

Understanding the evidence

The Camden Renewal Commission

London Borough of Camden | UCL Institute for Innovation and Public Purpose

September 2020



Our ambition for this work

The Renewal Commission's overarching aim is to **reduce inequality and support a just transition to a low carbon economy.**

What do we mean by inequality and a just transition?

- *By reducing inequality we mean tackling a variety of disparities from inequalities in education and employment to health and housing, in order to create lasting change for individuals, families, and communities.*
- *Meeting Camden's zero carbon target involves attempting to reduce all of the carbon dioxide emissions associated with fuel consumption within the boundary of the borough to zero, by 2030.*
- *A just transition to our zero-carbon target involves decent pay for all, access to skills and job progression and secure terms and conditions.*



Our overarching challenge is broad and complex, and across Camden we are already responding to it through a variety of programmes and initiatives. Drawing on the evidence base we set out in the following pages, we have developed our thinking since our original Call to Action and propose that the Renewal Commission focuses on three particular areas:

- **Creating an inclusive economy**
- **Transitioning in an economically and socially just way to a zero carbon economy**
- **Meeting people's basic needs to participate socially and economically**

Building a robust evidence base



Income and employment

Poverty, unemployment and precarious work are all rising.
There is inequality in who experiences low income and unemployment.

Too many residents have a cash shortfall.

The welfare system isn't providing people with what they need.

Too many residents in Camden do not meet a minimum income standard

- Camden has high rates of child poverty, made worse by expensive housing costs. Child poverty rates are higher in the south of the borough.
- In 2019 24,118 (43%) children in Camden lived in poverty (after accounting for housing costs). The average child poverty rate in London is 37%.
- Pre-Covid, predictions were that the ‘triple whammy’ of an increase in the prevalence of precarious work, the high cost of living and impact of cuts to the welfare system would drive an increase in poverty rates.
- The transitioning to Universal Credit (UC) from the old benefit system began in 2013 and the forecast is that the transition will be complete by September 2024.
- Many people will be worse off on UC compared to the old system. 27% of working age households in Camden would be worse off on Universal Credit compared to existing benefits system and 26% of Camden households moving onto UC would be better off – a lower rate compared 47% across London.

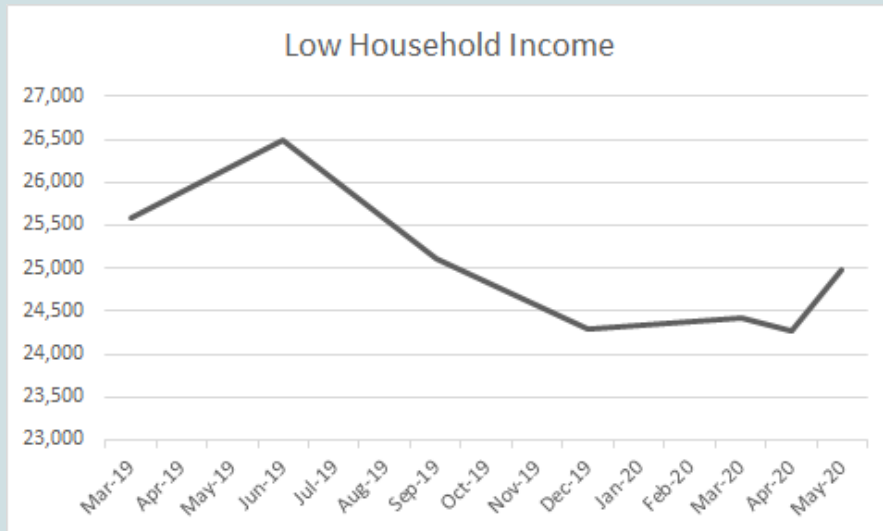
[Policy in Practice's Living Standards Index for London](#) shows that

20% of Camden's low-income households have a cash shortfall

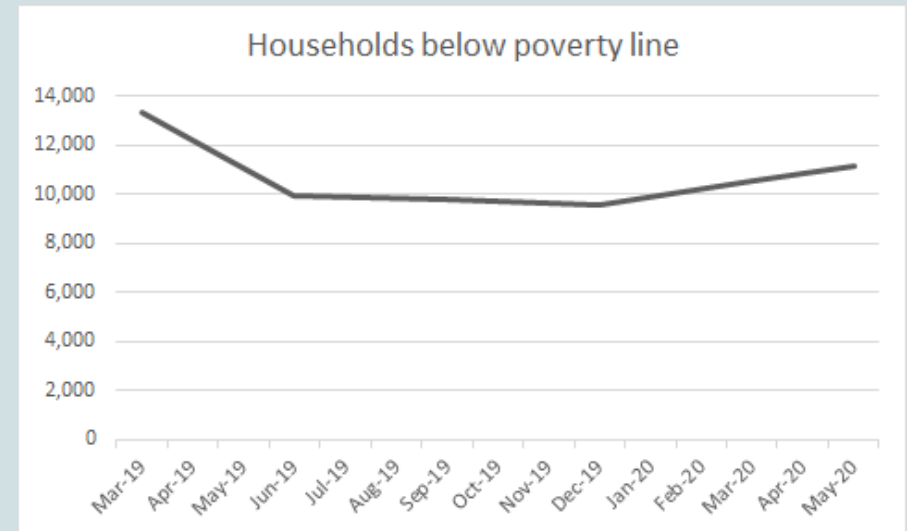
Local progress in reducing poverty is being reversed

Since June 2019, the number of low-income households in Camden had been decreasing. But the pandemic has undone this progress. A similar pattern exists for households below the poverty line.

There has been an increase of 544 low-income households (March - May 2020)



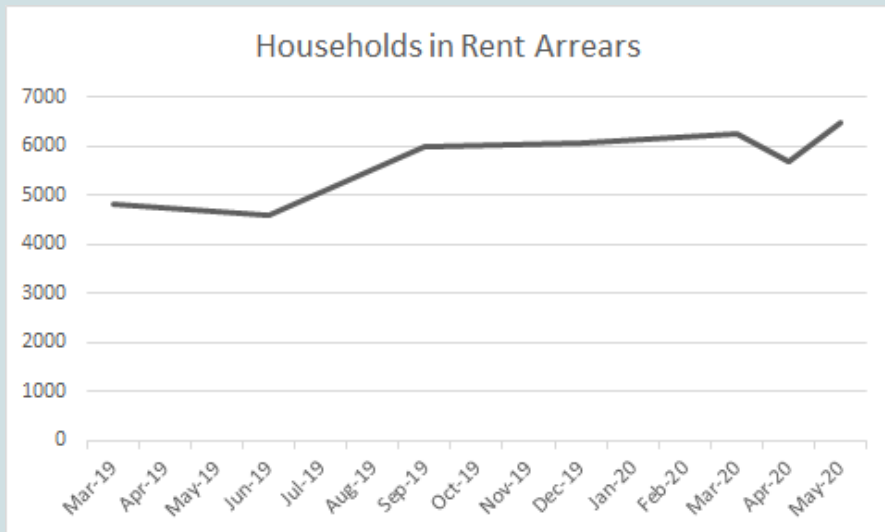
There has been an increase of 2,159 households below the poverty line (Dec 19- May 2020)



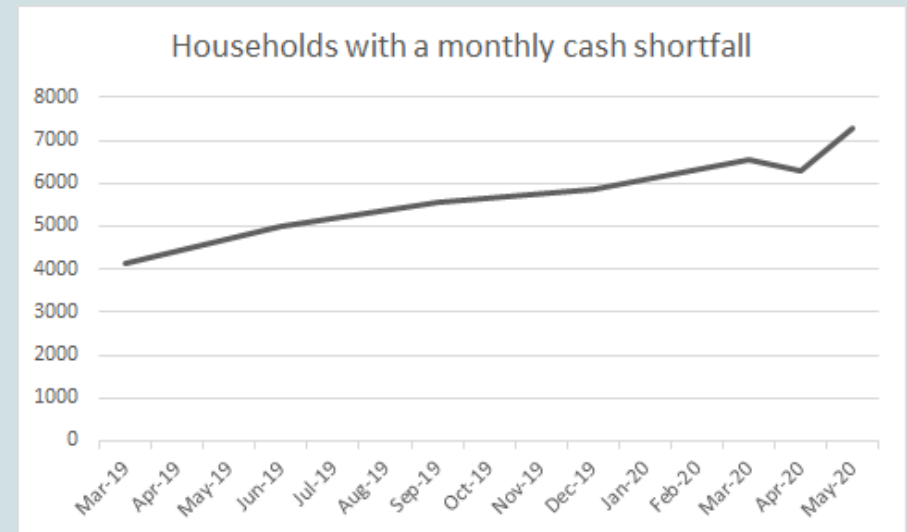
There's been a sharp rise in households with a monthly cash shortfall

Households with a cash shortfall each month were rising before the pandemic, but COVID-19 has resulted in a sharper rise. This follows a similar pattern to the number of people in rent arrears with the Council.

There has been an increase of 1,012 households with a cash shortfall (LIFT, Apr - May 2020)



There has been an increase of 814 households in rent arrears (LIFT, Apr - May 2020)

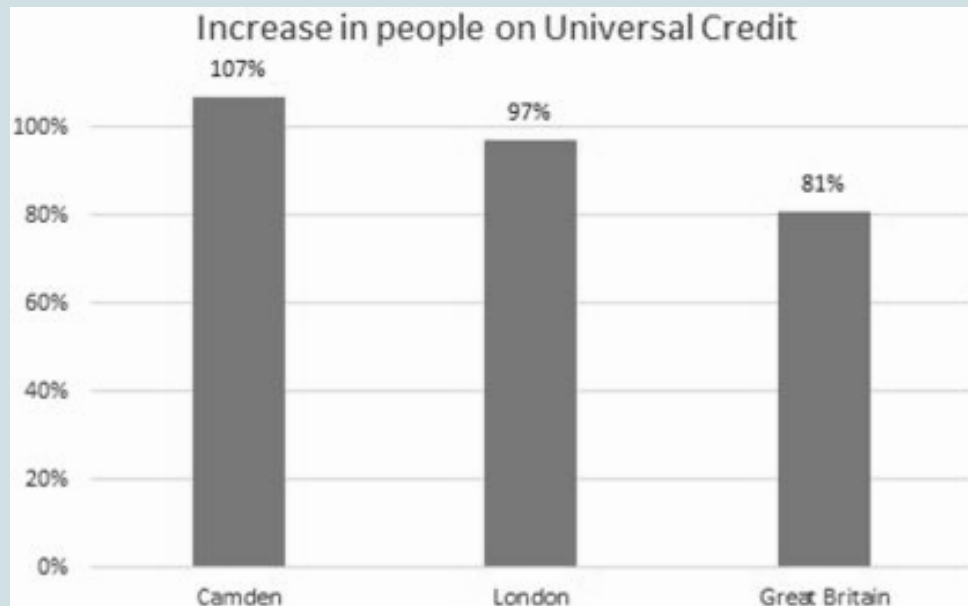


The number of benefit claimants is on the rise

Whilst a smaller proportion of Camden residents claim unemployment benefits than average, the number of people claiming these benefits has now more than doubled.

The data (last updated in May 2020) suggests that at least 2,500 Camden residents are now on Universal Credit because of a low income rather than unemployment - suggesting hours or pay may have decreased, making them eligible for support.

For some this could be due to a shortfall in wages because of the furlough scheme (60% of those furloughed are only receiving 80% of their pay), reduced working hours or delays in grants for self-employed people.



Increase in people on Universal Credit (UC) since the Covid-19 crisis began

8,289

(mid Feb - mid May 2020)

Not everyone is maximising the support they could receive

Benefits are a key component of the social safety net residents should be able to rely on when they are struggling. Benefit take-up in the borough is generally strong, however there are still some households not accessing the full financial support they could be.

Estimated number of households not getting full DWP benefit entitlement

651

(June 2020)

Estimated unclaimed DWP benefit entitlement

Total: **£186,681**

Per household per month:

£23.90

(June 2020)

Estimated number of households not getting full tax credit entitlement

116

(June 2020)

Estimated unclaimed tax credits

Total: **£43,639**

Per household per month:

£31.35

(June 2020)

There is a growing risk of people moving from furlough onto Universal Credit (UC)

- With the furlough scheme, which has protected the incomes of many, starting to wind down, we are likely to see a surge in Universal Credit claimants.
- From furlough to UC income shock - those that have been furloughed have had a median loss of income of 9%; however, if someone is made redundant and moves onto UC, the median loss of income is 47%. This means that those that are made redundant when furlough ends and begin to claim UC could experience a significant income reduction compared to when they were in employment.
- Universal Credit (and tax credits) have been temporarily boosted by about £20 per week through Covid. This is due to end in April 2021. JRF analysis shows that 16 million people will lose £1040 from their annual budget when this temporary boost ends in April 2021, of which 700,000 people are likely to be pulled into poverty.
- These changes are occurring within the context of a social security system that was already weak prior to the Covid pandemic. IPPR analysis shows that when unemployment benefits were first introduced in 1948, it was equivalent to approximately 20% of average weekly earnings. Today, the standard Universal Credit standard work allowance is 12.5% of average earnings.
- Out of work payments received by UK employees is approximately a third of their previous in-work income – one of the lowest rates across OECD countries.

Food poverty is another key challenge in the borough

- Large numbers of residents are at risk of not having the basic necessity of food.
- 14% of UK families with children have experienced food insecurity since March 2020.

Camden pupils
claiming free school
meals

1 in 4

(2018)

Number of people in
Camden in moderate
or high levels of food
insecurity

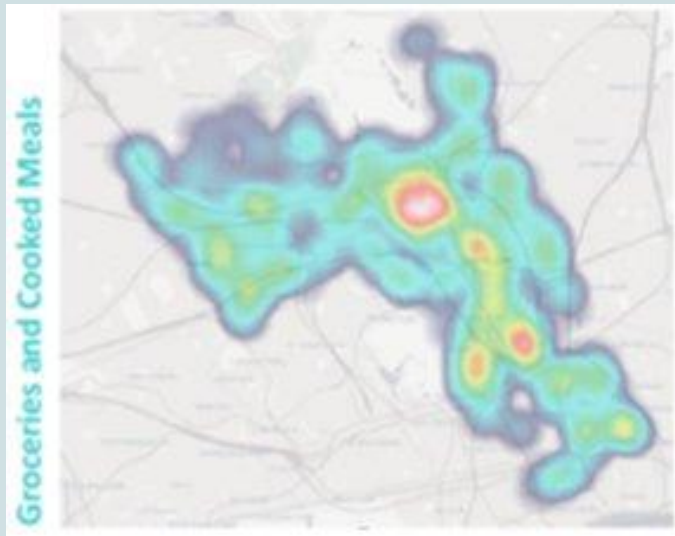
20,000

(2018)

Number of Council
delivered food parcels
during Covid-19
response

21,000

(Apr - mid June 2020)



Distribution of food support across the borough during Covid-19

“Food poverty is all around us – and when I look back at these last three months, an overriding memory will not be the silence of the streets and images of exhausted NHS workers...it won't be estimating two metres and learning face mask etiquette...it won't be the boarded up pubs and shuttered shops...

They'll fleet across my mind when I think of the year 2020 – but what I will really remember is the scandal of acute food poverty, and how its shameful prevalence could no longer be hidden.”

Camden residents Dan and Juliet

The “digital divide” means many struggle to access education, work, services and society more generally

- It is difficult to get detailed data about the level of digital poverty in Camden but pre-Covid national data suggests that 7% of households in the UK don't have access to the internet. Of those who don't have access, roughly 49% report that they need it.
- The move to home learning during lockdown revealed significant numbers of pupils do not have access to an appropriate device and/or an internet connection, which makes it difficult or impossible for them to access learning online. Our best estimate is that there are currently approximately 2,400 pupils without devices. In some schools, as many as 50% of pupils did not have the resources to access online learning at home.
- Whilst this issue has been made more visible by the Covid-19 crisis, it didn't cause it.

“I’m currently unemployed, it’s making it difficult. I’m going to have to start cutting things out and it would be my [phone contract] that would go first.”

Camden resident, workshop on digital access and employment (prior to Covid-19)

How could our welfare system work better?

Learning from our Universal Basic Services pilots

- Prior to the Covid-19 pandemic we tested elements of a Universal Basic Services offer to enable Camden residents to progress into sustainable employment.
- We focused on free transport and enhanced access to internet connectivity (hardware and data provision) because evidence from our research with residents and innovative welfare literature suggests these are key components of a UBS offer.

Transport

We found that access to transport could:

- Enhance job-readiness and confidence by enrollment in training courses; access to employment services; volunteering opportunities.
- Reduce financial stress, improve mental and emotional well-being, and free up headspace to focus on the job search.
- Reduce social isolation by increasing engagement with new and existing social networks.

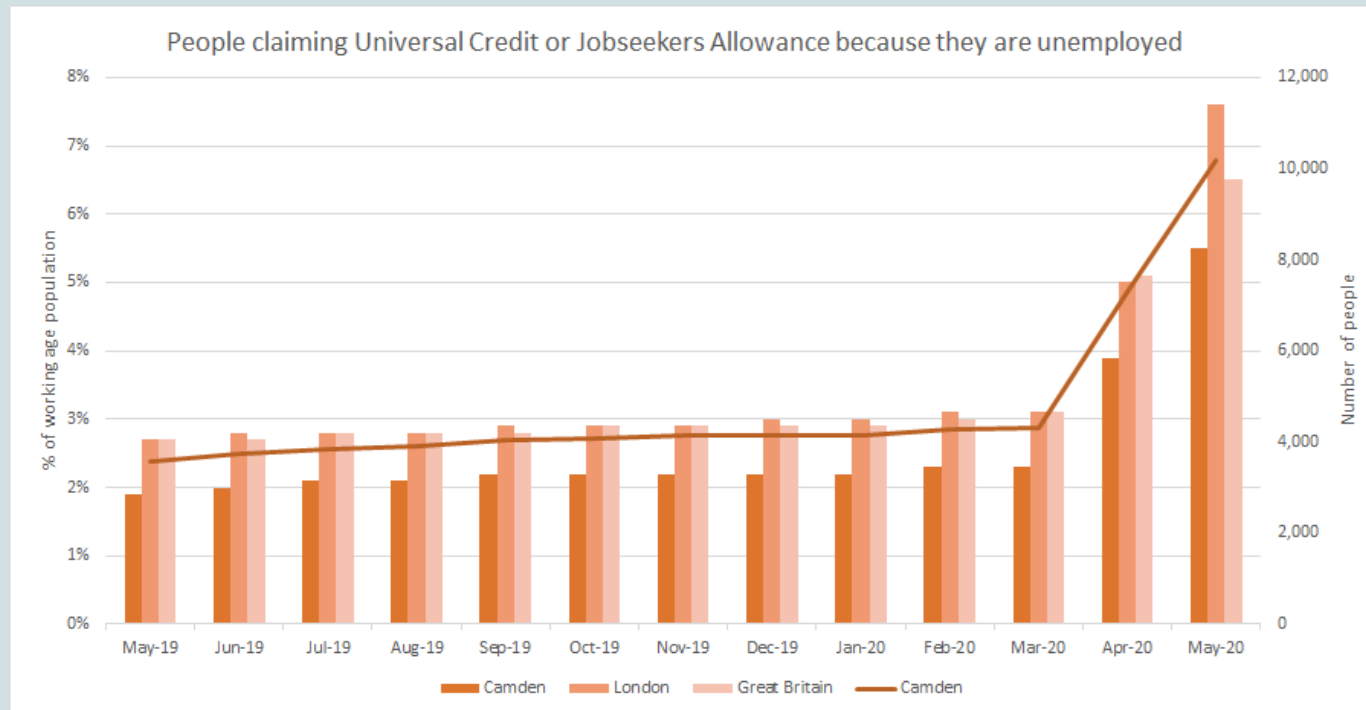
Internet Connectivity

We found that being more connected could:

- Boost access to job opportunities, many of which are now exclusively posted online.
- Enable quick and free development of employability-enhancing skills, from basic interview prep to job-specific capacities.
- Improve access to government services, many of which have moved online.
- Reduce social isolation and positively impact mental and physical health.

The limits of the welfare system matter more than ever because levels of unemployment are rising – and expected to rise further

- Whilst a smaller percentage of Camden residents claim unemployment benefits than average, the number of people claiming has more than doubled since last year.
- In Camden, the approximate unemployment rate is evenly distributed between age groups - though this is growing fastest for those aged 25-49 (162% increase since the crisis)
- As of June 2020, 25,400 Camden based employees were furloughed, with risk of becoming unemployed as the furlough scheme ends

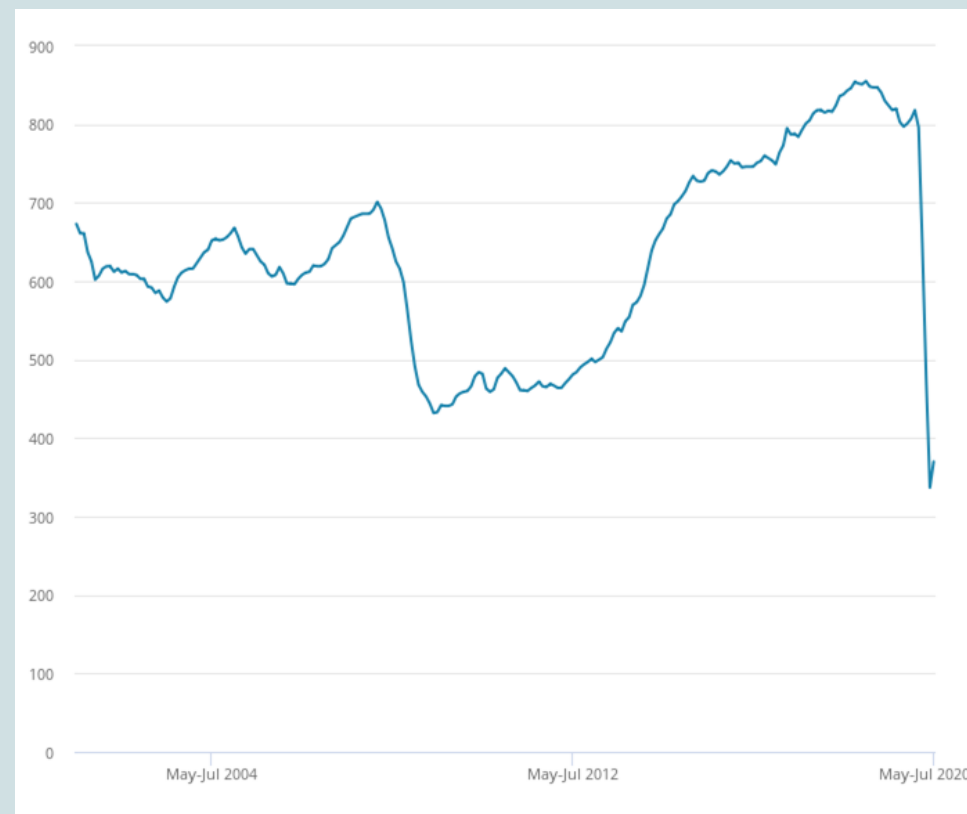


Those at greatest risk of unemployment are already in precarious work

- Data and polling published by Learning and Work Institute highlights that in London:
 - A third of low-paid workers are in sectors that were shut down by Covid-19 (women and BAME representation is disproportionately high in these groups)
 - A third of low-paid workers are experiencing a reduction in household income (19% in other workers)
 - These workers are more likely to access UC (13%), food banks and other charitable support (4%)
 - 42% of low paid workers are worried about keeping their jobs (compared to 32% of other workers in London)
- The number of people on 0-hour contracts has increased since last year and now stands at over 1 million. ONS published data that shows a 17% increase (156,000 more people working on 0-hour contracts) compared to the same period in 2019 (April-June). 0-hour contracts in wholesale retail, health and social care have all grown.
- Low paid work and insecure work are correlated:
 - 1 in 11 low paid workers (9%) are on 0-hour contracts compared to 2% of higher paid workers
 - Low paid workers more likely to be doing shift work - 26% compared to 14% of higher paid workers
- Underemployment - the idea that people who are currently employed want and are able to work more hours - tends to be higher for those who are in low paid work. According to LFS data in 2019, 1 in 7 low-paid workers wanted to work more hours - driven by the increase in living costs.
- For those in low paid, insecure work, the harmful effects of the shutdown will exacerbate already challenging labour market experiences.

There aren't enough good work opportunities for people to move into

- IES analysis presents real time data from a job site which saw a 44% and 40% fall in vacancies in Central and North London in month 1 of lockdown - representing 54,500 fewer vacancies.
- Although there has been a slight increase in vacancies in May – July compared to April – June, vacancies are averaging at a record low at 350,000 over the last 3-month period.
- It is not just about creating jobs - but about creating quality skilled work that enables people to lead a good life and boosts local productivity.



Number of vacancies in the UK, seasonally adjusted, between May to July 2001 and May to July 2020

Office for National Statistics - Vacancy Survey

Those on low incomes face risk on many fronts – including the climate emergency which has a disproportionate impact on low-income households

- In 2018, the UN's Intergovernmental Panel on Climate Change (IPCC) issued its starkest warning yet on rising temperatures; a 2°C increase would be catastrophic. Reducing reliance on energy sources that contribute to CO₂, including those from motor vehicles, is essential.
- Emissions in Camden are tightly linked with the economy as 60% of emissions come from non-domestic buildings – one of the highest proportions in the country.
- We've made some progress - for example our emissions are now 39% below 2005 levels. This progress has been largely driven by grid decarbonisation.
- But it's not enough; we must intentionally work to ensure that a transition to a zero carbon economy is done fairly, in a way that doesn't disproportionately impact those on low incomes. For example, flying is taxed at a lower rate than driving and environmental taxes such as fuel duty tend to fall disproportionately on lower income residents.

“I see [the changes as a result of Covid-19 lockdown] as an opportunity to change things such as reducing the use of fossil fuels – government support ought to be focused on helping non-polluting industries. Hasn't it been good to notice the brighter, whiter light due to reduced road and air traffic and to smell flowers rather than car fumes?”

Camden resident, Chris

Risks to income and employment are likely to exacerbate existing inequality

Whilst Camden has lower gender and disability employment gaps, it has a much higher ethnicity employment gap

Disability Employment Gap

- Camden: 12%
- London: 25%
- UK: 26%

(2019)

Gender employment gap

- Camden: 5%
- London: 11%
- UK: 8%

(2019)

Ethnicity Employment Gap

- Camden: 30%
- London: 12%
- UK: 11%

(2019)

Disability Employment Rate

- Camden: 61%
- London: 54%
- UK: 55%

(2019)

Female Employment Rate

- Camden: 67%
- London: 69%
- UK: 72%

(2019)

Non-white Employment Rate

- Camden: 51%
- London: 67%
- UK: 66%

(2019)

Note: the employment gap is the gap between those who are employed in one group compared to another. It's a wider view than unemployment as it aims to capture barriers such as health and disability, caring responsibilities. For example, the disability employment gap is the difference between the employment rate for disabled people and the employment rate for people who are not disabled.

There are opportunities for anchor institutions to create good work opportunities – for example, in social care

- The Adult Social Care sector makes an estimated contribution of £1 billion to the local economy
- It provides 37,000 jobs across central North London (Barnet, Camden, Enfield, Haringey and Islington), which equates to 1 in 25 of all jobs in the borough
- Up to 13,000 new care jobs will need to be created by 2030 to meet rising demand
- Too often, care work has been devalued and had poor terms and conditions
- Done well, job creation in this sector that reshapes the value and terms of care work could deliver numerous benefits to the local area

Economic

- Employing local people
- Supporting the development of local supply chains
- Investing profits back into the local economy
- Offering a range of employment at different entry levels
- Offering good career progression and staff support

Social

- Jobs that are secure and promote opportunities for prosperity
- Jobs in the wider local economy that are inclusive and supportive of those with health and social care needs and those with informal caring responsibilities

Environmental

- Actively promoting a move away from a high carbon local economy
- Increasing local staffing and local supply chain reduces air pollution
- Offering more support to people in their own homes supported by good public transport

Health and wellbeing

Work and health are deeply connected.

Camden's population is relatively healthy, but there are issues that need addressing.

Poor mental health is a significant barrier to good work and a good standard of living.

Camden's population is relatively healthy

Camden Joint Strategic Needs Assessment - Population Segmentation

	Healthy person	Otherwise healthy person with lifestyle risk factors	Otherwise healthy person with CMI	Vulnerable person with social needs	Person with single long term condition/mild frailty	Person with complex health needs/severe frailty
0-17 year old – Start well	32,426 (94.3%)	134 (0.4%)	377 (1.1%)	987 (2.9%)	433 (1.3%)	26 (0.1%)
18-64 year old Live well	86,676 (41.6%)	68,091 (32.7%)	22,391 (10.7%)	12,839 (6.2%)	13,419 (6.4%)	5,128 (2.5%)
65 and over Age well	2,075 (7.5%)	3,504 (12.7%)	1,055 (3.8%)	6,280 (22.8%)	5,837 (21.2%)	8,822 (32.0%)
Broad definition of segment	<i>People with no significant health conditions</i>	<i>People with no significant health conditions but could benefit from prevention advice or support e.g. smoking cessation/healthy eating/exercise</i>	<i>People with no significant health conditions but could benefit from mental health support for common mental illness (depression and/or anxiety)</i>	<i>Serious mental health/ learning disability/homebound/ severe physical disability/high risk drinking or dementia</i>	<i>Person with one long term condition (e.g. diabetes, heart disease, epilepsy) or mild or moderate frailty.</i>	<i>Person with 2 or more long term conditions or severe frailty.</i>

Footnote 2

There are areas that need improvement in order that people *start well* (0-17 years) including:

Children living in poverty



Over a quarter of children in Camden live in low income families. Although this has been decreasing since 2012, it remains higher than both London and England.

Mental wellbeing



Although Camden has a similar estimated prevalence of mental health disorders in young people to London and England, child hospital admissions for mental health conditions in Camden are higher than London. Females are more likely to have common mental illness in this age group. There are no significant differences by ethnicity or deprivation.

Education and employment



A slightly higher proportion of 16-17 year olds in Camden are not in education, employment, or training compared to the London average.

Excess weight



Children aged 10-11 years living in the most deprived areas of Camden are significantly more likely to be overweight or obese compared to those in the most affluent parts. There are no significant differences by gender or ethnicity. Young people from Cantelowes and Holborn and Covent Garden are more likely to be overweight or obese.

Complex needs

There is a high prevalence of young people with health/social needs, i.e. learning disabilities, severe physical disability. Males, young people from Black and Asian ethnic groups, and young people in Cantelowes and Haverstock are more likely to have these needs.



Long Term Conditions

The number of young people diagnosed with a long term condition in Camden is low. Boys are more likely to being diagnosed with a single long term condition than girls, as are young people from Black ethnic groups and young people in Holborn and Covent Garden.

There are concerns that need addressing to help people *live well* (18-64 years) including:

Mental Wellbeing



The proportion of people with depression and/or serious mental illness is higher in Camden than the London average. People who are otherwise healthy with a common mental illness make up the third largest segment in this age group. Continuing the pattern seen in young people, women are more likely to belong to this population segment, as are residents from Mixed and White ethnic groups and residents from the most deprived areas of the borough.

Long Term Conditions



Diagnosis of long term conditions begins to increase in this age group. In Camden, hypertension is the most common long term condition followed by diabetes. Male residents are more likely to belong to the segment of people with a single long term condition, as are residents from Asian, Black and White ethnic groups and residents from the most deprived areas.

Employment



About one in ten people aged 16 to 64 years are claiming an out-of-work benefit in Camden (8%), higher than the London average. Higher proportions of benefit claimants are found in BAME groups and people with disabilities and more than one in three claims are due to mental illness.

Disabilities and social needs

Residents aged 18-64 with disabilities/social needs remains a substantial cohort. Male residents are more likely to belong to this group, as are residents from Black and White ethnic groups and residents from the most deprived areas of the borough.

Alcohol



Camden continues to face challenges related to alcohol. In line with national trends, Camden's alcohol-related hospital admissions have increased since 2011, and the rate in Camden is higher than both London and England. People who are otherwise healthy but who have one or more behavioural/lifestyle risk factors (including alcohol) makes up the second largest segment of Camden residents aged 18-64. Men are more likely to belong to this group, along with residents from Black, Mixed and White ethnic groups and residents from the most deprived areas of the borough.

Complex health needs

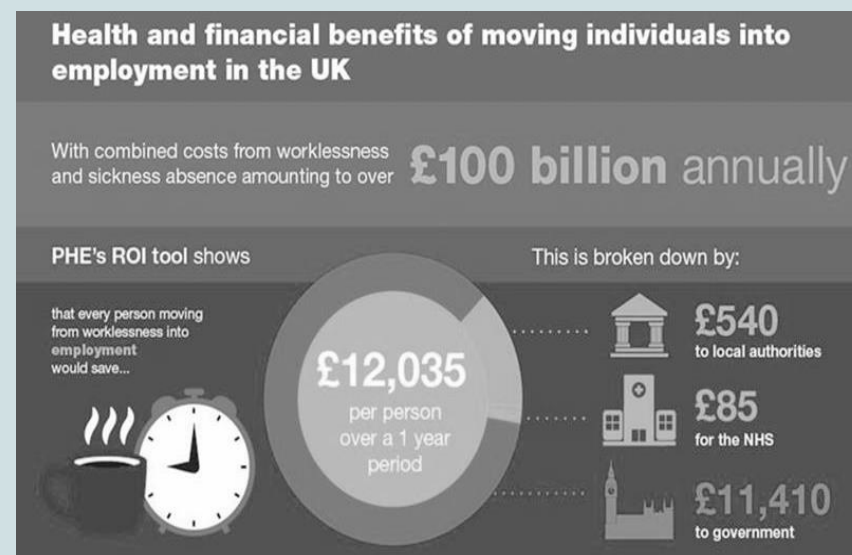
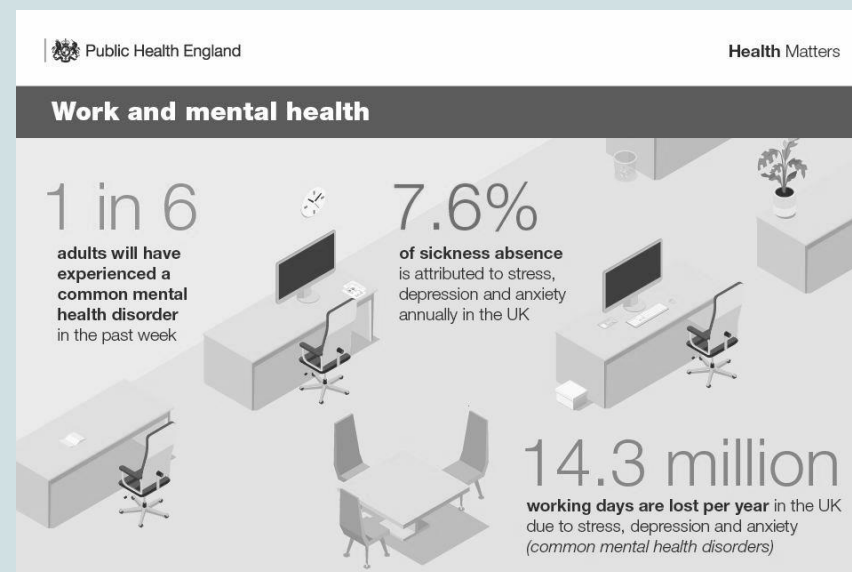
In this age group, a segment with complex health needs (individuals with multiple long term conditions or severe frailty) appears for the first time. Men are more likely to have complex needs as are individuals from Asian and Black ethnic groups and residents from the most deprived areas of the borough.

Recent reflections from communities and partners on issues that need addressing to reduce the poverty, health inequality and education gap include:

Feeling isolated/alienated from others	Anxieties around leaving the home	Financial difficulties	Confusion around government guidelines , difficulties accessing the right information and the reliance on digital	Positive feedback about use of technology as a way of engaging with council services and health services
Worrying about friends & family (especially older relatives) Children worrying about teachers	Increased pressure on carers, with more people being 'pulled into' caring roles	A negative impact on disabled, and older people and those with health conditions	Overarching impact Covid has had on mental health for all ages	Increased tension and conflict in the household
Fear of going back to school but increased appreciation for schools and teachers	Worries around exams, biased grading at school and next steps	Education gap and the inequality in access to digital support and additional learning support	Digital fatigue – young people are fed up of virtual learning	Concerns about parenting during lockdown including the challenges of home-schooling
Increased feelings of community connectedness and respect for health & social care workers	Decreased pollution and better air quality	Some communities with feeling empowered	People have enjoyed spending more time together as a family and exercising together	Worries about delayed and cancelled health appointments

There is an important (and often cyclical) relationship between some mental health conditions and work

- Being in work, but not good work, can lead to or contribute to mental health issues/conditions (alongside issues outside work).
- This has an impact on employers with regard to sickness, productivity, and turnover.
- Poor mental health is also a significant barrier to people getting into work.
- Central Government estimates of the potential financial benefit of supporting individuals into employment has a return on investment of £12,035 per person over a 1 year period.
- Rates of poor mental health show indications of getting worse due to Covid-19.
- More than two-thirds of adults in the UK (69%) report feeling somewhat or very worried about the effect Covid-19 is having on their life. Children and young people have told us they are worried about the impact this has had on their mental health.



Nature of work and business

The way in which we work has changed significantly for many in recent months.

This has meant, and will likely continue to mean, changes in the way we travel and where we spend time (and money).

All of this has consequences for which sectors are thriving and which are at risk.

The significant changes in working habits caused by Covid-19 has accelerated the conversation about future of work, and expanded it beyond a conversation about automation

The debate includes questions such as:

- What will the future needs for office space be, and where will people want to work? Near to home, or in central economic zones?
- What will the digital and data needs of this future workforce be, and how will these needs evolve as working practices do?
- What will people's emotional and social needs be as the way in which they work changes?
- What are the broader implications for use of space (industrial, commercial, personal etc) and transportation?

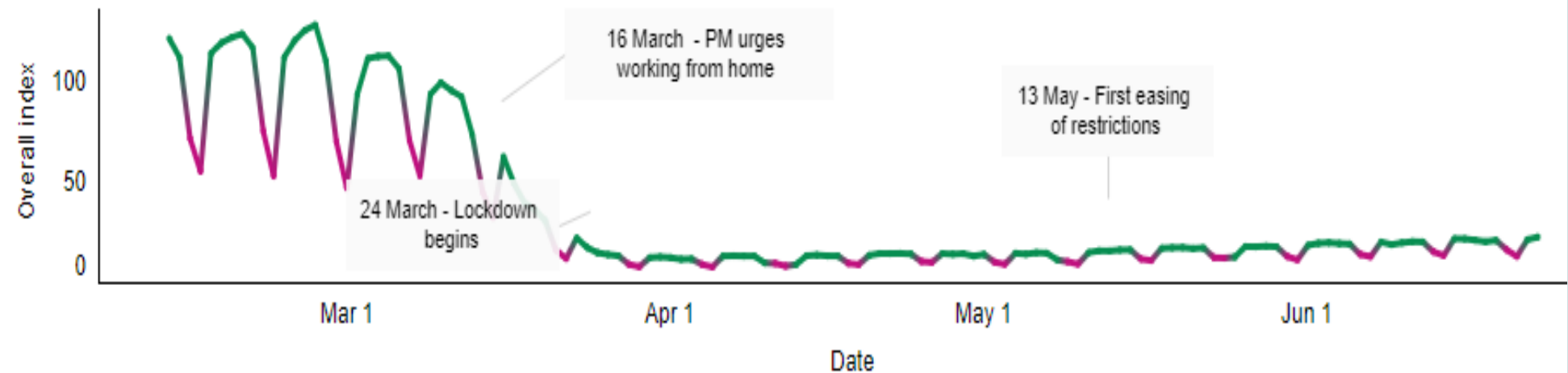
See for example:

1. For Local Government – Beyond the Crisis
2. McKinsey & Co –Reimagining the office and work life after COVID-19
3. Skylum - 4 ways work will change after the COVID pandemic

Central London has experienced a serious reduction in footfall, in part because people's travel habits around the capital have changed significantly

Central economic centres in the borough are much quieter because of significant changes in office use habits

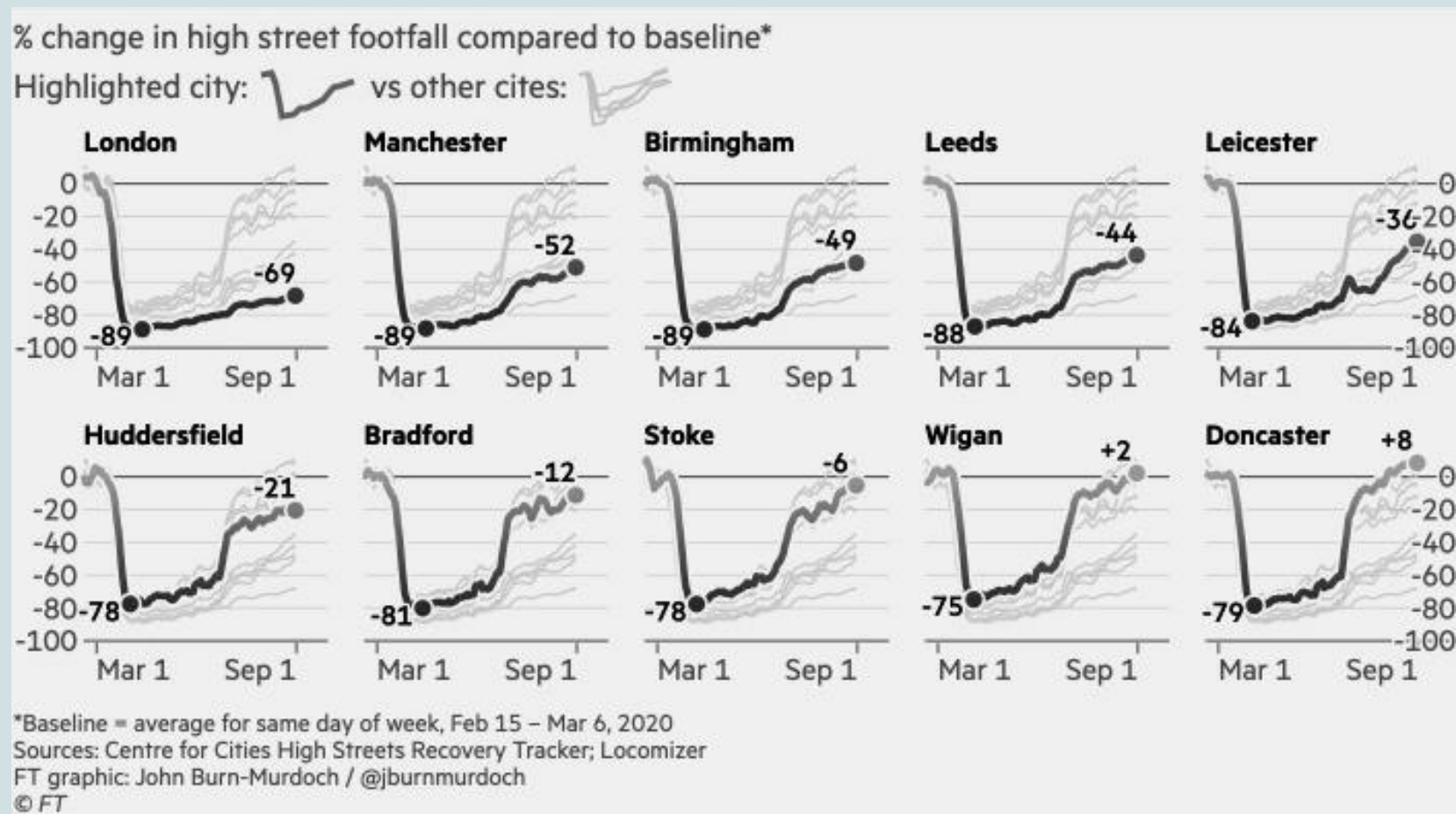
This index looks at everyone who was in the city centre at any time of the day, compared to a pre-lockdown baseline of 100.



- Ridership on the London Underground at the beginning of August 2020 was still 70 per cent below normal levels, despite service provision across the network increasing
- Trips to London's workplaces were 46 per cent below the pre-crisis baseline, lower than our global comparator cities. Only 34% of workplaces have started to return to offices, much lower than European comparisons (83% of French and 76% of Italian office staff have returned to the workplace)

Changes in footfall are more significant in London than other places in the country - and will impact the nature of the recovery and how we renew

Footfall in London has decreased by 69%. In other areas of the country, it's bounced back much more rapidly



Cities count cost of lasting exodus from offices

Data from Centre for Cities

Human-powered travel has increased - but so too has car travel

- With social distancing measures in place and public transport use limited, cycling and walking has increased. At some points in May 2020, there was an increase of 120% in walking and cycling compared to the same time last year
- This could present an opportunity for business - cycle parking has been demonstrated to deliver five times higher retail spend than the same area of car parking, and a compact town optimised for walking and cycling can have a “retail density” (spend per square metre) 2.5 times higher than a typical urban centre
- This sounds positive – but cycling still has affordability and accessibility issues:
 - Cyclists tend to be white, male and under 40
 - Cycling prompts safety concerns for many
 - Cost and safe storage are barriers to bike ownership
- And if we don't address some of these challenges there is a risk of increased car usage – contributing further to our climate emergency
- London Underground is operating at 20% capacity; London buses at approximately 40%. With social distancing measures still in place, TfL has estimated a possible doubling of car journeys. In Camden this would be an increase in private transport trips of over 90% in addition to an increase in car trips originating in other boroughs.

Changes in where people are spending time means sectors are and will have to adapt and change

Hospitality is one of the hardest hit sectors by these changes.

It is more reliant on support and less confident about the future:

- According to Camden's business survey (July 2020) hospitality and food businesses were less likely to be trading as normal (only 4% of those surveyed) and more likely to be temporarily closed (21%), re-starting after closure (19%) and trading in a different way (24%) than Camden businesses in general.
- Just over 4 in 10 hospitality and food businesses are confident they will recover from the impact of Covid-19 based on the Government's lockdown exit plan, much less than the 7 in 10 of Camden businesses in general.
 - Fewer than 2 in 10 said they could survive a second lockdown and under half said they are confident they will be resilient if faced by a long recession, less than the Camden average.

The cultural sector, a key part of Camden's business community and identity, has been hard hit

- The culture sector in London is in crisis.
- According to the Office for National Statistics, the arts and entertainment industry saw a 44.5% reduction in monthly gross domestic product (GDP) output in the three months up to June 2020 compared with the three months earlier, making it one of the sectors worst hit by the pandemic.
- Over 50,000 are jobs projected to be lost in the sector in 2020 – 75% of the losses among the self-employed (BOP Consulting: Securing the future of culture in central London amid Covid-19. Commissioned by Central London Forward).
- The impact of Covid-19 (lockdown and social distancing measures) on the sector is putting pressure on finances – income generation, staffing, creating new work, marketing and promotion and paying audiences.
- Camden has one of the largest and most diverse arts and cultural sector in London and nationally. It Includes a wide range of organisations - from grassroots ones to national institutions. Camden's night time economy (in Camden Town and part of the West End) is one of the most visited in London, and in 'normal times' is estimated to contribute to the economy in excess of £2.4m annually.

It's a tough and competitive landscape for small and medium sized businesses to survive in

This was true even before the pandemic:

Camden has the **2nd highest number** of business start-ups in London

([Dec 17 - Dec 18](#))

% of start-ups which survive 1 year

Camden: 89.6%

London: 92.3%

UK: 93.5% ([Dec 17 - Dec 18](#))

% of start-ups which survive 5 year

Camden: 41%

London: 39%

UK: 42% ([Dec 17 - Dec 18](#))

And although Camden has been effective in paying business grants to help many businesses through the initial impacts of lockdown, with almost £70 million spent, there are still many challenges ahead.

Camden's SMEs face relatively high risk in particular sectors compared to other London boroughs:

Top 3 Boroughs with the highest % of companies at risk, per sector

Sector	Highest risk borough	Second highest risk borough	Third highest risk borough
Construction	Camden 28%	City of London 27%	Richmond 25%
Information and Communications	Kensington – 29%	Westminster – 26%	Camden – 23%
Manufacturing	Kensington – 31%	Hammersmith – 30%	Camden – 29%
Transport and storage	City of London 33%	Southwark 32%	Camden 30%

Business challenges are all experienced against a backdrop of Camden's business sector having been successful and vibrant by traditional measures

Businesses in Camden in 2019

36,040

(15th March 2019)

3rd highest number of businesses in the UK (after Westminster and Birmingham)

(15th March 2019)

% of London local (business) units

6.2%

(15th March 2019)

Contribution to UK economy

£34.4Bn

(2018)

% of total economy (GVA)

UK: 1.8%

London: 7.6%

(2018)

4th largest contributor to London economy

(2018)

To thrive in this evolving work environment, we need to offer young people a different range of skills and knowledge

- Studies predict that 65% of primary school children will be employed in jobs that currently don't exist.
- Creativity seems more important than ever to the skills that young people will need to thrive in the future workplace – 87% of jobs in creative employment are estimated to be at low or no risk of automation (compared to 45% of jobs in the wider economy).
- Camden's STEAM (Science, Technology, Engineering, Arts, Maths) Commission was established in 2017 in recognition of the need to equip young people with a blend of scientific, engineering, technology, maths and creative skillsets.
- Camden's commitment to STEAM learning is also a recognition of the borough's successful creative knowledge economy and an intention for it continue to succeed by having access to local, diverse talent.

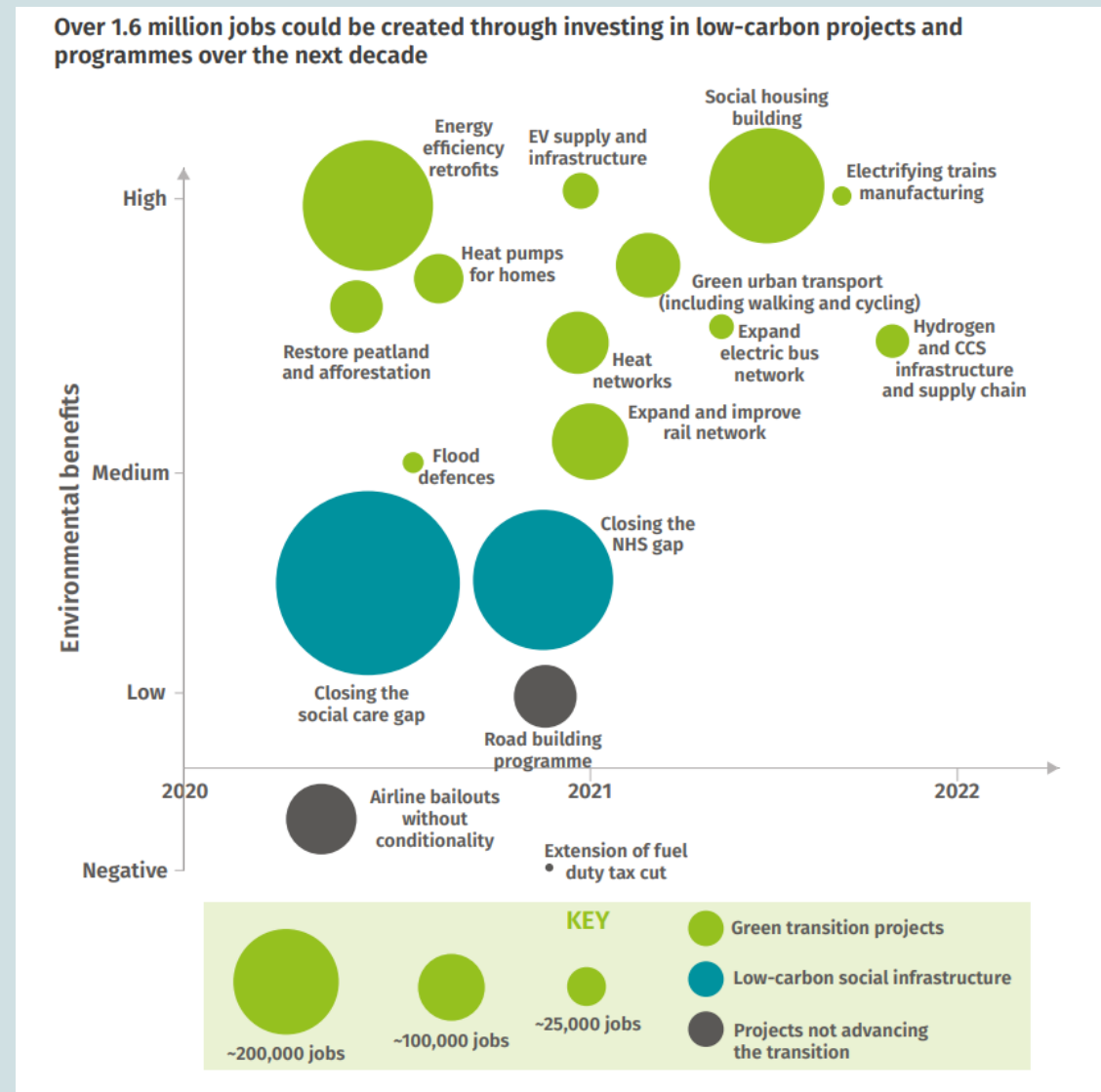
Climate change and an inclusive economy

Camden has an ambitious Climate Action Plan.

Delivering on our climate ambitions also has significant potential to address poverty and create jobs, if we make the most of this opportunity.

There is strong evidence that investing in a carbon transition could create significant employment

For example, the IPPR's work [Transforming the economy after Covid-19: A clean, fair and resilient recovery](#) estimates the potential to create 1.6 million sustainable jobs across a range of sectors.



An example: retrofitting Camden's housing stock could create employment opportunities

- 1 in 3 homes (c.30,000 homes) in Camden are owned by the Council. They are a significant contributor to Camden's carbon emissions
- At the same time, approximately 12% of households in Camden are estimated to be living in fuel poverty
- **Preliminary assessment indicates that only 7% of housing stock is ready for low carbon transition** (insulated with double/triple glazing, not listed and not in conservation area)
- 93% will require fabric upgrades – significant capital investment is required to achieve this
- A C40 Cities study also indicates an employment rate potential of around 16 FTE per £million spent on retrofit



Street property: cavity traditional
Street properties tend to be less energy efficient – built pre-war and don't benefit from wholesale energy supply

Our natural environment can create health, social and economic value

- Two hours contact with natural environments each week reduces risk of poor health by 45%. This is similar to more acknowledged interventions of high physical activity, employment and low deprivation
- Regular users of parks see an increase in life satisfaction equivalent to a £974 increase in their income (9 days' pay for median earner)
- Well-planned improvements to public spaces within town centres can boost commercial trading by up to 40 per cent
- The community value of parks and green spaces has been emphasised during the pandemic

The Council manages 28,000 trees which provide 23% canopy cover for the borough. Our trees provide the following benefits:

Benefit	Amount	Value
Pollution removal	5 tonner per year	£175,500 per year
Carbon Storage	10,800 tones	£691,300
Carbon sequestration	207 tonnes per year	£48,483 per year
Avoided runoff	6,739 m ³ per year	£10,219 per year

(Camden itree survey 2017)

Camden green spaces host

2.6m

Visits per year
(Vivid Economics, 2019)

A visit to a park provides

£20

of benefits to an individual
(Vivid Economics, 2019)

- The Council manages nearly 100 hectares of green space – equivalent to 187 football pitches.
- But access to quality green space is not evenly distributed.



We are at a critical juncture and we have a choice

The story of this crisis shows the real cost of an unequal society and economy — but also the power of community and their ability to lead change.

We have a choice to return to the economy we had before or to embark on renewal.

We believe this is the time to grow a more inclusive and sustainable economy that works for all.