

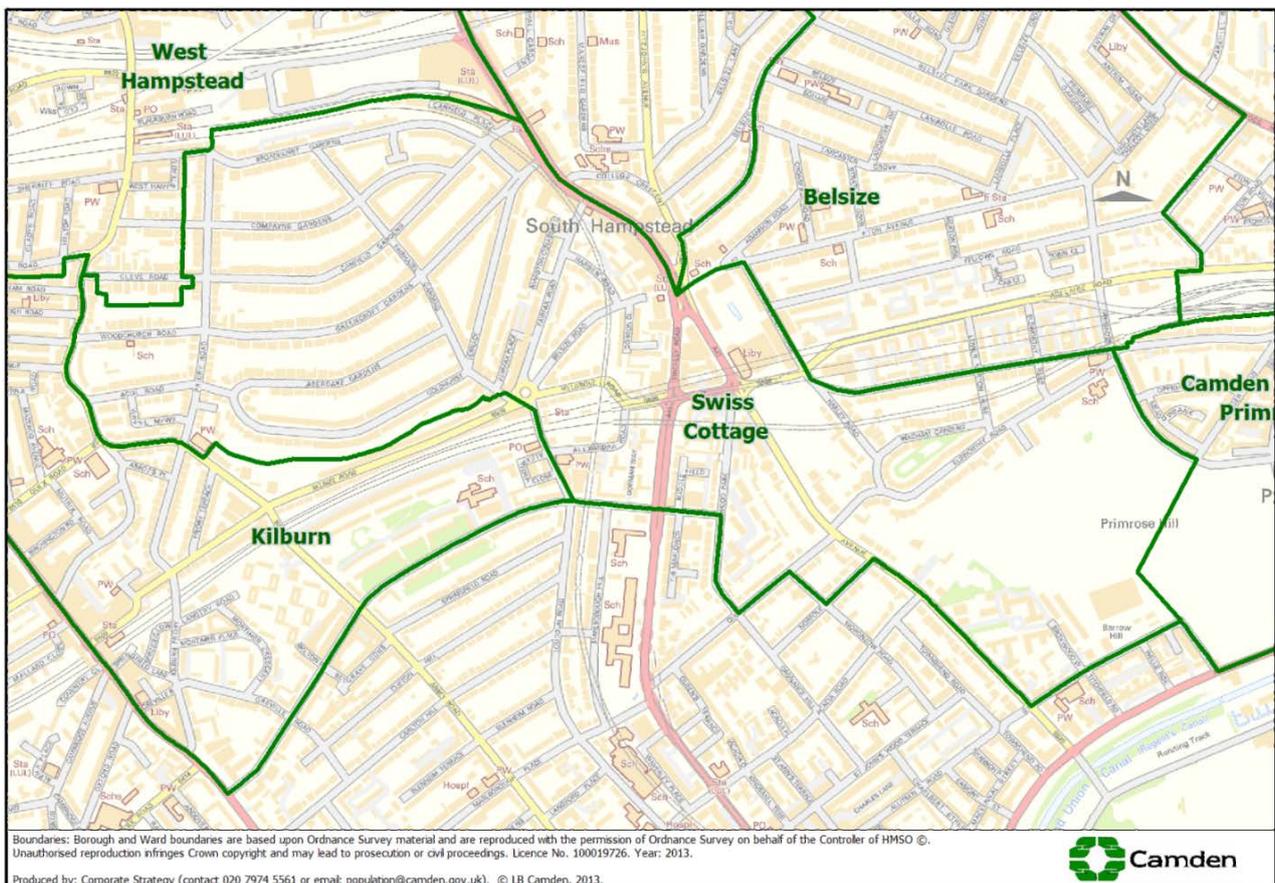
Swiss Cottage Ward

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

Location



Swiss Cottage ward is located to the mid-west of Camden. It is bordered to the north by West Hampstead ward, Fortune Green ward and Belsize ward; to the east by Camden Town with Primrose Hill ward; to the west/south by Kilburn ward; and to the south by the City of Westminster.



Population

The current resident population² of Swiss Cottage ward at mid-2019 is **14,500 people**, ranking 5th largest ward by population size. The population density is 115 persons per hectare, ranking 14th highest in Camden, compared to the Camden average of 114 persons per hectare. Since 2011, the population of Swiss Cottage has not grown at the same rate as the overall population of Camden (at 12.3% compared with 13.4%), the 9th fastest growing ward on percentage population change since 2011.

¹ Further 2011 Census cross-tabulations of data are available (email population@camden.gov.uk).

² GLA 2017-based Projections 'Camden Development, Capped AHS', © GLA, 2019.

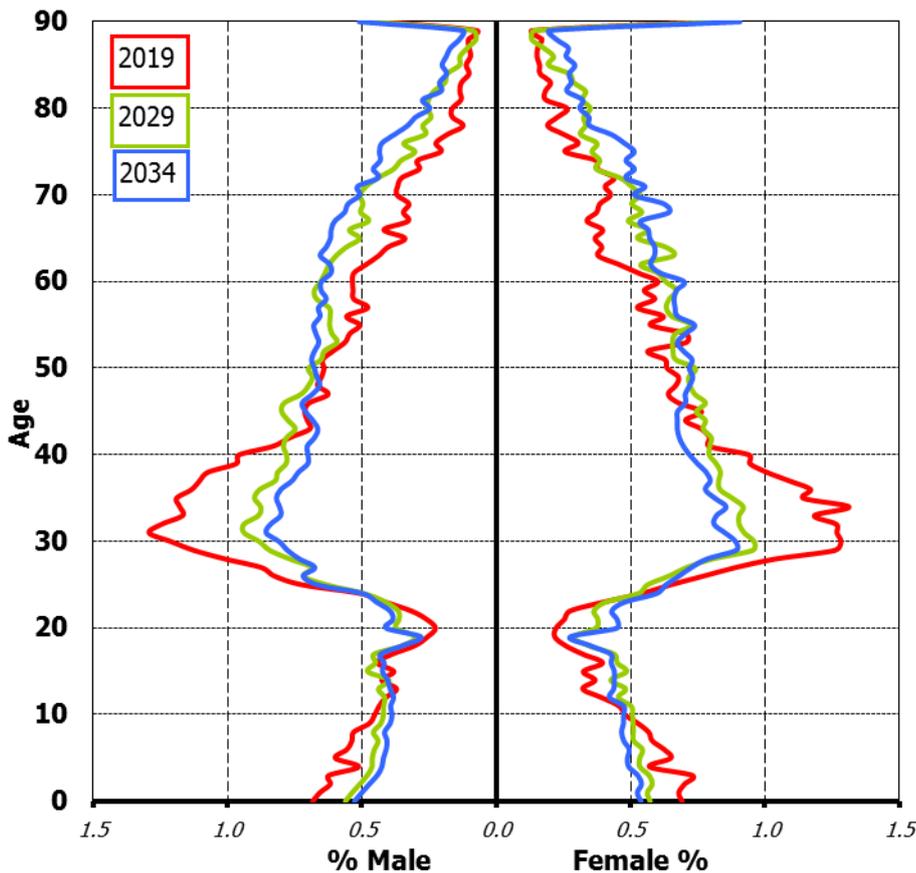
Swiss Cottage’s population is projected to increase by 400 (3.0%) over the next 10 years to 2029. The components of population change show a positive natural change (more births than deaths) over the period of +1,200 and net migration loss of -700. Births in the wards are forecast to decrease from the current 210 a year to 180 by 2029, while deaths are forecast to maintain current levels of 80 a year through to 2029.

Age

Swiss Cottage has a relatively older population profile with a mean age of 39.3 years compared to Camden’s overall 38.3 years. It ranks the 12th youngest in Camden by mean age and 11th youngest by median age. Split into the dependency measure age groups: children (under 16), working age (16-64) and ‘retirement age’ (65+): 16.9% of the population are children aged under 16, more than two thirds are working aged (69.5%) and older people aged 65+ account for 13.5% of the population. The dependency ratio for Swiss Cottage residents is 43.8³, higher by comparison with the Camden average (38.0).

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. Over the projection period, the Swiss Cottage population has a decreased proportion of children aged under 10 and higher proportion of 10-20 (females); there are smaller proportions of 25-40 year olds; and larger proportions of those aged 45+.

Figure 1 Age & Sex Structure of Swiss Cottage Ward: 2019, 2029 & 2034



GLA 2017-based Projections ‘Camden Development, Capped AHS’, © GLA, 2019

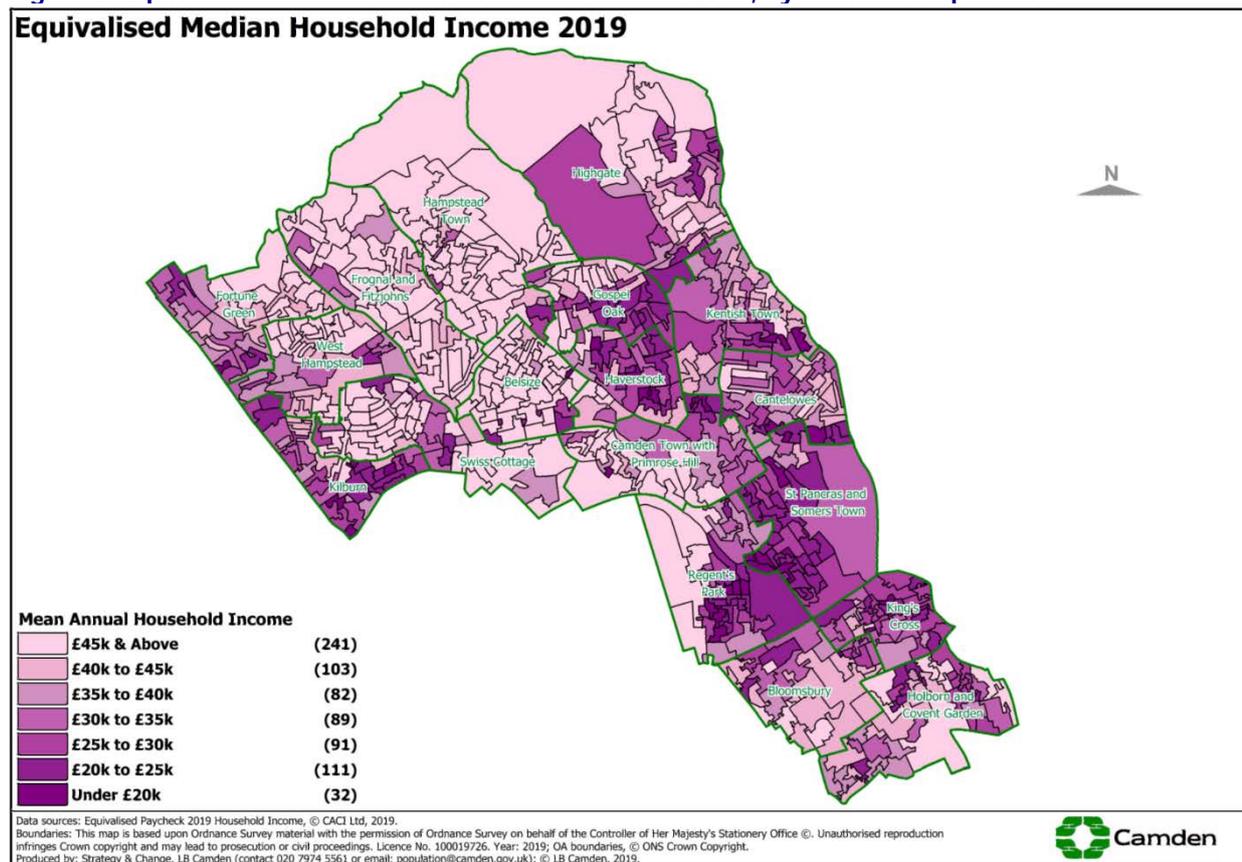
³ Dependent age groups (0-15 and 65+) constitute 43.8% of the size of the working age population (16-64). The higher the ratio the more dependent the population is. The Camden average is 38.0%.

Household income

Estimates of equivalised household income for 2019⁴ 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 Swiss Cottage ward falls into the higher portion of the range at £42,646, ranking 4th highest both for median and mean (£50,269) household income.

The map in Fig.2 below shows the median household income by Output Area⁵. There is a concentration of households with lower median household incomes in Swiss Cottage ward, especially mid-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 measure⁶. The same data expressed by ward suggests that 24.5% of children in Swiss Cottage ward live in poverty, ranking 12th highest by ward in Camden.

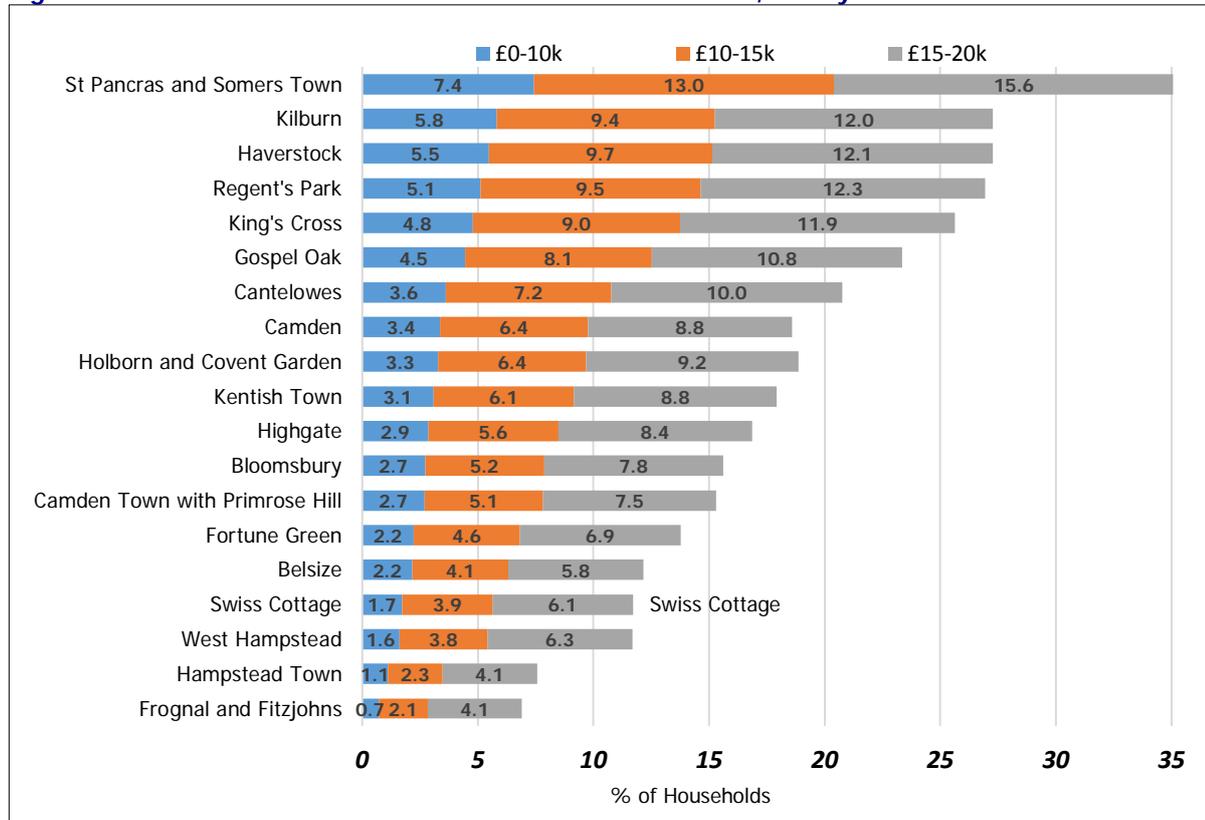
⁴ Equivalised *Paycheck* household income data for 2019, © CACI Ltd. Equivalising reflects the notion that, for example, a household of five will need a higher income than a single person living alone to enjoy a comparable standard of living. CACI calculate an 'equivalence value' for households, based on the number and age of household members. Equivalised income is calculated by applying the equivalence value to the *Paycheck* income data.

⁵ 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).

⁶ 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 definitively⁷.

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



Source: Paycheck 2019, © CACI Ltd.

Deprivation

The Indices of Deprivation 2019⁸ allows for the identification of the areas in England with the highest proportion of people and households experiencing deprivation. The data is calculated at LSOA⁹ 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 Swiss Cottage is ranked the 15th most deprived ward.

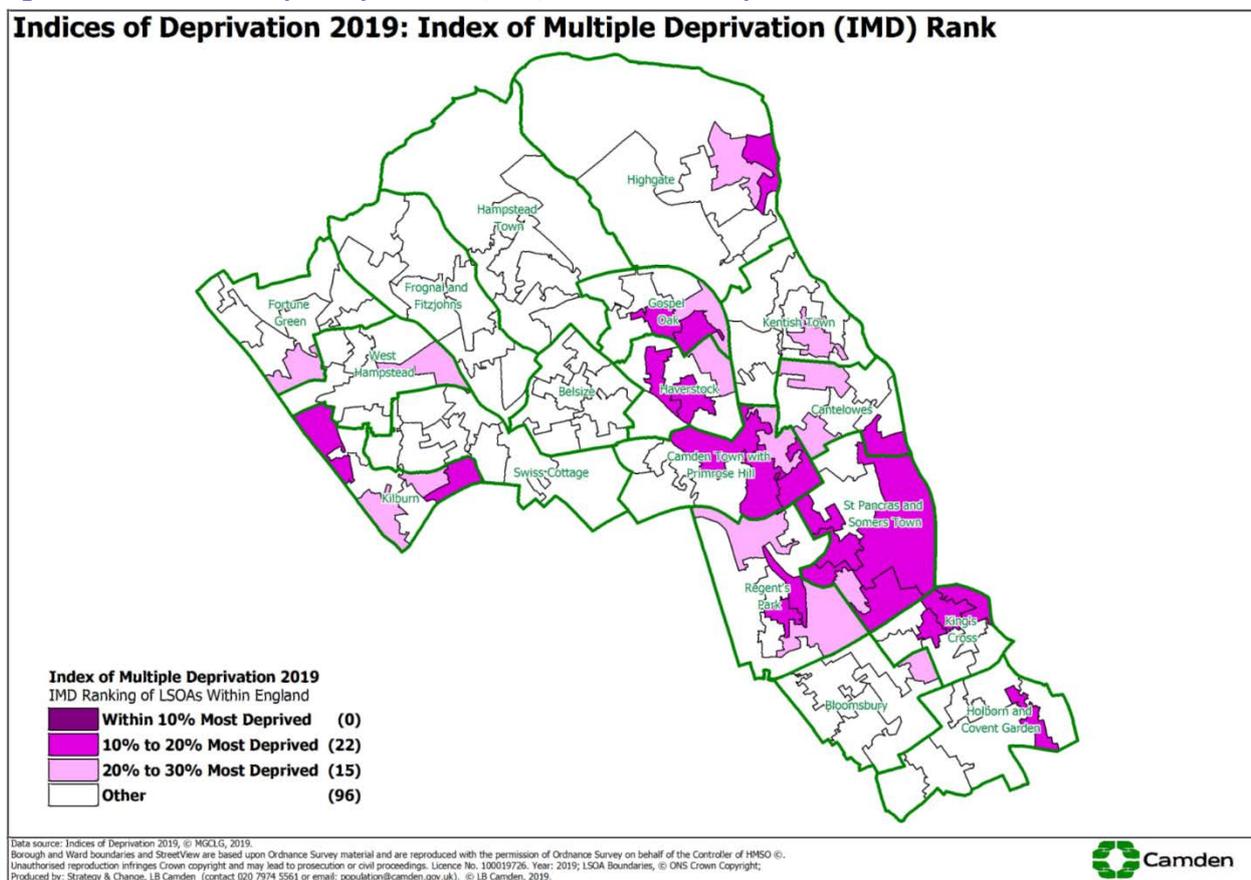
Results for Camden show that there are concentrations of LSOAs within Camden that on the rankings of IMD fall within the highest levels in England. Swiss Cottage ward contains no LSOAs that fall within the 30% most deprived LSOAs in England. Swiss Cottage's most deprived LSOA (E01000961) is the 49th most deprived LSOA in Camden and falls within the 37.5% 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.

⁷ 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.

⁸ English Indices of Deprivation 2019, © MHCLG, 2019.

⁹ 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 8 LSOAs in Swiss Cottage ward (E01000960-E01000967).

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 (IDAPOI). Table 1 below shows the results for Swiss Cottage ward for the overall Index of Multiple Deprivation and for the Income sub-domains affecting children and older people. 4 of the 8 Swiss Cottage LSOAs fall within the 30% most deprived in England on IDACI (affecting children). 3 out of the 8 LSOAs fall within the 27.2% most deprived in England on IDAPOI (affecting older people). See maps below Figs.5 and 6.

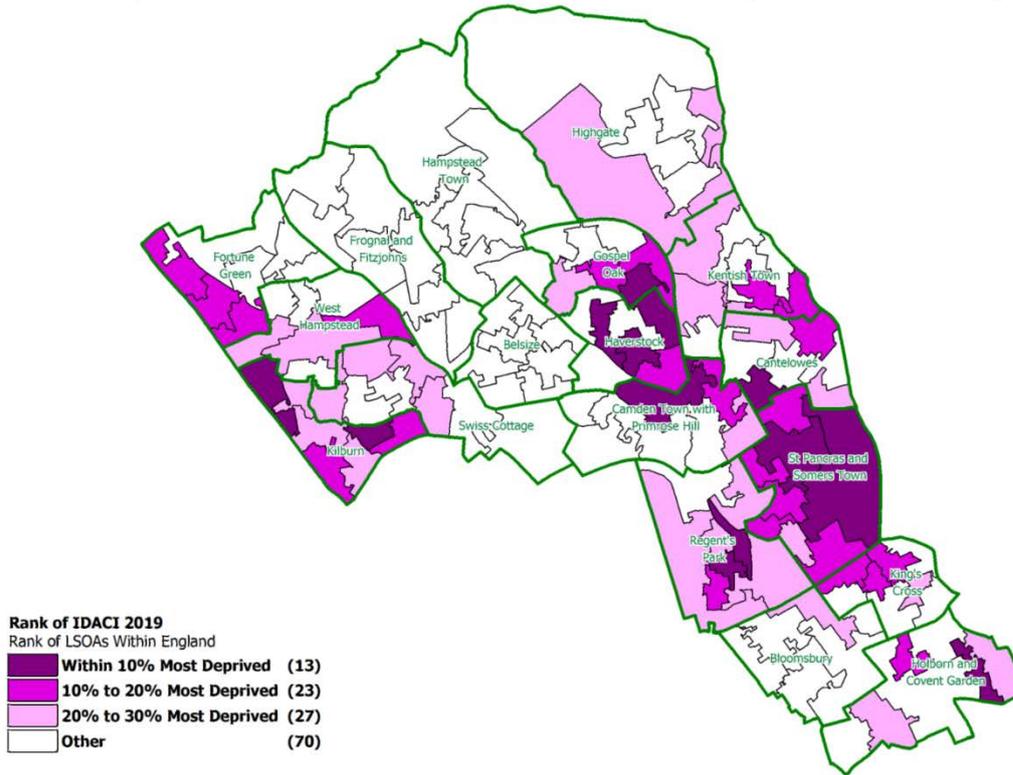
Table 1. Index of Multiple Deprivation (IMD) 2019: LSOAs in Swiss Cottage

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 (IDAPOI)	
			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
Swiss Cottage	E01000960	75	17,492	53.3	9,815	29.9	11,130	33.9
	E01000961	49	12,315	37.5	9,161	27.9	7,550	23.0
	E01000962	123	29,401	89.5	28,513	86.8	20,459	62.3
	E01000963	111	26,116	79.5	23,007	70.0	13,710	41.7
	E01000964	69	16,265	49.5	9,027	27.5	7,668	23.3
	E01000965	71	16,618	50.6	8,497	25.9	8,909	27.1
	E01000966	119	28,370	86.4	24,419	74.3	21,955	66.8
	E01000967	108	25,349	77.2	24,262	73.9	23,324	71.0

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



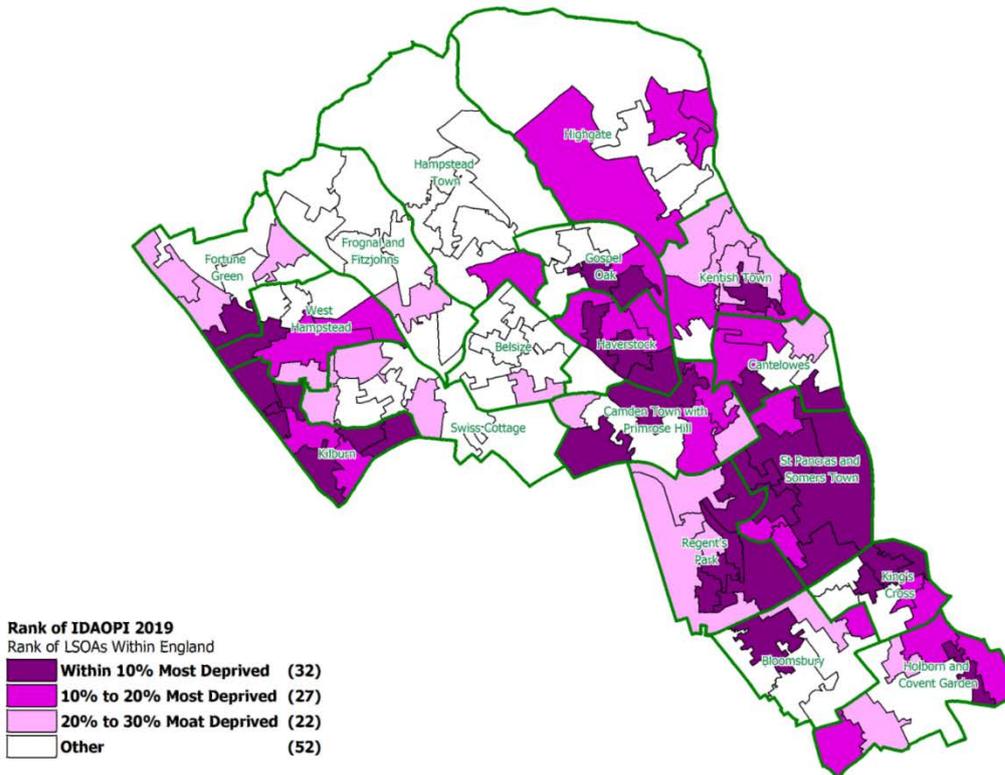
Data source: Indices of Deprivation 2019, © MHCLG, 2019.
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Source: English Indices of Deprivation 2019, © MHCLG, 2019.

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 5,000 jobs located in Swiss Cottage ward. The largest sectors providing employment are in *Distribution & Hospitality* (1,250; 25%); and *Public Services* (1,000; 20%). Employment levels in the ward have increased by 1,000 (25%) 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 Swiss Cottage ward: Employment & Support Allowance (345); Disability Living Allowance (225); and Income Support (95), followed by those in receipt of Incapacity Benefit & Severe Disablement Allowance (10). See table 2 below.

Table 2. DWP Working aged Benefits Claimants, Swiss Cottage, November 2018

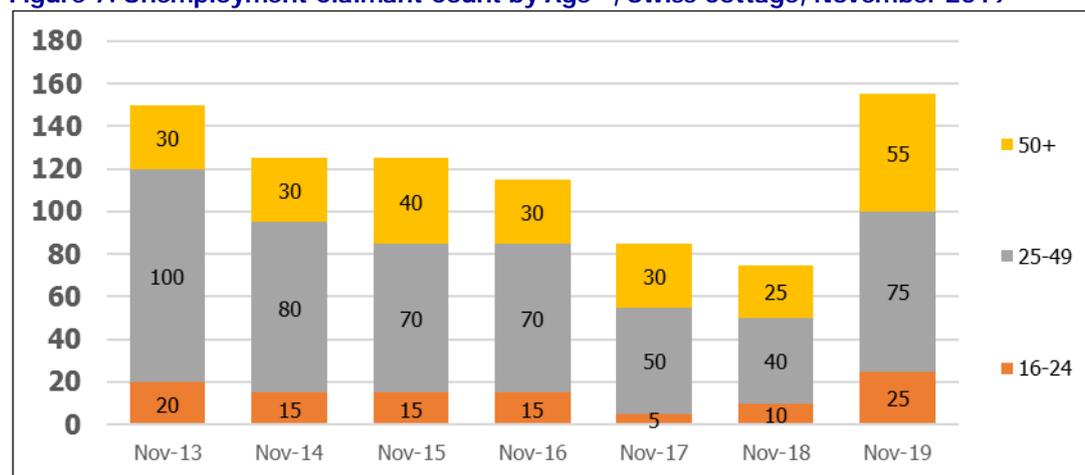
Benefit type	Claimants
Employment & Support Allowance	345
Incapacity Benefit & Severe Disablement Allowance	10
Income Support	95
Disability Living Allowance	225

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 claimants¹⁰ - referred to as the *Claimant Count*. In November 2019, there were 155 claimants in Swiss Cottage, ranking 15th highest by ward. Between November 2018 and November 2019, the count increased by 80 (107%), higher than the 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 Age¹¹, Swiss Cottage, November 2019



Source: DWP, via NOMIS, © 2020

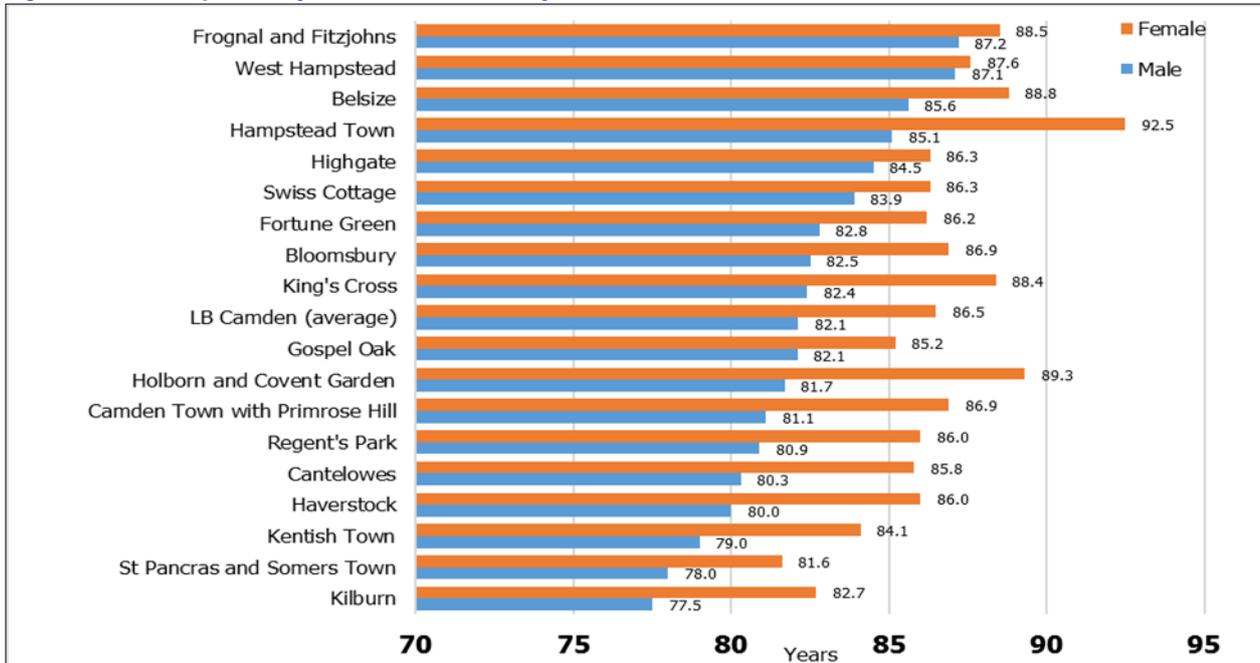
¹⁰ Universal Credit was introduced in Camden from March 2016.

¹¹ 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 2013-17¹². This shows that the life expectancy at birth for a male in Swiss Cottage is 83.9 years compared to the Camden average of 82.1 and ranks 6th highest amongst Camden wards. For a female, average life expectancy is 86.3 years compared to the Camden average of 86.5 and ranks 9th highest. See Fig.8 below.

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

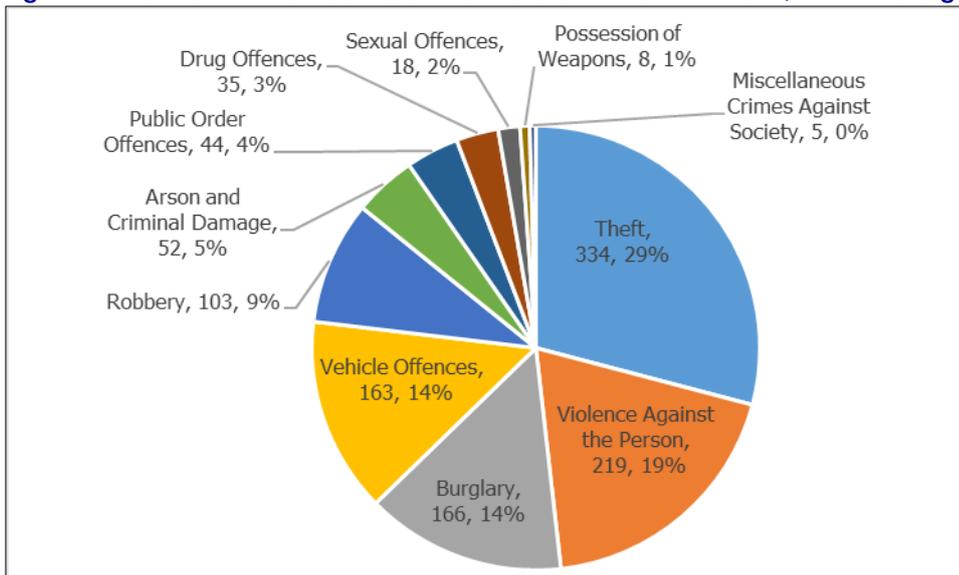


Source: ONS © Crown Copyright 2019.

Crime

The latest crime data for wards are for the 12 months to November 2019¹³. During the period there were 1,147 notifiable offences relating to Swiss Cottage ward, the 13th highest number of offences by ward, 3% of all offences recorded in Camden. The ward saw a 7% decrease in offences compared to the previous year. The most common offences were *Theft* (334; 29%); *Violence against the person* (219; 19%); and *Burglary* (166; 14%). See figure 9.

Figures 9 Notifiable Offences December 2018 to November 2019, Swiss Cottage



¹² ONS Life Expectancy 2013-17 for wards, © ONS, 2019 via PHE Local Health website.

¹³ Metropolitan Police Service, via GLA London Datastore, January 2020.