.5%).

⁵⁹ International Labour Organisation.

⁶⁰ ONS Annual Population Survey Model-based, 2021 Q2 (Camden accuracy +/- 1.8%) – 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.

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](#):

Camden Profile is produced by:

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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.

⁶¹ DWP Claimant Count, via [NOMIS](#).

⁶² ONS Annual Population Survey Q4 2020: Economically active working aged people, Margin of error is +/-5.8%. From [NOMIS](#).

⁶³ ONS Annual Population Survey Q4 2020: Economically active working aged people, Margin of error is unavailable for 'no qualifications' and +/-7.2% for 'no qualifications' or NVQ1. From [NOMIS](#).