

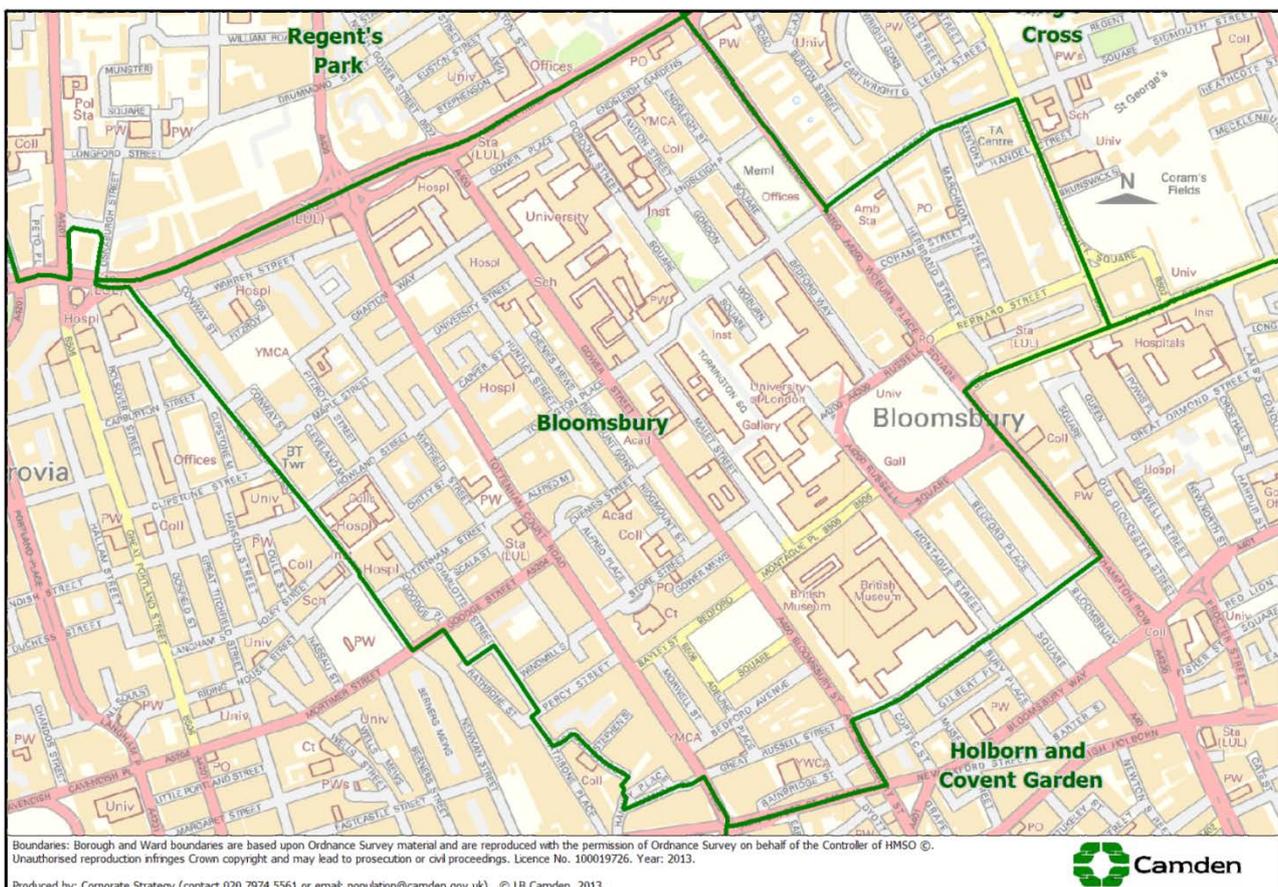
## Bloomsbury Ward

The most detailed profile of Bloomsbury ward is from the 2011 Census ([2011 Census Profiles](#))<sup>1</sup>. This profile updates information that is available between censuses: from estimates and projections, from surveys and from administrative data.

### Location



Bloomsbury ward is located geographically in the south of Camden, part of central London. It is bordered to the south by Holborn and Covent Garden ward; to the north-east by King's Cross ward; and to the north-west by Regent's Park ward. It is bordered to the west by the City of Westminster.



### Population

The current resident population<sup>2</sup> of Bloomsbury ward at mid-2019 is 12,100 people, the 2<sup>nd</sup> smallest ward by population size in Camden. The population density is 118 persons per hectare, the 12<sup>th</sup> highest in Camden, compared to the Camden average of 114 persons per hectare. Since 2011, the population of Bloomsbury has not grown in line with the overall population of Camden (at 11.8% compared with 13.4%), ranking 10<sup>th</sup> on percentage growth since 2011.

<sup>1</sup> Further 2011 Census cross-tabulations of data are available (email [population@camden.gov.uk](mailto:population@camden.gov.uk)).

<sup>2</sup> GLA 2017-based Projections 'Camden Development, Capped AHS', © GLA, 2019.

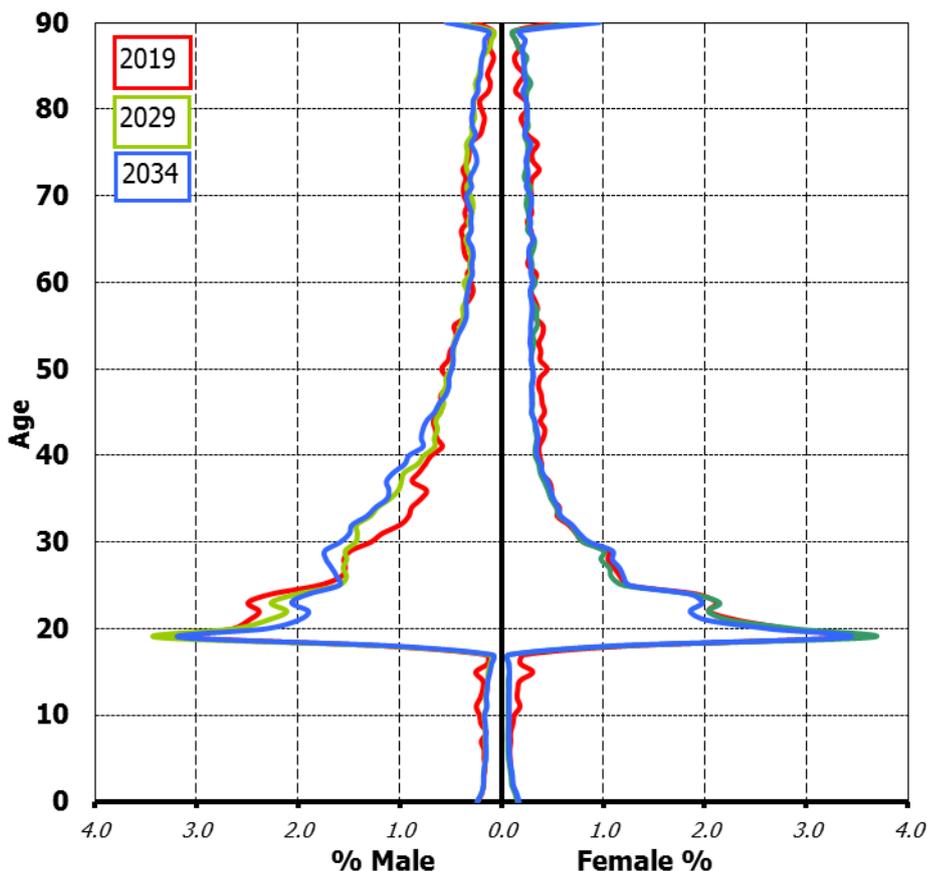
Bloomsbury is forecast to grow by 1,200 residents (9.6%) over the next 10 years to 2029. The components of population change show a negative natural change (fewer births than deaths) over the period of -10 and a net increase due to migration of +1,200. Births in the wards are forecast to maintain the current level of 60 a year through to 2029, while deaths increase slightly from 60 to 70 a year.

### Age

Bloomsbury has a relatively young population profile with a mean age of 36.6 years compared to Camden's overall 38.3 years and ranks 5<sup>th</sup> youngest for mean age and 2<sup>nd</sup> youngest by median age (29.0 years). Split into the dependency measure age groups: children (under 16), working age (16-64) and 'retirement age' (65+): just 5.2% of the population are children aged under 16 – the smallest proportion of any Camden ward; over four fifths are working aged (82.2 %) and older people aged 65+ account for 12.7% of the population. The working age population is bolstered by a large university student population of 3,810 – the joint second largest by Camden ward<sup>3</sup>. The dependency ratio for Bloomsbury residents is 21.7<sup>4</sup>, compared to 38.0 for Camden.

Fig.1 below shows the age and sex structure changes over time. The red lines show the percentage of the population by age in 2019, green shows 2029 and blue shows 2034. The Bloomsbury population has a very distinct student profile, dominated by the 18-22 years old age group. As the projection progresses, the Bloomsbury population stays much the same by proportion, but there is growth in the proportion of 25-45 year old males and the 75+ group.

**Figure 1 Age & Sex Structure of Bloomsbury Ward: 2019, 2029 & 2034**



Source: GLA 2017-based Projections 'Camden Development, Capped AHS', © ONS, 2019

<sup>3</sup> Higher Education Statistics Agency (HESA): higher education students by ward of residence 2017-18, © HESA, 2019.

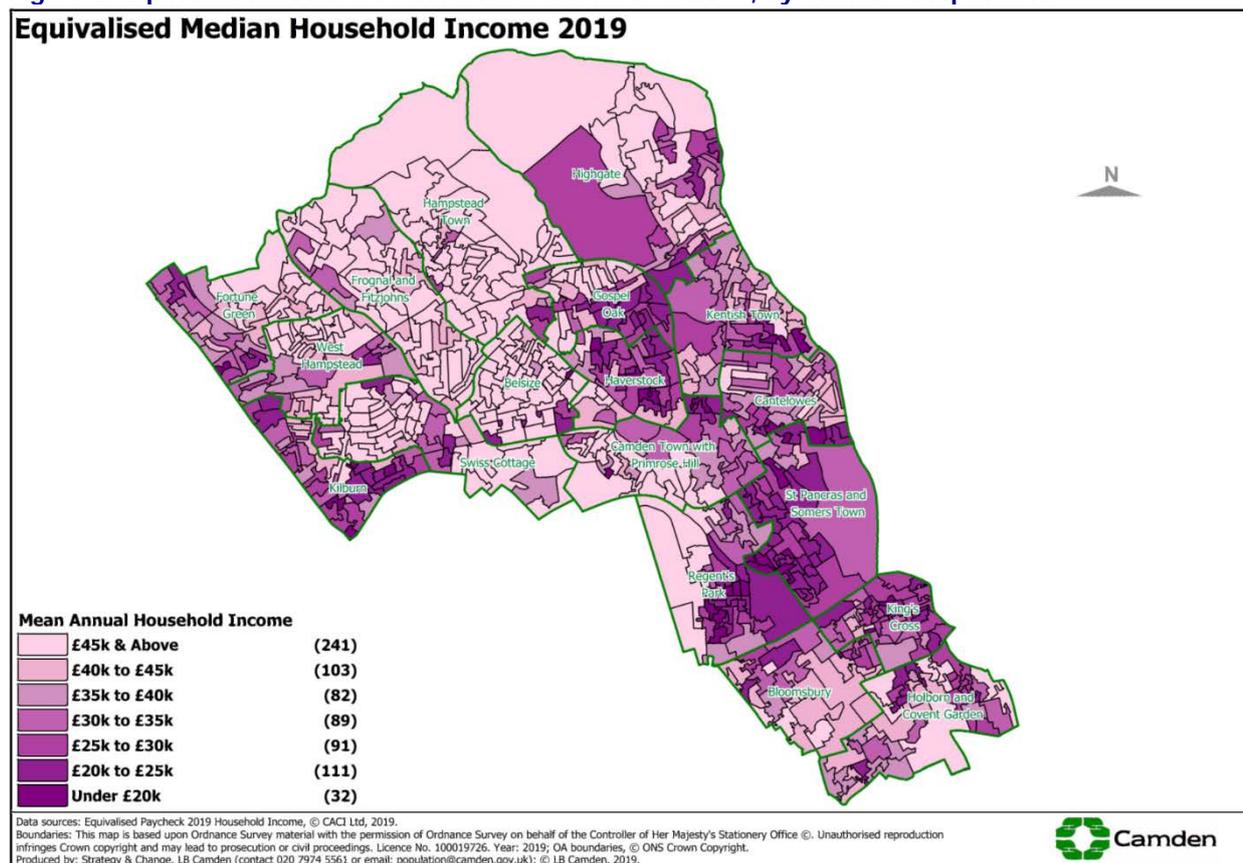
<sup>4</sup> Dependent age groups (0-15 and 65+) constitute 21.7% of the size of the working age population (16-64). The higher the ratio the more dependent the population is. The Camden average is 38.0%.

## Household income

Estimates of equivalised household income for 2019<sup>5</sup> show that median gross household income in Camden was £36,053, 17% higher than the London average (£30,700). There are wide differences across Camden wards, ranging from £24,674 in St Pancras & Somers Town to £47,748 in Hampstead Town. Median household income in Bloomsbury falls to the middle of the range at £37,869, ranking 8<sup>th</sup> highest for median and 8<sup>th</sup> for mean household income (£44,945).

The map in Fig.2 below shows the median household income by Output Area<sup>6</sup>. There is a concentration of households with lower median household incomes in Bloomsbury, especially in the north of the ward.

**Figure 2. Equivalised Median Annual Household Income 2019, by Camden Output Area**



Source: Paycheck 2019, © CACI Ltd.

Household income data matters because low household income is used as a proxy for poverty, with poverty being defined as when equivalised household income is below 60% of median household income in an area. While the CACI *Paycheck* data cannot be broken down to reveal more socio-economic details about the individual households, we know already from DWP Households Below Average Income (HBAI) local measures that poverty in Camden is above the average and that 28.5% of children live in households that are in poverty by this measure<sup>7</sup>. The same data expressed by ward suggests that 24.1% of children in Bloomsbury live in poverty, the 6<sup>th</sup> lowest ranking by ward in Camden.

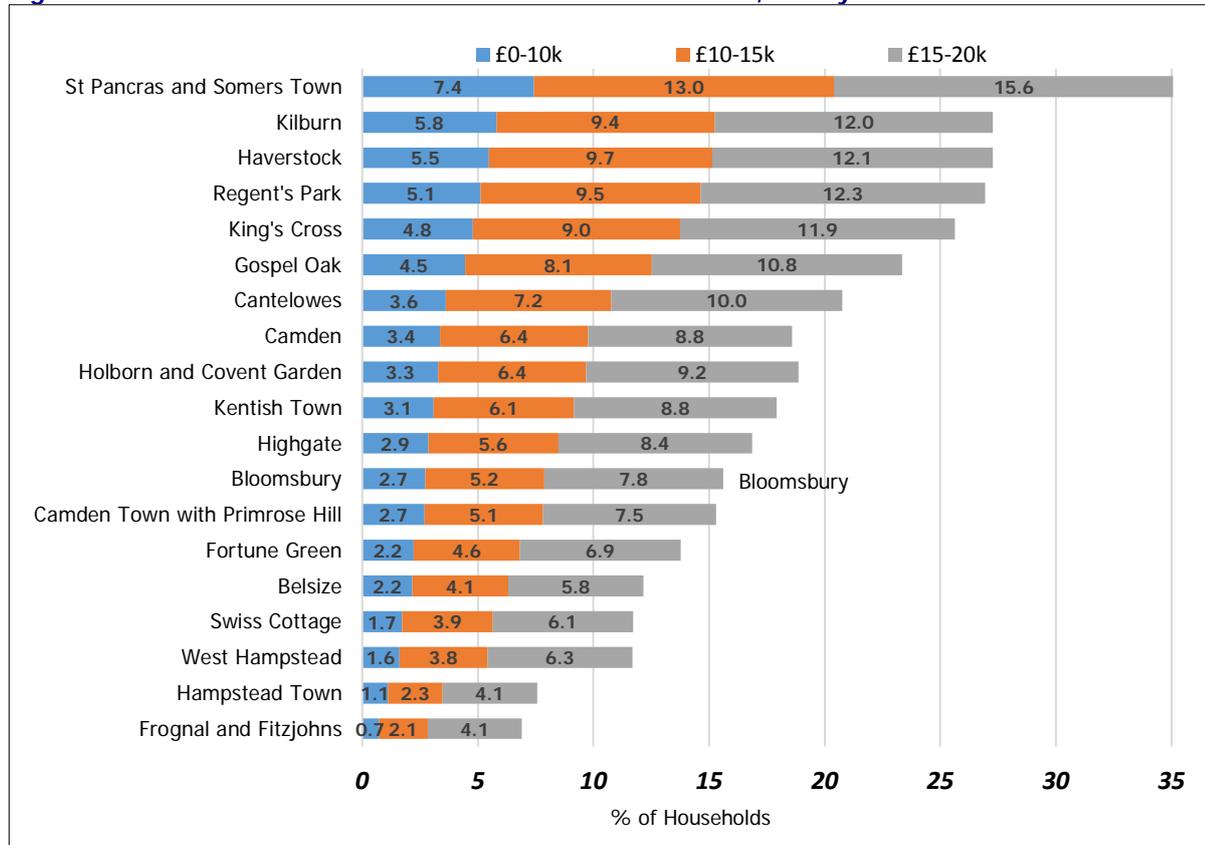
<sup>5</sup> Equivalised *Paycheck* household income data for 2019, © CACI Ltd. Equivalising reflects the notion that, for example, a household of five will need a higher income than a single person living alone to enjoy a comparable standard of living. CACI calculate an 'equivalence value' for households, based on the number and age of household members. Equivalised income is calculated by applying the equivalence value to the *Paycheck* income data.

<sup>6</sup> Output Areas (OAs) were the areas used to output data from the 2011 Census. There are 749 OAs in Camden. OAs form the lowest tier of a statistical geography hierarchy. OAs build into Lower-layer Super Output Areas (LSOAs) and LSOAs build into Middle-layer Super Output Areas (MSOAs).

<sup>7</sup> Households Below Average Income local measures 2016, © HMRC, 2019.

According to equivalised Paycheck 2019, using the HBAI definition, a household in poverty in Camden is one with less than £21,632. Therefore, the Paycheck 2019 household income group below £20k is the group that can positively be identified as wholly below the poverty threshold, while a minority of those with household incomes of less than £25k are likely to be households in poverty, but it cannot be said definitively<sup>8</sup>.

**Figure 3. % of Households with Median Income less than £20,000 a year**



Source: Paycheck 2019, © CACI Ltd.

## Deprivation

The Indices of Deprivation 2019<sup>9</sup> allows for the identification of the areas in England with the highest proportion of people and households experiencing deprivation. The data is calculated at LSOA<sup>10</sup> level and takes into consideration relative deprivation across seven factors: *income, employment, health and disability, education, skills and training, housing and services, and crime and living environment*. The indices are provided as both a score and as a rank position within England. The combined overall index is the *Index of Multiple Deprivation (IMD)* and, with the LSOA geography, is designed to show hotspots of deprivation that are often masked with ward level measures. However, a ward position can be calculated by averaging the IMD scores. On this basis Bloomsbury is ranked the 7<sup>th</sup> least deprived ward in Camden.

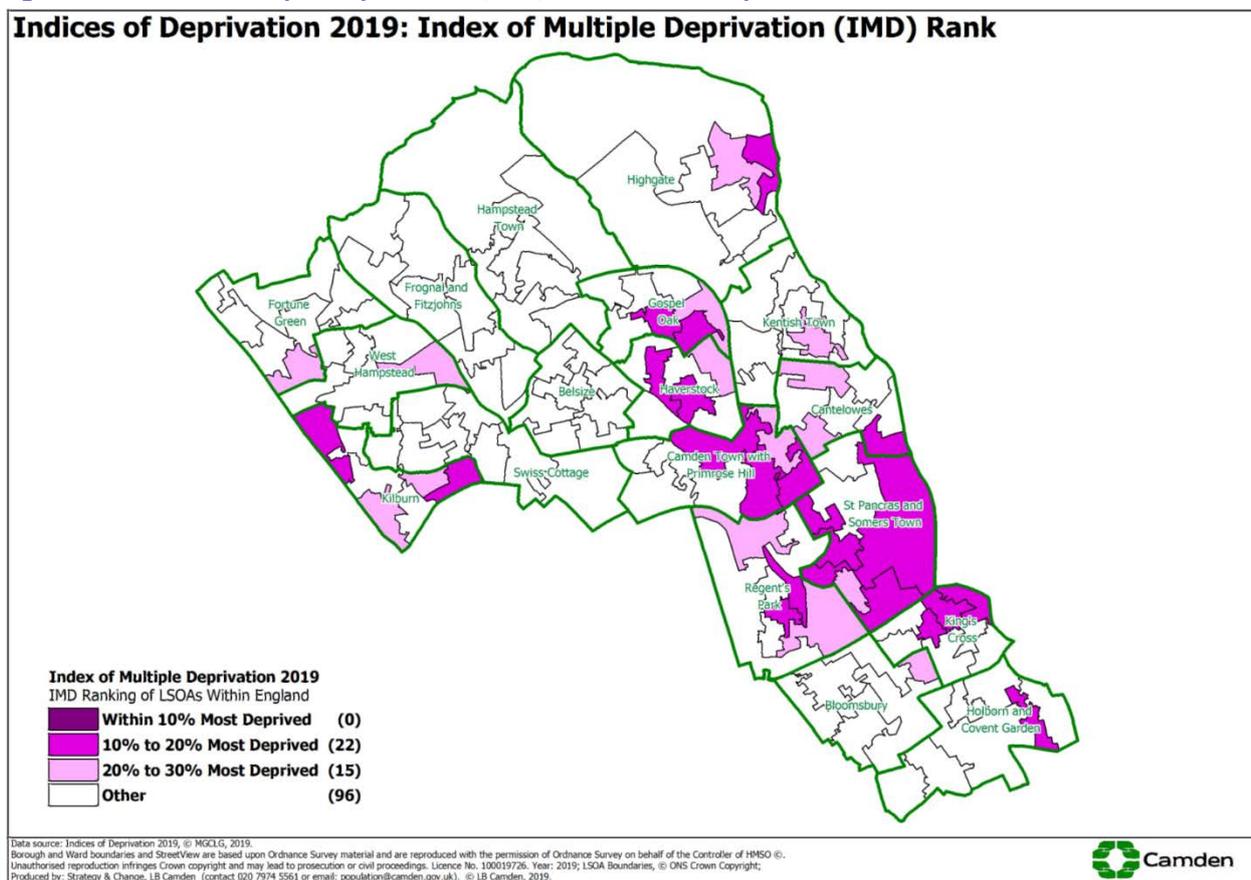
Results for Camden show that there are concentrations of LSOAs within Camden that on the rankings of IMD fall within the highest levels in England. However, Bloomsbury ward contains no LSOAs that fall within the 20% most deprived LSOAs in England; though 1 falls within the 20-30% most deprived LSOAs in England. Bloomsbury's most deprived LSOA (E01000853) is the 27<sup>th</sup> most deprived LSOA in Camden and falls within the 23.3% most deprived LSOAs in England. Best viewed on a map, Fig.4 shows the LSOAs in Camden ranked within the 10%, 20% and 30% most deprived in England.

<sup>8</sup> CACI *PayCheck* data is published in £5k bands so it is not possible to establish the exact number of households below or above the 60% threshold.

<sup>9</sup> English Indices of Deprivation 2019, © MHCLG, 2019.

<sup>10</sup> LSOAs are a statistical geography, smaller than wards, based on groups of 2011 Census Output Areas (OAs). There are 133 LSOAs in Camden and 32,844 in England. There are 6 LSOAs in Bloomsbury ward (E01000850-E01000855).

Figure 4. Index of Multiple Deprivation (IMD) 2019 – Most deprived LSOAs in Camden



Source: English Indices of Deprivation 2019, © MHCLG, 2019.

Two sub domains are often picked out to indicate deprivation affecting children (IDACI) and older people (IDAOP). Table 1 below shows the results for Bloomsbury for the overall Index of Multiple Deprivation and for the Income sub-domains affecting children and older people. Only one of the 6 Bloomsbury LSOAs falls within the 30% most deprived in England on IDACI (affecting children). However, two out of the 6 LSOAs fall within the 12% most deprived in England on IDAOP (affecting older people). See maps below Figs.5 and 6.

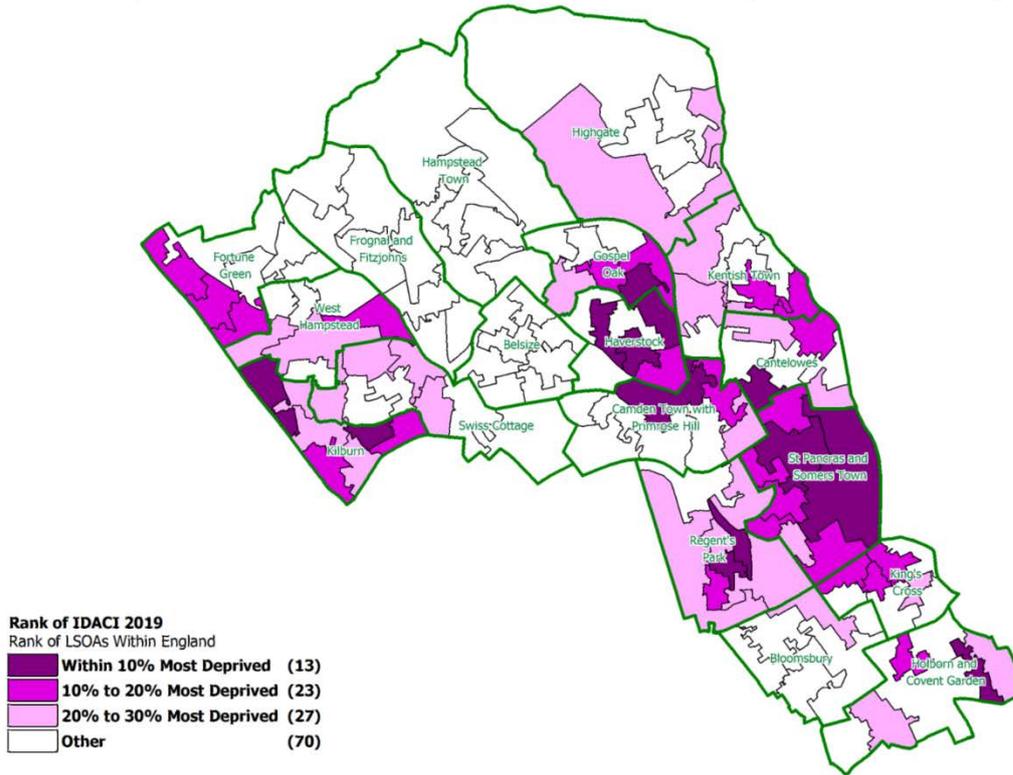
Table 1. Index of Multiple Deprivation (IMD) 2019: LSOAs in Bloomsbury

Ward and LSOA		Index of Multiple Deprivation			Indices of Deprivation Sub-domains			
Ward name	LSOA code	Rank in Camden (/133)	RANK OF IMD of all LSOAs in England (/32,844)		Income Deprivation Affecting Children Index (IDACI)		Income Deprivation Affecting Older People Index (IDAOP)	
			1 is most deprived	% Most Deprived of LSOAs in England	Rank in England (/32,844)	% Most Deprived of LSOAs in England	Rank in England (/32,844)	% Most Deprived of LSOAs in England
Bloomsbury	E01000850	90	19,686	59.9	10,272	31.3	14,448	44.0
	E01000851	81	18,953	57.7	26,116	79.5	15,000	45.7
	E01000852	86	19,304	58.8	7,594	23.7	9,296	28.3
	E01000853	27	7,640	23.3	10,811	32.9	4,545	13.8
	E01000854	76	18,104	55.1	14,879	45.3	2,687	8.2
	E01000855	85	19,276	58.7	11,497	35.0	22,928	69.8

Source: English Indices of Deprivation 2019, © MHCLG, 2019.

Figure 5. Income Deprivation Affecting Children Index (IDACI) 2019

**Indices of Deprivation 2019: Income Deprivation Affecting Children Index (IDACI) Rank**



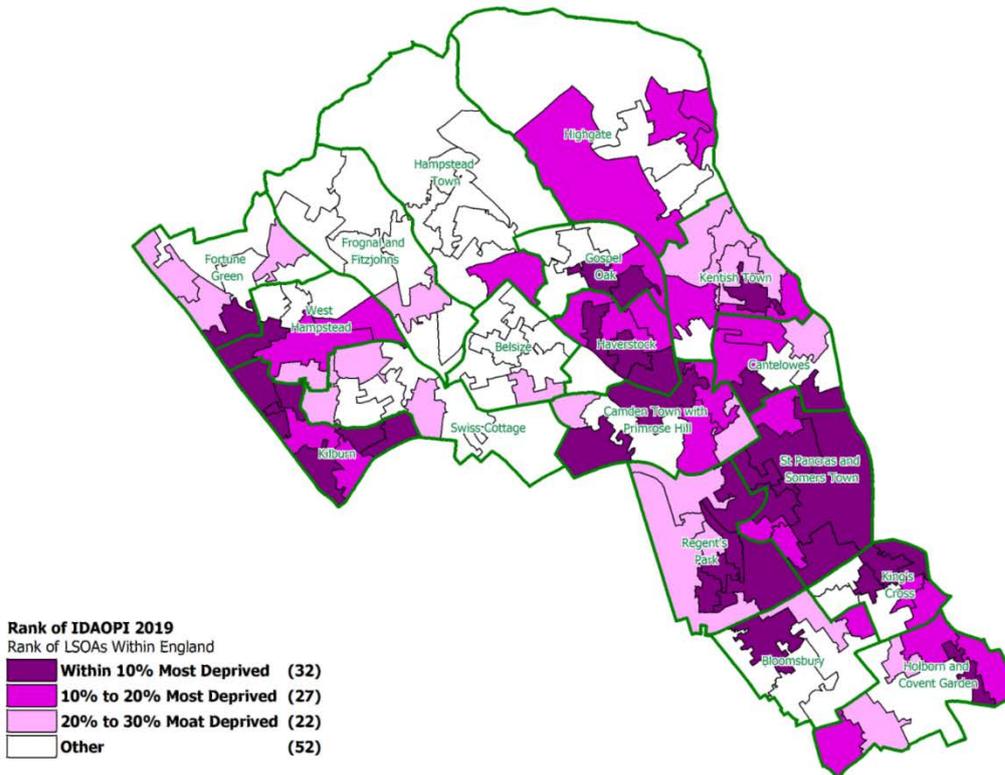
Data source: Indices of Deprivation 2019, © MHCLG, 2019.  
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Source: English Indices of Deprivation 2019, © MHCLG, 2019.

Figure 6. Income Deprivation Affecting Older People Index (IDAOPI) 2019

**Indices of Deprivation 2019: Income Deprivation Affecting Older People Index (IDAOPI) Rank**



Data source: Indices of Deprivation 2019, © MHCLG, 2019.  
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Source: English Indices of Deprivation 2019, © MHCLG, 2019.

## Employment

There are no up to date data on the employment status of residents, but detailed information can be obtained from the 2011 Census to cover economic activity, employment and unemployment at that time. Estimates of workplace jobs in the area from the Business Register and Employment Survey (BRES) reveals that in 2018 that there were 71,000 jobs located in Bloomsbury, almost 6 times the number of residents. The largest sectors providing employment are in *Public Services* (23,000; 32%); *Professional & Business Services* (21,000; 30%); and *Distribution & Hospitality* (13,000; 18%). Employment levels in the ward have increased by 18,000 (34%) since 2009.

## Benefits

Due to the Government's welfare reform programme there has been changes in the way that benefit statistics are measured, which is making it more difficult to make meaningful comparisons over time. The most recently accessible working aged benefits data relates to November 2018, with the most common benefits in Bloomsbury: Employment & Support Allowance (340); Disability Living Allowance (155); and Income Support (35), followed by those in receipt of Incapacity Benefit & Severe Disablement Allowance (10). See table 2 below.

**Table 2. DWP Working aged Benefits Claimants, Bloomsbury, November 2018**

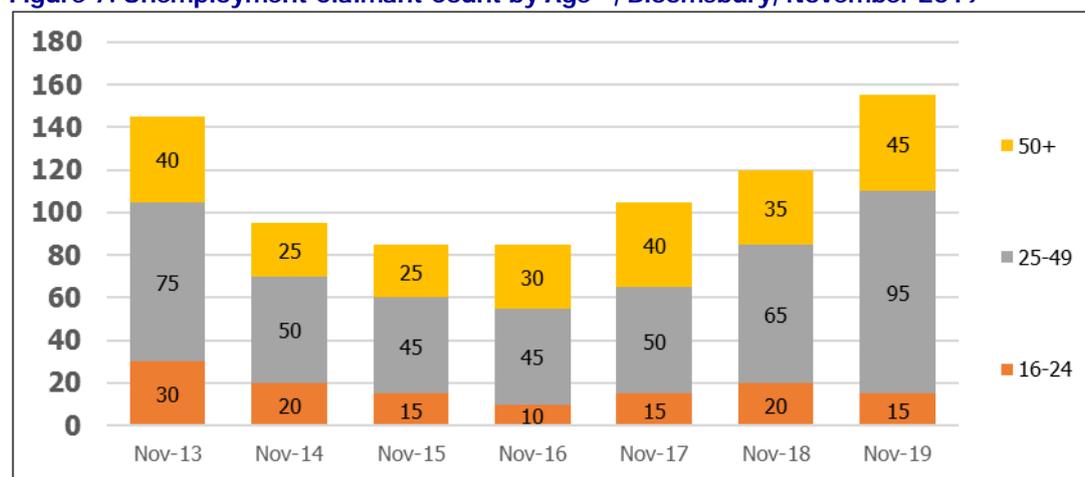
Benefit type	Claimants
Employment & Support Allowance	340
Incapacity Benefit & Severe Disablement Allowance	10
Income Support	35
Disability Living Allowance	155

Source: DWP, via NOMIS, © 2019

## Unemployment

The current measure of unemployment at local-level is a hybrid of Jobseeker Allowance (JSA) and unemployment-related Universal Credit claimants<sup>11</sup> - referred to as the *Claimant Count*. In November 2019, there were 155 claimants in Bloomsbury, ranking 4<sup>th</sup> lowest by ward. Between November 2018 and November 2019, the count increased by 35 (29%) and compares with a higher rate of increase across Camden (45%). The increase is in partly due to the broader span of claimants required to look for work under Universal Credit than under Jobseeker's Allowance. Figure 7 below shows the breakdown by age-group.

**Figure 7. Unemployment Claimant Count by Age<sup>12</sup>, Bloomsbury, November 2019**



Source: DWP, via NOMIS, © 2020

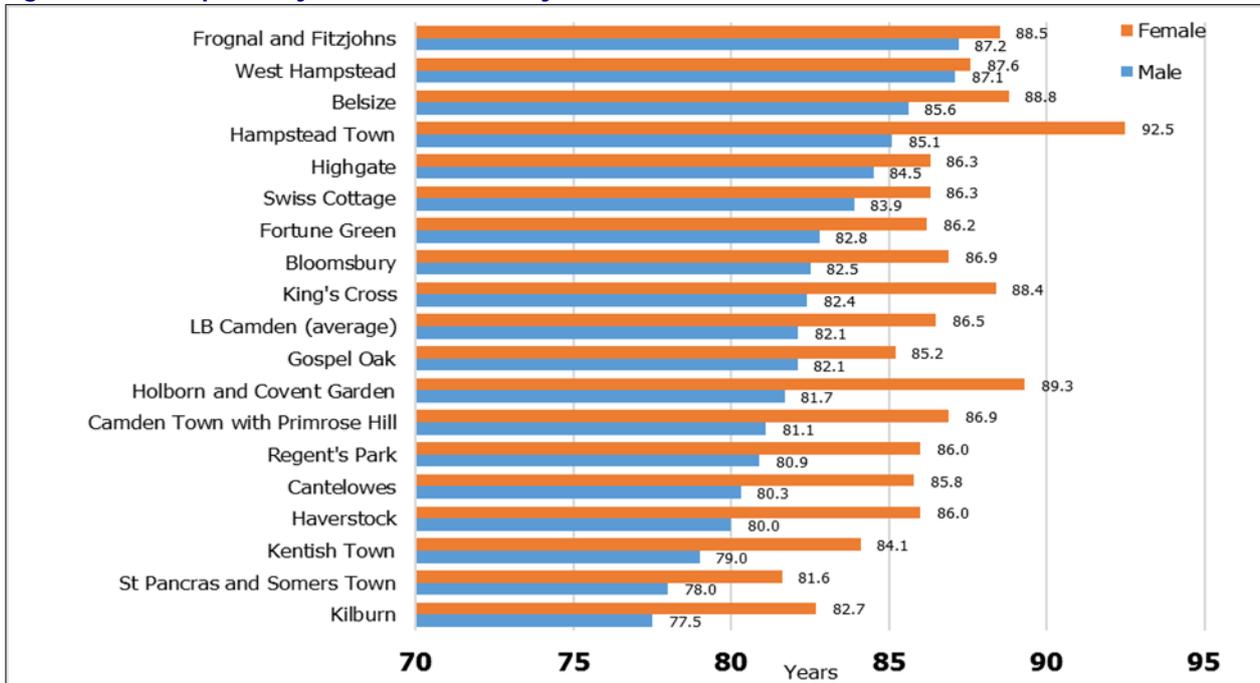
<sup>11</sup> Universal Credit was introduced in Camden from March 2016.

<sup>12</sup> Numbers are independently rounded to the nearest 5, so may not sum to the total quoted in the above paragraph.

## Life expectancy

The latest data for wards relates to the period 2013-17<sup>13</sup>. This shows that the life expectancy at birth for a male in Bloomsbury is 82.5 years compared to the Camden average of 82.1 and ranks 8<sup>th</sup> highest amongst Camden wards. For a female, average life expectancy is 86.9 years compared to the Camden average of 86.9 and ranks 7<sup>th</sup> highest. See Fig.8 below.

**Figures 8 Life Expectancy at Birth 2013-17 by Sex, Camden wards**

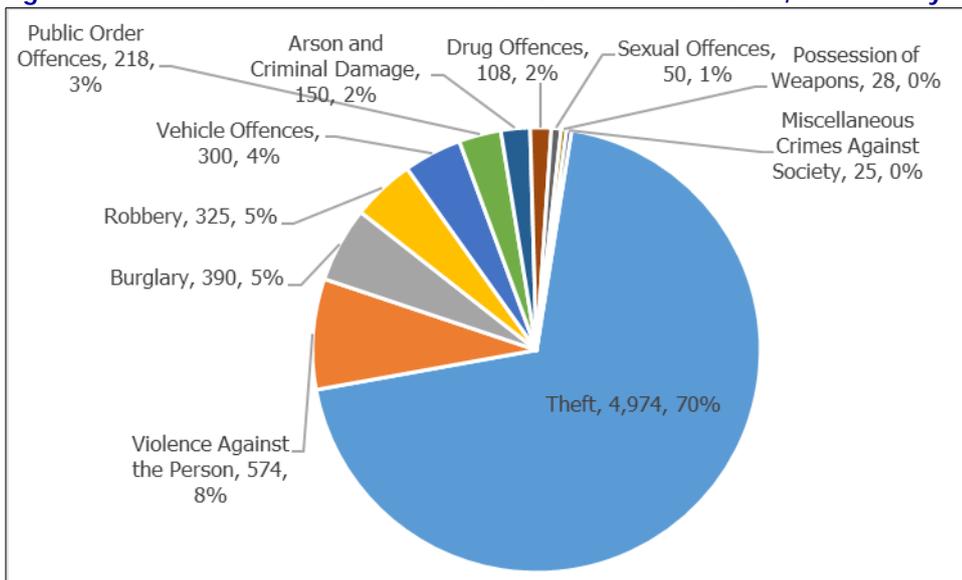


Source: ONS © Crown Copyright 2019.

## Crime

The latest crime data for wards are for the 12 months to November 2019<sup>14</sup>. During the period there were 7,142 notifiable offences relating to Bloomsbury, the highest number of offences by ward, accounting for a nearly a fifth (18%) of all offences recorded in Camden. Bloomsbury saw a 35% rise in offences compared to the previous year. By far the most common offence was *Theft* (4,974; 70%), relating to its central London location. See figure 9 below.

**Figures 9 Notifiable Offences December 2018 to November 2019, Bloomsbury**



<sup>13</sup> ONS Life Expectancy 2013-17 for wards, © ONS, 2019 via PHE Local Health website.

<sup>14</sup> Metropolitan Police Service, via GLA London Datastore, January 2020