

Camden Together

Have your say on the future of Camden

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Take the opportunity to influence what Camden should look like in 2012.

This consultation document sets out a possible vision for the future of Camden and your thoughts are important in helping shape that vision.

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Foreword

We are delighted to introduce this consultation document Camden Together and invite your comments – whether as an individual, group or organisation – on the future of Camden.

Camden is an exciting borough to live in, work in and to visit and it was a great privilege for us to be chosen to lead the council following the elections in May this year. The council is responsible for delivering many of the services that you rely on, but so much of what we want to achieve for the borough can only be done by working in partnership – with others in the public sector, small and large businesses, voluntary and community organisations and with individuals and groups of citizens.

That is why the council leads the Local Strategic Partnership, which brings many of the key organisations together to work to improve the quality of life in Camden. This consultation document has been developed by the partnership and it aims to stimulate a wide-ranging debate across Camden about what the future should look like and how we will get there together.

While there is so much that we can be proud of and celebrate in Camden, we all know that there are many challenges that we face as a borough. Camden Together aims to create an open debate about the biggest of those challenges and what each of us needs to do to address them. It is also about looking forward and making sure that Camden makes the most of opportunities like the 2012 Olympics and the King's Cross development.

Throughout this consultation document you will find specific questions on a whole range of issues, from the economy and jobs, to how we make Camden a safer place. We look forward to hearing your views over the coming months and working with you to make Camden a better place for everyone.

Cllr Keith Moffitt

Leader of Camden Council and
Chair of Camden's Local Strategic
Partnership

Cllr Andrew Marshall

Deputy Leader of Camden Council

Our Vision

We have a strong local economy that adapts well to future change and where more people, especially young people, can acquire skills and access education, training and jobs.

We work together to accommodate a growing population while protecting our environment and quality of life.

We are meeting the needs of people in Camden now and safeguarding our inheritance for future generations.

People feel at home in Camden, take an active part in democracy and can influence the decisions that affect them. Quality of life is improving for all, particularly children, young people and older residents.

We share a thriving and safe part of London – and gateway to the rest of Europe – where all local people benefit from the excellent cultural and leisure opportunities on our doorstep, including the Olympics.

Consulting on Camden Together

Introduction

Camden Together will be a plan for the future of Camden, which will be widely discussed by residents, businesses, public services and community and other organisations in Camden. This kind of plan is also known as a community strategy – it is a way of thinking through and deciding together what matters, where we want to get to and how to get there. This consultation document is a step towards producing Camden Together – Camden’s community strategy.

Camden Together will be:

- about the future of the area as a whole, describing the direction we want to move in;
- led by the council working in a partnership that includes the health services, the police, other public services, small and large businesses, and representatives from the voluntary, community and other sectors;
- based on extensive consultation and dialogue with local people and organisations.

Camden Together will have a significant impact on the borough’s development. It will affect what organisations, particularly the public services, and individuals do for years to come. It will be Camden’s second community strategy. The first, ‘Our Camden, Our Future’, was launched five years ago. It spelled out ambitions such as making Camden safer and building stronger communities, and we have made real progress. Camden Together will help us meet the new challenges we face.

What will Camden Together cover?

Camden Together will set the overall direction for the borough over the next six years. It will capture the main priorities, challenges and how these will be achieved.

Camden Together will not be a detailed plan about what the council and other public services do – there are plenty of those already and much work is already being done to achieve them.

We propose, instead, that Camden Together will:

- address head on the main challenges faced by the borough;
- propose an open and honest debate about difficult issues and choices;
- reflect the importance of making the best use of limited resources, particularly tax payers money;
- be about what individuals and communities can do to make life in Camden better, as well as what they can expect from public services and institutions;
- not make promises that no one can keep; and
- look at preventing problems in the longer term rather than just solving immediate problems.

Many of our biggest challenges can only be tackled if we work together as residents, service providers, businesses, voluntary organisations and other groups.

Local government and public services have an important part to play in tackling many of these challenges, but by no means all. For example, there are competing pressures on how we use land in Camden and a set of legal and other constraints on how Camden develops. Different people and organisations have their own perspectives about how issues like this should be addressed. In the end, a balance needs to be struck through open public debate.

In addition, certain issues cannot be ‘solved’ as such – high population turnover, for example, is part of day-to-day life in inner London – but we can work together to help manage their impact and make sure as many people as possible benefit.

This consultation document sets out a vision for the future, ambitions and the proposed approach for Camden Together. Throughout the document you will find a number of perspectives from people who live and work in Camden. It also focuses on three of the many special places in the borough – Hampstead, King’s Cross and Camden Town. These stories and examples bring to life some of the big issues and dilemmas facing the whole borough and are intended to stimulate debate.

The final strategy is the legal responsibility of the council, that is, the fifty-four local councillors elected in the May 2006 local elections. However, the council is clear that it wants to agree the future strategy for Camden with its partners and that there should be a wide-ranging consultation process so that the views of residents and other stakeholders can be taken into account.

The Local Strategic Partnership

Camden's Local Strategic Partnership (LSP) is led by the council; and involves health services, police, other public services, small and large businesses, and representatives from the voluntary, community and other sectors. The LSP aims to improve the quality of life for all those who live in, work in or visit the borough.

Its membership includes:

- The Leader of the council (Chair of the LSP)
- The Deputy Leader of the council and Executive Member for Equalities and Community Development
- Chief Executive of the council
- Chief Executive of the Primary Care Trust
- Borough Commanders from the Police and Fire services
- 4 representatives of the Camden Community Empowerment Network, which represents the voluntary and community sector in the borough
- Representatives of Jobcentreplus, the Camden Housing Association and Co-op Forum, the Learning & Skills council, the Joint Chairs of School Governors, Camden Town Unlimited, The Holborn Partnership, London & Continental Stations & Properties, University College London

Having your say

The vision and the proposals in this consultation document reflect what local people have told us already; facts and figures about Camden today; and what we know about likely patterns of change.

The rest of this consultation document looks at the issues that will need to be addressed to make our vision a reality. We want you to tell us if we have identified the right kind of issues and questions. There are some controversial ideas, and perhaps there are things you will disagree with.

This is a long document because there are many aspects of life in Camden to cover. You may want to look just at a particular section that you are interested in. We have also produced a summary of this document – contact us if you would prefer this.

We have included questions throughout the document but feel free to give us your views in any way and on any subject you like. All we ask is that you focus on future issues, rather than on today's problems.

The deadline for responses is Thursday 30 November 2006. Responses should be sent to:

community.strategy@camden.gov.uk

Or to:

**Community Strategy Team
London Borough of Camden
FREEPOST LON 20084
Room 305
Town Hall
London, WC1H 9BR**

To obtain a summary version of Consulting on Camden Together in your language, in large print, audio tape or Braille, please contact us using the details at the back of this document.

We have set up a website at camdentogether.org.uk just for Camden Together and we hope you will find this a useful way to get involved and give us your views.

We will look carefully at all the views you send us. We will publish an overview of all the responses to this consultation. The final strategy – Camden Together – will be published in early 2007.

We are keen to have a wide-ranging consultation process with lots of ways for people to get involved and give us their views. There will be a series of meetings and events to develop Camden Together and to discuss the ideas in this consultation document face to face. We are also planning an all-day event in November that will be open to members of the public, local organisations and business.

Local councillors, many of whom were newly elected in May 2006, have a key role in leading this debate. If you want to discuss the issues raised here with your local councillor, you can find out details of how to get in touch with them on Camden council's website: camden.gov.uk

We hope you are inspired to get in touch with your views about the future of Camden.

Camden in 2012:

Creating a borough of opportunity:

We have a strong local economy that adapts well to future change and where more people, especially young people, can acquire skills and access education, training and jobs.

Balancing growth with our environment:

We work together to accommodate a growing population while protecting our environment and quality of life. We are meeting the needs of people in Camden now and safeguarding our inheritance for future generations.

Building strong, healthy and connected communities:

People feel at home in Camden, take an active part in democracy and can influence the decisions that affect them. Quality of life is improving for all, particularly children, young people and older residents.

A safe and vibrant place at the heart of a world city:

We share a thriving and safe part of London – and gateway to the rest of Europe – where all local people benefit from the excellent cultural and leisure opportunities on our doorstep, including the Olympics.

This vision is for everyone who lives, works or studies in Camden, of every age.

As Camden Together is plan for the future, we are particularly keen to address the needs and concerns of children and young people, their parents, carers, teachers and wider families.

Ask yourself

What do you think of this vision? Is there anything missing or things that you object to?

Does it capture the things that matter to people living and growing up in Camden?

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Our starting point – Camden today

We need to have a clear understanding of our starting point before agreeing a future direction. Here is a snapshot of Camden facts:

- Camden residents say there is a strong and growing sense of community and nine out of ten value the borough's cultural diversity.
- Camden's population is growing, relatively youthful and diverse, with many people moving in and out of the borough every year.
- Camden has some of the wealthiest neighbourhoods in London and some of the most deprived. Overall, Camden is the 15th most deprived borough in England.
- Demand for affordable housing is five times greater than supply.
- Recorded crime is falling and confidence in the police is rising here and across the country, but Camden experiences the crime that affects many inner-city areas and fear of crime is still a problem.
- Business, the universities and specialist hospitals are growing and there is pressure on space for expansion.
- Local services such as transport, schools, youth facilities and health services are under pressure from an increasing population.
- Camden faces the global challenges of climate change and caring for the environment. Local residents already recycle more than the national average.
- Camden's election turnout in May 2006 was the highest since 1994 and bucked the national trend of falling turnout.
- People in Camden, as elsewhere, have rising expectations in relation to the quality of life, responsive services, choice and influence at a local level.
- Camden faces security risks and the potential of further terrorist attacks.

Creating a borough of opportunity

Where we want to be in 2012:

We have a strong local economy that adapts well to future change and where more people, especially young people, can acquire skills and access education, training and jobs.

Where we are now

- Camden has a highly productive and high waged local economy that contributes 1% to national GDP, yet 35% of children live in poverty.
- Over half of the businesses in Camden are in 'knowledge economy' industries such as the media, finance, law and other professional services and employ a highly skilled and educated workforce.
- Around 2,000 new businesses are started in Camden each year – two-thirds by Camden residents – but slightly more than that close each year.
- Camden has the highest percentage of people between 25 and 40 in the UK – by far the most likely age group to be entrepreneurs.
- Many of Camden's residents are among the capital's wealthiest while many others are among its most deprived.
- Over two in five (45%) resident children take up free school meals in Camden schools and 40% live in overcrowded housing.
- While 47% of residents are educated to degree level or higher, 25% of residents have few, if any, qualifications and 25% of residents lack basic skills in literacy and numeracy.
- Middle-income earners – including the people whose contribution is necessary for essential services in the private and public sector – are under represented in the local population.
- People from black and minority ethnic communities are disproportionately likely to experience barriers to work.
- High numbers of people whose first language is not English face problems accessing education, training, employment and other opportunities.
- One third of Camden's children live in households with no working adult. Worklessness is concentrated on social housing estates, where 43% of households are headed by someone who is not in work.
- For young people, there is still more to do to improve school achievement for some Black and Minority Ethnic groups (Bangladeshi, Somali, Congolese and Caribbean heritage); for looked after children and young people; and young people with special educational needs or learning disabilities.

Developing a competitive, high performing economy

Camden has a large, active and successful economy with a significant number of businesses based in the borough. But that number has declined in recent years – a pattern unlike that in other parts of London. This decline can be attributed to a high rate of business failure and a slowdown in the traditionally high rates of new business start-up.

Much of Camden's economic activity is clustered in local areas and commercial sectors, such as the jewellery sector in Hatton Garden. The make up of the borough's economy is moving from a mixed economy, where new businesses and jobs are created in all sectors, to an economy where much of the private sector growth and new jobs in Camden are concentrated in knowledge intensive businesses like the law and the creative sectors.

A key challenge over the life of this strategy will be to ensure Camden is seen as a suitable business location. One of the main barriers to overcome in attracting investment in the borough is the cost of commercial property. The King's Cross development, one of the largest city centre development sites in Europe, will bring inward investment that should be used to achieve increased employment and prosperity in the borough.

Opportunities to work

While Camden's local economy is strong in many ways, Camden remains a high unemployment area. There is no shortage of jobs but the successful local economy and the jobs it creates are not open to everyone. We share some of the employment problems with London as a whole but there are specific factors in Camden:

- the high 'turnover' of the population (new arrivals and leavers).
- Camden's diverse ethnicity and its extremes of wealth and poverty.
- higher than average numbers of people with long-term illness, mental health and drug problems.
- difficulties in accessing sufficient childcare (childcare costs are 15–30% higher than the UK average).
- demand for affordable housing is five times greater than supply.
- a number of areas and neighbourhoods where the availability of jobs is low and the number of workless households is high.
- a significant minority lack the skills necessary to get jobs.

Other factors that may be important but are harder to measure are:

- the perception – or in some cases the reality – that it is not worth taking up work, especially low-paid work, and losing benefits.
- poor awareness of in-work benefits available.
- around one-third of adults in Camden never use the internet – an IT skill useful in work and in accessing potential work and training.
- an informal economy, ranging from doing work off the books to activities such as drug dealing, which can create a financial disincentive to find low-paid legal employment.

Age, gender, sexuality, faith, marital status, caring responsibilities, ethnicity, disability and ill-health, as well as levels of qualifications, all impact on the likelihood of being in work. The rates of non-participation in work in Camden are:

- disabled people – 60%
- older people – 47%
- people from black and minority ethnic communities – 51%.

The numbers of young people in education, employment or training compares well with other boroughs, including young people who have been in care or who are disabled, but this remains an area for improvement.

Alison



“I employ local people from Camden. I find it easier to employ people locally because they don’t have so far to come, it is more practical as we work long hours here.”



“To be honest, I don’t think Camden makes it easy for people to start up new businesses. I get a lot of leaflets and there are a lot of courses. There’s lots of advice going. There are lots of seminars you can go to on running or starting a business but you need practical help.

The one thing I would say is good is the small business rates relief I got. That has made a difference because when you’re a small business the thing you need is money relief on something such as on your rent or discounts, so you can get started.

I employ local people from Camden. I find it easier to employ people locally because they don’t have so far to come, it is more practical as we work long hours here. I think you can encourage businesses to take on local people on work placements but you’ve got to make it a well worked out initiative – perhaps describe the business as a skills provider. Obviously as a small business you are taking the time out to give that person skills, but at the same time you are getting help for free.”

What we can do towards 2012

This section looks at two main challenges that Camden faces. The first is to make Camden's economy perform even better; the second is to ensure that economic growth is inclusive, helping more people to successfully enter and remain in the job market by removing barriers to work.

Building on Camden's business base and supporting existing businesses is vitally important for the future. This support could include business support, particularly to small and medium sized enterprises, to improve the sustainability of local businesses. It could also include business start up and enterprise advice and support, including social enterprise. These measures could help to build more sustainable businesses and encourage entrepreneurial activity.

A strategic and partnership approach is needed to make the labour market more inclusive. No single agency or sector has the expertise or resource to combat the multi-dimensional problem of worklessness and exclusion. Individuals are also responsible for accessing and retaining their own work opportunities.

As in most places, the public sector is the second largest employer in Camden, and could lead the way in creative approaches to recruiting a more diverse workforce, drawn more from local communities. We can build on initiatives like Camden Primary Care Trust's Job Shop, which has recently opened in Kentish Town and helps people with training and support to find jobs in the local health sector.

Increasing the provision of basic skills training in Camden, especially English language teaching, could make a huge contribution to making people more ready to take up work. Language courses could be linked to more general 'life skills' training aimed at building confidence, knowledge about how employers work, advice and so on. Life skills, as well as business and enterprise skills, are important parts of what schools and other education settings offer, but could also be provided by libraries, UK Online centres, and youth clubs.

Margaret



“In employment we need a better match between the skills local children are getting and those that are needed by local employers.”





“Camden is a borough of extremes and in Somers Town we are the extreme of the extremes. Over the next five years I would like to see a better mix of people here. The families who want to do well and can do well move out of Somers Town as soon as they can – hence the community never really improves.

And in employment we need a better match between the skills local children are getting and those that are needed by local employers. We can't go on with 80 per cent of jobs in Camden filled by people who don't live in Camden. Just two of the 20 teachers at the local primary school are local people and I can think of only one local person working on the King's Cross project.

The council and others could be more inclusive and demonstrate what they are really doing for everyone. But we all have a responsibility to make our area and our homes better. We should all look after our places and try and make ourselves, our families and our neighbourhoods better.”

Another priority is to make sure our secondary schools can meet the needs of young people, their families and local communities through the Building Schools for the Future programme, further details will soon be available on the council website; camden.gov.uk. This will provide all secondary schools with 21st century facilities including Information Technology (IT) as well as buildings. In addition, further developing the curriculum for 14–19 year olds is a key challenge for the borough.

Our Education Business Partnership supports schools, young people and businesses to develop work experience, mentoring and volunteering. We want to harness the skills and talent of the local business community further, including sectors like the creative industries and particularly for young people who lack formal qualifications.

The Government is aiming to raise employment levels from 65% to 80%. For Camden this will mean assisting some 21,270 resident workless people, who currently claim support such as Incapacity Benefit, into jobs. They will need appropriate and tailored information, advice and support to help get into the job market.

One approach would be to bring many of the current and new ideas – providing advice, skills and training, removing barriers and challenging individuals to make use of existing opportunities – together and to target particular groups of people. For example:

- focusing on our housing estates where ‘worklessness’ is concentrated; providing affordable childcare, offering life skills, coaching and mentoring on site, working with individuals and small groups, raising expectations and ambitions, offering routes to local job and training schemes, and further and higher education.
- developing programmes that support people furthest from the labour market into jobs.
- piloting new ways of working with young people who have been in trouble with the law to help get them ready for work and motivated to stay in a job once they find one.
- Maximising the employment and training opportunities offered by the 2012 Olympics.

Ask yourself

What do you think about the ideas raised in this chapter? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

How should entrepreneurs be encouraged to start and develop local businesses?

What should be done to attract more investment into the local economy?

What could the public sector do differently that would help promote economic growth, for example, removing red tape or other barriers to business success?

If you're an employer in Camden, what support would you need to recruit and train more local people?

Are you interested in volunteering as a way to learn new skills or prepare for future employment?

What can the voluntary and community sector do to help people get jobs?

How can people be supported to get more training in skills and language?

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Balancing growth with our environment

Where we want to be in 2012:

We work together to accommodate a growing population while protecting our environment and quality of life.

We are meeting the needs of people in Camden now and safeguarding our inheritance for future generations.

Where we are now

Our local and global environment:

- We face increasing environmental challenges with the prospect of more business, more housing, residents and visitors bringing increased traffic, energy use, noise emissions and needing more space for building.
- 20% of residents list congestion as a top concern.
- In Camden, nearly two-thirds of climate change gases come from businesses and one-quarter from the energy we use at home.

Our growing population:

- Camden's population is set to increase by 10% by the year 2016 and growth is likely to be greater in the more deprived areas than in the rest of the borough.
- The number of single person households is growing among both younger and older people.
- At the same time up to 30% of Camden's households are overcrowded compared to 7% nationally, so there is high demand for larger family-sized properties as well.
- The average house price in Camden is currently the third highest in Greater London.
- There is a lack of supply especially of affordable houses. The demand for social housing continues to increase, with more than 15,000 on the housing register in 2004/5.
- There will be significant numbers of older people and disabled people who will need housing provision that supports independent living and a good quality of life.
- The borough already has more flats and more people per square mile than most other parts of London, but less than many other cities in the world.
- The growing population will put pressure on our schools and other public services.

Sandra



“Mess encourages more mess.

Everybody has to do their bit to take
care of our environment.”





“I grew up around Swiss Cottage and have lived here for the past 20 years. I wouldn’t live anywhere else. That’s why I want to look after the area. The residential roads are very attractive, but keeping them that way is a struggle.

People are not taking care of their trees and hedges and subsidence problems are getting worse as a result. Others are turning their front gardens into car parks, creating serious flooding problems. We were flooded out of our basement flat and couldn’t move back in for 18 months. Mess encourages more mess. Everybody has to do their bit to take care of our environment.

We have twice-weekly rubbish collections and recycling boxes for newspapers, glass and cans – and that’s great. But whatever the council, the government and others do, you can’t force people to change. They have to want to do it themselves and that is the real challenge.”



What we can do towards 2012

This section starts with the actions we can take to reduce our impact on the local and global environment. The second part focuses on the impact of a growing population and how we resolve competing pressures (for example, between affordable housing and opposition to further development).

Protecting our local and global environment

We want to protect and improve the good things in Camden for future generations. We have wonderful parks and open spaces, and many residents are satisfied with the cleanliness of streets. Much of Camden falls within conservation areas and there are over 5,600 listed buildings. We already do well on recycling (better than the London and national averages) and lots of people are making an effort to be 'greener'.

Car ownership, whilst low compared with elsewhere, is rising as the number of households increase. And the high numbers of journeys make traffic a growing problem, despite the introduction of the congestion charging zone which was supposed to address these problems. The negative effects of pollution, poor air quality and congestion on health now, as well as on future environmental conditions, are well known.

In addition, climate change is affecting us all and could be catastrophic in future. Over the next five years we can make a big difference locally and the sooner we act the easier it will be. People often say this is just a government responsibility or up to the big oil and electricity companies. They certainly have their part to play but we all add to the causes of climate change.

Existing plans

Environmental strategies

There are a number of environmental strategies developed by Camden council and other partners. These cover a range of environmental issues from noise to waste to climate change.

Climate change strategy (2005–08): includes aims to reduce Camden council's own emissions of greenhouse gases through, for example, improved energy efficiency, recycling and a sustainable design policy for all council buildings.

Noise strategy (2002): the overall aim is to reduce noise to levels as low as reasonably achievable.

Parks and open spaces strategy (2005): 5 year plan to improve management and access to parks and green spaces in Camden.

If we aim to be the kind of place that leads and sets a good example on these issues, we should be trying to make Camden a 'low carbon borough'. We could set tough local targets for reducing emissions of the gases that cause climate change by:

- ensuring that new buildings are extremely energy efficient;
- refurbishing existing buildings to a high energy standard;
- encouraging young people and adults to walk to school and work or use public transport;
- recycling a lot more than we do now and in smarter ways to minimise the energy used; and
- opting to reduce our use of fuels like petrol and diesel or changing to energy efficient vehicles.

Some of this can be done by improving technology, but real progress requires all of us to change the way we live and work. This might include specific commitments to:

- create less waste in the first place, re-using things where possible and recycling up to 80% of household waste and more recycling by businesses.
- install loft and cavity wall insulation, draught proofing and efficient condensing boilers in all homes.
- take opportunities to support renewable electricity suppliers and, for owner-occupiers, installing renewable energy in their homes.
- use less energy through not leaving TVs and other electrical gadgets on standby mode, purchasing only the most energy-efficient fridges and cars, and avoiding high-polluting cars.
- use less water and recycling rainwater.
- plan shopping, travel and holidays to avoid unnecessary car and aircraft use.
- not making unnecessary day-to-day trips by car and promoting cycling across the borough.
- avoid using plastic bags and using consumer power to reduce packaging.
- businesses and employers using green travel plans to reduce car use, encourage the cleanest vehicles and implementing other energy efficiency measures.

Ask yourself

What do you think about these ideas about the environment? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

What commitments could you make to help protect the environment? What would help you to get involved?

What could we do to make our parking zones more popular with residents and more effective?

Should new housing be designed to allow for very little, if any, parking to encourage less car use?

Are there ways in which we can give people incentives, for example, to recycle or tackle climate change? Or consider taking action against those, for example, who drop litter or do not recycle?

What can shops, schools and businesses do to play their part in protecting the environment?

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Balancing growth and quality of life

Over the next decade Camden needs to maintain and develop its thriving economy to provide opportunities for both present and future generations, while safeguarding the local environment and quality of life.

We need to create communities where people can live and work, rely on local services – including health, education and transport – and have access to shops, open spaces and recreation. We want to ensure that all people, including the most disadvantaged, can have an improved quality of life.

However, more businesses, more housing, residents and visitors also bring increased traffic, energy use, noise, pollution and the need for additional space. There is already a lack of affordable housing and pressure for expansion from businesses and other important resources such as hospitals, schools and higher education. Public services, including schools, will be under pressure from an increasing population. In addition local areas are different from one another, which is an important aspect of life in Camden. And people's priorities are not all the same – some value a vibrant night-life while others prefer quiet, green spaces.

Special places

Hampstead

One of the many special places in Camden is Hampstead, which is characterised by its green spaces – in particular, 800-acre Hampstead Heath with its woodland, ponds and sports grounds. Parliament Hill offers spectacular views over London and the area is also famous for its pioneering architecture, from 17th century Fenton House to the modernist Isokon Flats.

A big part of the area's appeal lies in its village-like atmosphere, which has been preserved despite Hampstead being close to and accessible from central London. Its pubs, bars, restaurants, boutiques and famous name shops stretch all the way from Hampstead High Street to the bottom of Rosslyn Hill. All of this makes Hampstead a distinct and cherished place for its residents within Camden – a place that offers green spaces and gentle excitement which can be enjoyed by people from Camden, London and beyond.

We know that in Camden – as in the rest of London – our economy is growing. Economic growth presents huge opportunities for the borough but it also means that the environment is under constant pressure. Over the life of Camden Together we want to arrive at a consensus about what kind of housing, business space, transport, schools and other services Camden should have, and where.

In Hampstead this could mean conserving and protecting its particular appeal for current and future generations.

- Whether you live in the area or just visit sometimes, how does this view of Hampstead fit with your perspective on the place?
- Are there drawbacks as well as advantages to Hampstead's image as a leafy suburb?
- There are limits to what the council and its partners can preserve. How can community involvement help to protect all that is positive about Hampstead?

How can we reconcile these differing interests, for example:

- the needs and preferences of current residents with the needs of future residents, including those looking for affordable homes;
- long-term concerns with immediate needs;
- the pressures for economic growth, jobs and opportunities with the challenge of safeguarding the environment and quality of life in residential areas;
- the demand for more housing, parking, services, affordable office and community space for local voluntary or community organisations with the desire for more open space; and
- nightlife with the rights of nearby residents.

Existing plans

Camden's planning policies

The council's planning policies are contained in its Unitary Development Plan (UDP).

Key aims of our planning policies include:

- providing for appropriate growth in a way that recognises the needs of residents and protects and improves amenity and quality of life.
- providing housing, particularly affordable housing, employment opportunities and community facilities.
- guiding new developments to the most suitable places and encouraging them to be energy efficient and environmentally friendly.
- protecting and improving important and special places in the borough such as open spaces and conservation areas.

During the life of Camden Together, the council will produce a new planning strategy for Camden (called a Local Development Framework), which will link our planning policies with the aims of the community strategy.

Camden's Housing Strategy

The Housing Strategy (2005–10) is a five-year plan based on the vision that all residents in the borough should be able to live independent, successful lives in safe, high quality homes that do not damage the environment.

The main priorities are to:

- increase the supply of new affordable housing
- achieve a year-on-year increase in the number of privately-owned empty properties brought back into use
- prevent homelessness with advice and support from the council's Housing Advice Service
- develop clear pathways that enable those in housing need to move from dependence on the council to successful independent living
- ensure that older people have access to appropriate accommodation.

The approach will involve managing expectations, valuing all tenures, using resources more efficiently, working in partnership and using research and evidence.

Berwyn



“I’d also like to see more recycling in Camden. All restaurants should be fined for not recycling their bottles.”





“Hampstead is so very, very friendly, it’s like a village. It is absolutely unique, I have travelled quite a bit and there is nowhere like it in the world. The community spirit is great. It’s really good having street parties and community events that bring people together. There are several roads on the other side of the railway lines and every year they take it in turns to have a big street party. You meet neighbours and people you have not seen in ages and that’s good because in a community everyone should look out for everybody else.

I don’t think Hampstead can accommodate the growth in population. I don’t know where they’d go because you’d have to preserve the Heath. The Heath should definitely be protected. I don’t know of any space here to build new houses but may be there is, and I don’t know of any around here.

I’d also like to see more recycling in Camden. All restaurants should be fined for not recycling their bottles. I see all the time, loads of bottles outside the restaurants in Hampstead and they just put them in with the rubbish. They must start to do it, they’ve got to be fined if they don’t.”



When planning for the future the council has to think about what kind of housing, business space, transport, schools and other services Camden should have and where. In the coming years this debate needs to be taken forward and could explore ideas such as:

Improving the quality of the built environment by:

- combining more intensive new development with tough design standards to make sure that density comes with high quality in keeping with its surroundings.
- exploring how the design of new buildings could promote greater contact between neighbours so that we can help to build strong communities even with an increasingly mobile population.
- using the council’s planning function and position as a social landlord to support high environmental standards, through, for example, renewable energy devices such as solar panels.
- ensuring that new developments incorporate best practice on designing out crime and anti-social behaviour.
- as far as possible ensuring that development does not take place in the absence of decent public services and infrastructure, which are essential for sustainable communities.

Changing behaviour by:

- considering a range of measures to reduce use of the private car locally, including road pricing, designing a higher proportion of new housing so it allows little parking, and sponsoring car clubs to encourage car sharing.

Using local assets better by:

- improving access to open spaces by enhancing and publicising walking routes around the borough.
- finding ways that spaces and facilities not well used at the moment could serve more people in future.
- bringing more empty homes back into use, such as by providing owners with new tenants and considering the use of recently-introduced powers to lease empty homes.
- bringing more empty offices and commercial buildings and sites back into use.

Ask yourself

What do you think about these ideas? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

How could your area in Camden change to accommodate growth?

What do you think is the best way of reconciling different interests about the future of Camden?

What are the things that you want to see preserved?

What needs to change?

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Building strong, healthy and connected communities

Where we want to be in 2012:

People feel at home in Camden,
take an active part in democracy and
can influence the decisions that affect
them. Quality of life is improving for
all, particularly children, young people
and older residents.

Where we are now

A growing sense of community:

- Nine out of ten residents enjoy living in a culturally diverse place.
- More people agree that people from different cultures and religions live together without difficulty in their area.
- Three in four people think that their neighbourhood has a good sense of community.
- People's trust in local institutions is increasing, including in the council and police.
- Participation in the local elections in Camden in 2006 was the highest it has been since 1994, with a turnout of 37.5%.

But challenges remain:

- There need to be more ways for people to influence decision-making as individuals or with others, as well as through joining groups or organisations.
- People living in the more disadvantaged areas are less trusting of others and more likely to feel no one cares about their neighbourhood.
- One in five residents feels lonely, particularly residents from black and minority ethnic groups and those living in disadvantaged areas.
- Although many people have strong views and opinions, not all communities make themselves heard.
- Participation in formal local politics, in Camden and elsewhere, still remains relatively low.

Malik



“We should have more clubs
to go to where we can meet and
socialise with people from different
cultures and backgrounds.”





“There is a lot we could do if we got together and exchanged ideas. We should have more clubs to go to where we can meet and socialise with people from different cultures and backgrounds – that would help understanding and reduce a lot of problems. I would like to see smiles on everybody’s faces.

My wife and I used to go to Meeting Point for the over-50s where we used to live. We made friends, chatted, exchanged ideas. There should be something like this near us. Now we go to the local library a lot. We sit and read and use the coffee shop. I am attending an IT course at the library. I didn’t know anything about computers before I started. I have learnt how to send and receive emails, use the internet, use messenger to speak to relatives abroad, use a microphone and a camera. Last night I was speaking to my grandchildren in Cairo”.



Maintaining and building a sense of community

People in Camden differ from each other in many ways – race, ethnicity, language, faith, age, gender, disability, social class and sexuality. This diversity is something that most people like. What we all have in common is the desire to live and work in a place where we feel comfortable – ‘at home’– and where we have friendships and relationships to support us.

Everyone benefits from living in an area where people trust and respect one another, and where you can rely on your neighbour for a favour. It is not about everyone becoming the same or being best friends, but about creating enough connections to have a sense of community.

Feeling connected to other people and our neighbourhoods has wider benefits – better health, reduced anti-social behaviour, stronger democracy, better life chances and choices (such as the opportunity to get a job) and improved well-being. So, there are tangible reasons why strong and trusting communities are beneficial to all.

Special places

King's Cross

The massive and important development at King's Cross will provide new opportunities and services for everyone in Camden but will also mean many years of building and change.

Next year the Channel Tunnel Rail Link will be open, connecting Camden to mainland Europe. Together the Eurostar international terminal at St Pancras and King's Cross will have over 50 million passengers passing through each year with all the opportunities and risks that brings.

The building project will continue for many years, but by 2012 the first 200 homes will be completed (20–25% of these will be 'affordable'), 100,000m² of office space will be built, a new swimming pool will be nearing completion and community facilities will have started to appear.

A great deal of work has already been done to secure benefits for local people such as:

- a new primary school and a new early years centre
- a new health care centre
- a new swimming pool and sports hall
- construction of a new police control facility
- creation of community meeting facilities
- a fund to support the development of local secondary education
- provision of a centre to train local people for construction jobs
- creation of space for small businesses
- funding for a floating classroom on Regent's Canal

However, there are still lots of decisions to be made about what buildings will look like, where particular buildings will be and, crucially, how we can ensure that the development will benefit the local community. We are keen to ensure that the new buildings and communities of King's Cross are linked to the rest of Camden.

How can the developers, the council and others ensure King's Cross feels like part of Camden, accessible and inclusive for everyone?

How can everyone in Camden benefit more from the regeneration of King's Cross?

What do you think will be the impact of the Eurostar terminal – an international entry point to the UK – on Camden?

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Camden's growing and changing population

Camden's population is growing – current estimates project the borough's population to increase by 10% by 2016. The increase will be particularly significant in less affluent parts of the borough. Camden's population is relatively youthful at the moment and, with the expected increase in population, Camden is set to remain a youthful borough.

Camden's older population is also changing. People are not only living longer but their expectations are changing. This means that our older residents will have particular needs and aspirations that need to be planned for.

A more integrated Camden

Community relations within Camden are improving but we cannot take them for granted. The terrorist attack of July 2005 was a reminder that there are people who will go to extremes to undermine trust and cooperation. And while we do not have the residential segregation that exists elsewhere in the country, where ethnic groups can live in separate areas, we do have polarisation in the form of extreme poverty and extreme wealth.

There are three main ways in which social relations can be improved:

- Opportunity: equal opportunities to improve quality of life, including education and employment opportunities, and equal access to services are fundamental to sustain a sense of collective well-being, trust and respect.
- Interaction: in a place as diverse as Camden, people need to make connections not just with those from similar backgrounds but with people who are different. A segregated society is more likely to experience discord and tensions. Ensuring people have access to English Language training is a priority.
- Participation: a strong community is built on everyone having a voice, on people taking part in decision-making and democracy, volunteering and behaving responsibly. Participation also helps to ensure that public services are responsive to the needs of local people and are held to account.

All three of these aims – opportunity, interaction and participation – can, and should, be promoted by service providers through, for example, engaging citizens in decision-making; delivering excellent services; and designing attractive and high quality open spaces and public venues where people can interact, such as public libraries.

It is also important to have a strong voluntary sector that is self-aware, better understands what it does well and maximises opportunities to do things better. It should be able to help shape local decisions and improve local lives; respond to existing need as well as anticipated demand. For Camden, a vibrant voluntary and community sector is one that reflects the rich diversity of the borough and makes the most of the skills and knowledge available.

A sustainable voluntary sector is one that provides a range of services and activities, attracts inward investment from a range of sources and delivers value for money. The sector should also be able to develop new and better ways of doing things to respond to the range of needs of people within the borough. A strong voluntary sector is able to bring people together to support each other and tackle problems, give people the opportunity to volunteer and increase quality of life.

However, strong community relations are also the responsibility of individual citizens. Camden is set to become more diverse and will only become a stronger community if all of us go about our lives in ways that promote cooperation and interaction, rather than undermine it.

What we can do towards 2012

This section looks at ways to increase opportunities for all, helping people feel they belong to strong communities and that they can have a voice in local decision-making. It also contains proposals to increase health for all and some specific proposals that are relevant to our younger and older residents.

Stronger and more active communities

Below are some proposals for how stronger communities can develop in Camden:

Opportunity

- Ensure our public services are accessible and actively taken up by all members of the community, especially by those in most need.
- Ensure disadvantaged areas also get investment and support, and increase opportunities across the borough.

Interaction

- Build on existing projects that bring different communities together to ensure we include people from all parts of individual communities.
- Ensure public space is well designed (for example, to discourage crime in parks) and makes people feel at home.
- Create and sustain public spaces that bring people together in a welcoming environment, such as public libraries.
- Enable differences between local areas to be maintained.
- Promote better understanding between residents by challenging pre-conceptions and ‘myths’, such as asylum seekers getting preferential treatment in housing or benefits.
- Support new communities when they first arrive at the same time as facilitating greater interaction between groups within the borough and greater integration of new communities over time.

- Discourage facilities that can create unhelpful segregation (for example, the council does not support youth clubs that are used by only one community or ethnic group).
- Celebrate our diversity and create a ‘sense of place’ through events that bring people together through local festivals and events, and Camden’s Mela, Black and LGBT (lesbian, gay, bisexual and transgender) History Months.
- Enable even more people, including young people, to volunteer in the community and in special events like the Olympics. This can bring people into contact with others and offers opportunities to influence how things are done.

Participation

- Help people to get more involved in the decisions that affect them and their local area.
- Involve the community so that public services are more responsive, for example, identifying and solving problems together on an estate or in a small neighbourhood.
- Learn the positive lessons from grassroots community projects. For example, building up local people’s own skills to consult and involve others rather than relying on experts.
- Promote ‘meaningful contact’ between people. For example, mentoring between residents from different backgrounds, or intergenerational projects, which enable older and younger people to learn from each other and work together in their communities.
- Make the most of our citizenship ceremonies to ensure that new residents have a sense of what living in Camden is about.

Opening up the council and other public services

The council and other public services need to be in touch with people. Local institutions should do all they can to be open and transparent, and to offer different ways for people to get involved.

There are already a number of ways in which local public services involve the public. For example, the police are expanding their local policing teams across the borough, which will get input from local residents, and the primary care trust has recently established a patient forum. A citizens panel of 2,000 local residents is regularly used as a sounding board by the council, the police and health services. Here are some other proposals:

- councillors have a key role to represent their constituents, lead their community and enable residents to influence and connect with local institutions and decisions. This role should be developed and supported further.
- The council will establish a youth council and a young mayor for Camden to provide another way for young people to have their say and become active citizens.
- We should find ways to motivate more people to vote in all kinds of elections.

- council processes such as executive decision-making already take place in public (people can attend, make representations or watch a webcast) but we know more could be done to get people interested and provide opportunities to question the executive.
- Develop area forums across Camden, where residents can have a say about local services and decisions that affect them, and where they can have direct contact with councillors, service managers, and others.

What do you think about the ideas raised about building stronger communities and opening up public institutions?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

How can festivals, events and celebrations help different people to meet and learn about one another? What else could work?

What could help you or people you know feel more at home in Camden?

How else could the council and other public services be more open and accountable?

What would get you or people you know interested in taking a more active role in your local community?

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Promoting health for all

There are significantly different health outcomes and life expectancies across the borough. Men in the Holborn & Covent Garden ward have a life expectancy that is on average 10 years shorter than for men in Belsize ward. There are similar, but less marked, variations for women across the borough.

We have a significant challenge to fully understand why there is a gap in life expectancy between wealthier and more deprived parts of the borough, and between different groups, and to find effective ways to reduce it. Reducing health inequalities is a complex task, and there seem to be no quick fixes.

What is clear is that it is not a job just for the NHS and its services. A whole range of services – from leisure provision to education and housing – are key, as are measures such as road and fire safety, support offered by the voluntary and community sector, and the role of employers. But there is no getting away from the fact that much of what can be done about maintaining good health has to be done by us as individuals.

Many people in Camden already look after their health, and make use of a wide range of sources of advice and facilities, from stay fit programmes, to healthier school meals, and support to stop smoking. We know we need to reach out to those who are not responding to health messages yet, and find new and better ways to motivate people.

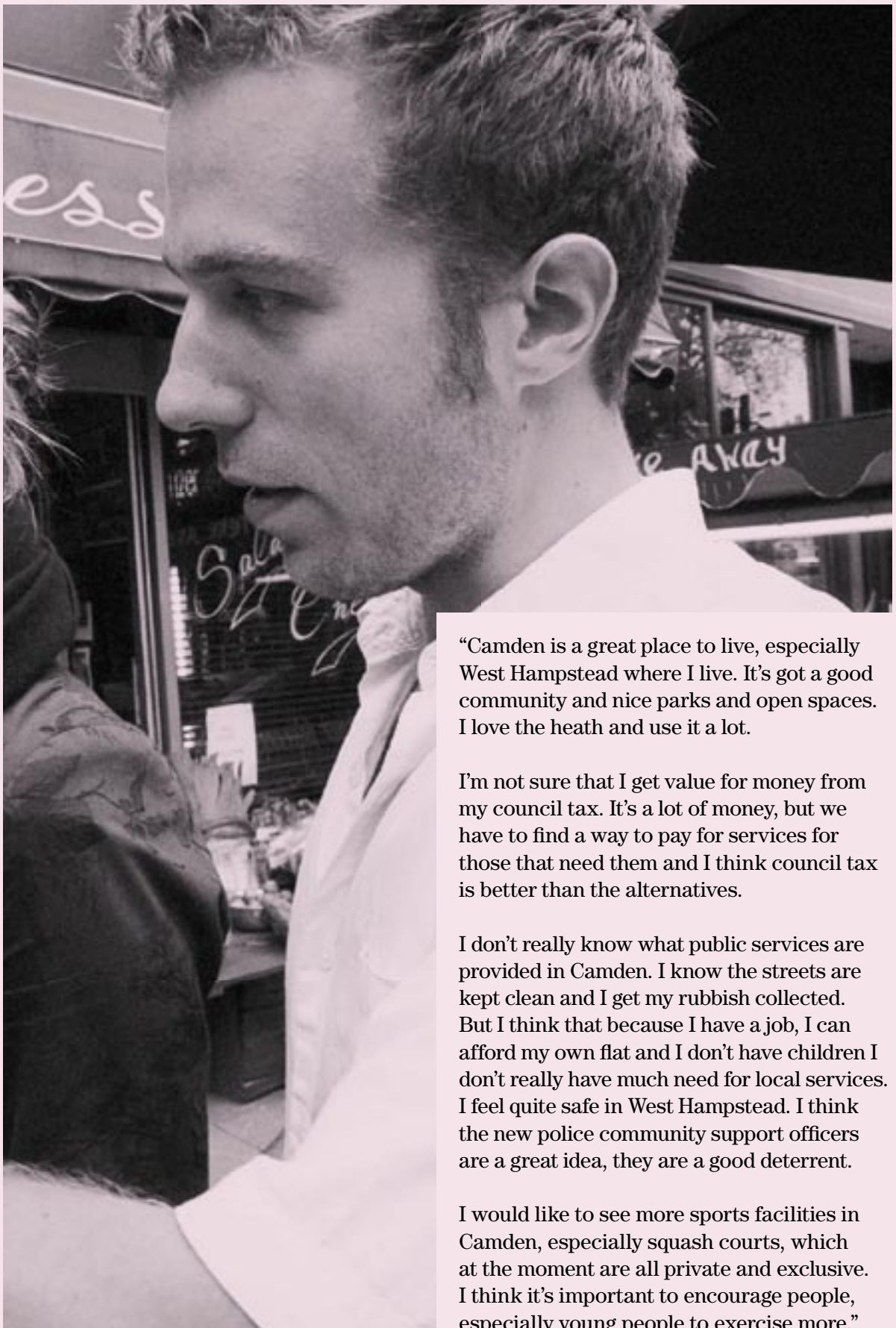
For children and young people, health challenges remain to reduce levels of teenage pregnancy, sexually transmitted infections, substance misuse, smoking and alcohol use and to meet mental health needs.

Alastair



“I would like to see more sports facilities in Camden, especially squash courts, which at the moment are all private and exclusive”





“Camden is a great place to live, especially West Hampstead where I live. It’s got a good community and nice parks and open spaces. I love the heath and use it a lot.

I’m not sure that I get value for money from my council tax. It’s a lot of money, but we have to find a way to pay for services for those that need them and I think council tax is better than the alternatives.

I don’t really know what public services are provided in Camden. I know the streets are kept clean and I get my rubbish collected. But I think that because I have a job, I can afford my own flat and I don’t have children I don’t really have much need for local services. I feel quite safe in West Hampstead. I think the new police community support officers are a great idea, they are a good deterrent.

I would like to see more sports facilities in Camden, especially squash courts, which at the moment are all private and exclusive. I think it’s important to encourage people, especially young people to exercise more.”

A new public health partnership between Camden primary care trust, the council and the voluntary and community sector is taking forward the Government's Choosing Health approach. This will include getting people in Camden to take more responsibility for their own health, supported by information, services and access to facilities.

The national priorities for Choosing Health are:

- tackling health inequalities;
- reducing the numbers who smoke;
- tackling obesity;
- improving sexual health;
- improving mental health and well-being;
- reducing harm from alcohol and encouraging sensible drinking;
- helping children and young people to lead healthy lives; and
- promoting healthy and active lifestyles amongst older people.

We need to work out what these national priorities mean for Camden, based on what we know about the population, communities, particular illnesses and challenges here.

A new approach to health

Healthy communities collaboratives are a new way of working which involves members of the community working with organisations such as the primary care trust and the council as well as community and voluntary organisations. Collaboratives accept that members of the community are often best placed to identify problems in their area and one of the best ways of solving problems can be asking local people what they would do. The collaborative then aims to take this action together. Successful work so far has focussed on preventing falls and widening access to a healthy diet.

What do you think of this approach of local problem solving? How would you like to get involved?

Action needs to be based on the evidence we have of what will be most effective. For example, persuading people to stop smoking is the single most important thing we can do to reduce health inequalities in the borough. This is especially the case in certain communities where smoking rates are very high.

Here are some proposals and questions for you to think about:

Targeting our resources

If we want to reduce the gaps in health, we will need to target our collective resources at those areas and groups of people that have worse health outcomes, are not making healthy choices and have not been reached by messages about taking care of their health so far.

Beyond hospitals, doctors' surgeries and professionals

There are plenty of advice leaflets in doctors' surgeries and other obvious places. Could we use a wider range of people to remind us to look after ourselves, to encourage and provide information – for example, staff in childcare centres and in schools (where much of this already happens), but also benefits advisers, housing staff on estates, leisure or park attendants, employers where we work, health advocate volunteers from local communities? Do we want to see some actual services, such as flu jabs, in places other than surgeries?

Prescribing health and well-being

GPs already prescribe exercise classes in Camden. Can we extend this so that doctors steer people towards more preventative measures like art activities or dance classes? Could people other than doctors 'prescribe' or recommend things that promote well-being?

Looking at health in the round

Should the council and others who plan new services or developments always look at the impact this will have on health, and the opportunities there may be for promoting health?

In addition to public health and our individual choices, of course health services provided by trusts and hospitals in Camden matter. There are many targets set by national government which are being addressed locally, from dealing with cancer mortality rates to promoting breast feeding. Further change in how health services are organised is underway, and there has been increasing co-operation between social care provided by the council and health care services.

Camden Primary Care Trust Local Delivery Plan

Camden's primary care trust (PCT) has a delivery plan for 2005–08. This Delivery Plan is based on a vision to ensure that there is managed care across the health and social care system that results in improved health and better value for public money.

The PCT aims to achieve this vision through:

- Improving health and reducing health inequalities.
- Improving access and choice.
- Improving management of long term conditions.
- Improving patient / user experience.

The document reflects both national NHS targets and local Camden health targets. Children's health priorities and targets for improvement are included in the Children and Young People's Plan 2006–9.

Ask yourself

What do you think about the ideas raised about healthier communities? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

How do you feel about targeting resources to improve the health of particular neighbourhoods or specific groups of people in Camden?

What would encourage you to be more active, live more healthily and to take better care of yourself?

What could be done to improve your health more generally, such as:

- health professionals prescribing a wider range of health solutions
- staff working for non-NHS organisations providing healthy lifestyle support and advice
- health advocate volunteers from local communities encouraging healthy lifestyles
- widening access to good quality information on health and healthy lifestyles

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Camden's growing population: children and young people

Camden will continue to have a younger than average population. Future plans need to focus on the 37,000 under-17s, on the 22,000 pupils in Camden schools, including those in special schools, on the 350 children and young people who are looked after by Camden council, and on those young people who are starting their adult lives in work, further education or training.

Existing plans

Camden's Children & Young People's Plan 2006–9

This plan sets out how Camden's Children & Young People's Partnership will work with agencies that provide children's services – including schools and the voluntary and community sector – as well as parents, carers and children and young people themselves, to improve outcomes for children and young people. The plan involved large-scale consultation with children and young people, parents, carers, public services and other partners.

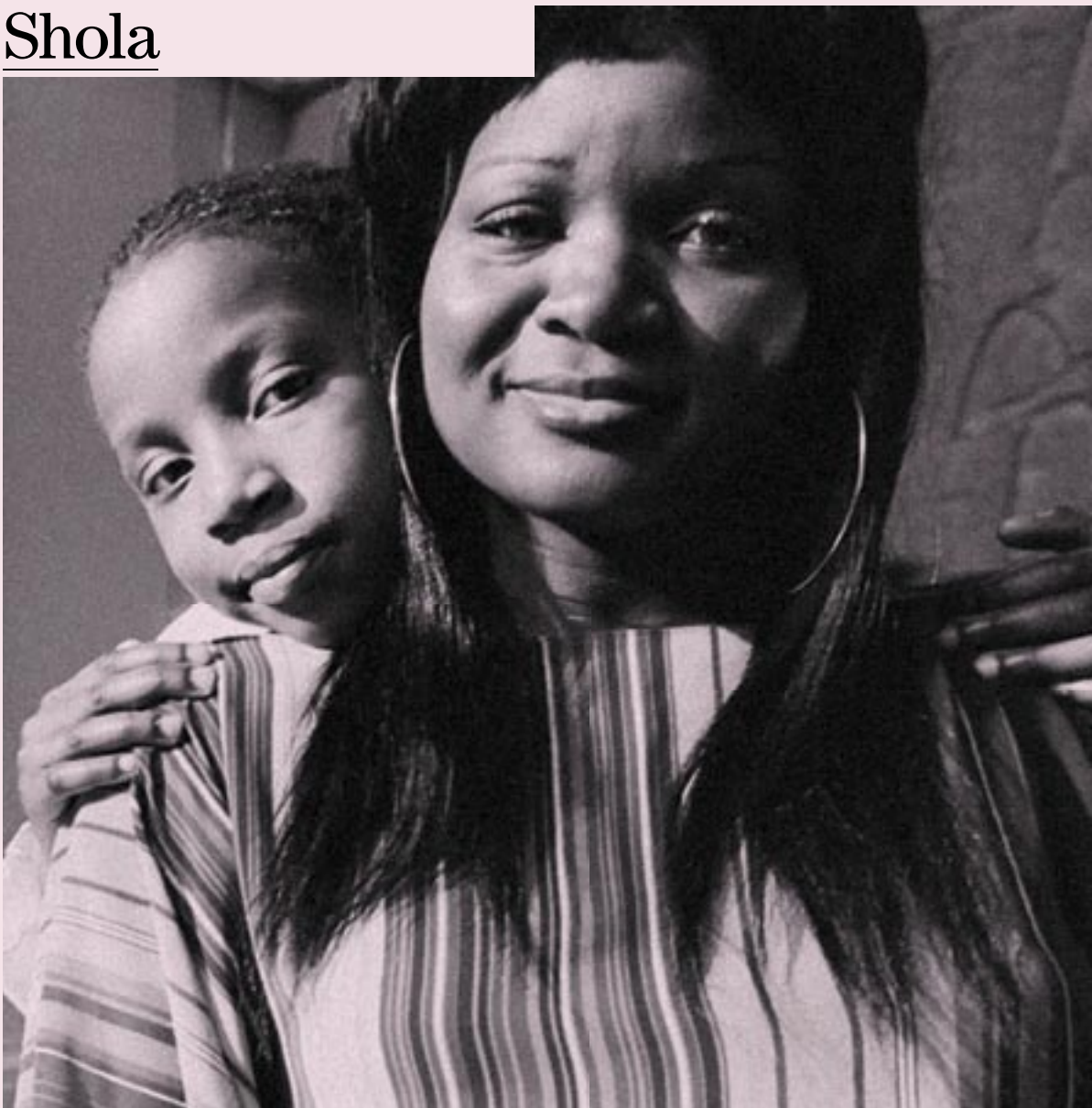
There are overarching priorities to raise school standards and improve the achievement of all children and young people; to safeguard and protect all children; and to improve children's services in primary care. In addition, we will address the Government's five key priorities for children and young people:

1. Being healthy
2. Staying safe
3. Enjoying and achieving
4. Making a positive contribution
5. Achieving economic well-being and quality of life.

There are also cross cutting themes:

- Strengthening the participation and engagement of children and young people.
- Partnership with parents, carers and families.
- Building social cohesion, promoting inclusion and tackling inequality.
- Prevention, earlier intervention and enforcement.
- Partnership with the voluntary and community sector.

Shola



“I’d like my daughter to go to a local school, a school that she could walk to herself.”





“Being a mother, a single parent, and disabled, good local schools are very much needed. They really need to plan and build more schools for future generations.

I'd like my daughter to go to a local school, a school that she could walk to herself, but there really isn't much of a choice. At the moment I take her to school, but I have to get help because of the distance issue.

I get help picking her up from school because I don't want to stop her from going to the after-school activities. I don't want her to be denied these opportunities because I can't pick her up.

I have the right to want the best, and so does every other parent. Education is supposed to be important, so if we can't be happy where we send our child, what is the point?”



The Children's and Young People's Plan sets out the priorities for the local partnership which is led by the council and involves; schools, police, health services, Learning and Skills council and voluntary sector.

The Children's and Young People's Plan and Camden Together will work alongside each other to ensure we achieve:

- Better outcomes across the five key priority areas.
- Services that are more tailored to individual needs.
- Improved access to information, guidance and support to make informed choices.
- Services that are informed by the views, aspirations and ambitions of children and young people.
- Children, parents and carers actively involved in designing services.

The challenges that remain include:

- Working in a more joined-up way with all our partners to provide more responsive services for all children and young people, including our most vulnerable children and young people, and their families.
- Developing extended services around groups of schools and extended activities in schools such as after school and breakfast clubs and children's centres, building on our Sure Start programmes that have worked so well to provide a good start for young children in Camden.
- Exploring all options to address the sufficiency and suitability of secondary schools and secondary places.
- Ensuring the views of children, young people, their parents and carers shape the services they use and that they can contribute to wider community initiatives.

Ask yourself

What do you think about the ideas raised about children and young people? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

The council will be consulting in detail on our plans to increase secondary school places and to improve our secondary and 14–19 year facilities as part of the Building Schools for the Future programme, further information will be available on the council website, camden.gov.uk, soon. Your views are welcome on this issue and also on the following:

How can we support parents better particularly at key points and times of need, such as family crisis and during the teenage years?

What more could our schools and services do to ensure all children and young people achieve their potential and specifically meet their particular needs:

- In the early years, during primary school, at transfer to secondary school and with 14–19 year olds.
- If disabled or with Special Education Needs.
- If they are newly arrived in this country.
- If they are gifted and talented young people.

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Camden's growing population: older people

People are not only living longer but their expectations are changing. Older people expect to remain independent and active, with access to services to make that possible and opportunities to participate in decision-making.

- Access to leisure, adult education, ways of learning new things, contact and social networks, transport, physical exercise and participation as active citizens are expectations to be addressed by services, the wider community and by older people themselves.
- Providing care for older people who need it will be a challenge for families, and the community as a whole, as well as service providers.
- Ageism is a challenge that needs to be addressed. Older citizens expect to have equal access to opportunities, activities and services in their communities.
- Over time, the older population will reflect the full range of ethnic and cultural backgrounds in Camden.
- Economic trends, including changing pension provision, will affect how older people live their lives.

Existing plans

Quality of Life Strategy for Camden's Older Citizens

A partnership of voluntary and statutory sector providers work with older people to improve and maintain the quality of life of Camden's older citizens. The six objectives of the strategy are:

1. Promoting active engagement
2. Opportunities for health and well-being
3. Equitable access to all services
4. Income maximisation
5. Safety and security at home and in the community
6. Promoting a positive approach to the experience of ageing.

Camden's Serving Older People Strategy

Camden's Serving Older People Strategy (2004–2014), joint with the primary care trust, sets out how organisations in Camden should help older people to lead fulfilling, independent lives in the community. It aims to ensure that older people:

- are able to live at home for as long as they can.
- who need to receive specialist care in hospital are able to leave in a supported way.
- have access to appropriate accommodation.

The overall vision is to contribute to the greater inclusion of older people as citizens in society.

What do you think about the ideas raised above about older people? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

How can we improve the lives of isolated older people who live independently in local communities?

How might current public, voluntary and community sector services need to change to meet the needs of increasing numbers of older people including, for example, those from black and minority ethnic communities?

How can older people have more choice about services they receive and the lives they lead?

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A safe and vibrant place
at the heart of a world city

Where we want to be in 2012:

We share a thriving and safe part of London – and gateway to the rest of Europe – where all local people benefit from the excellent cultural and leisure opportunities on our doorstep, including the Olympics.

Where we are now

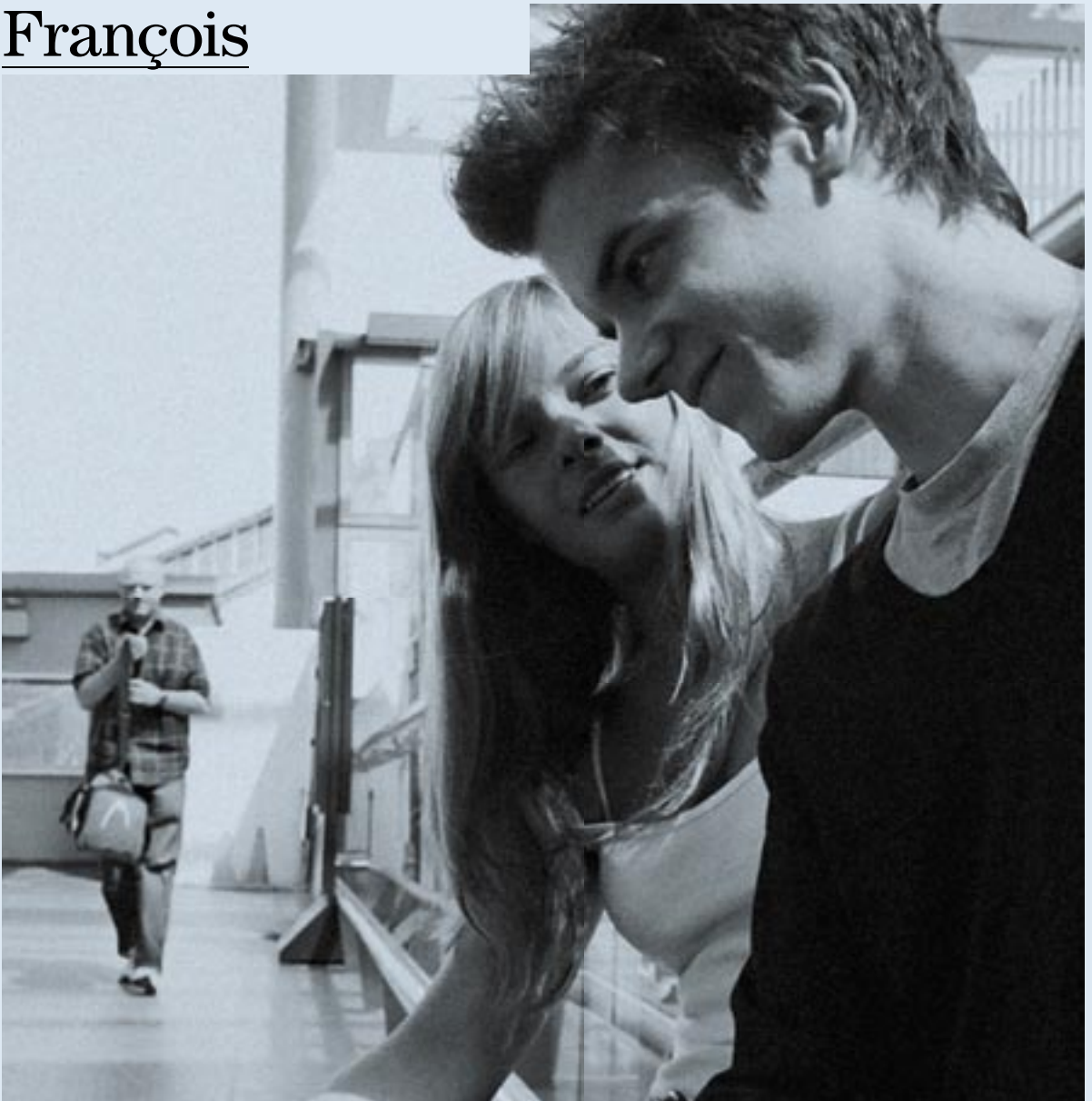
Camden is a place of contrasts:

- It is a dynamic, central London borough but with many residential areas.
- Camden has plenty of open space but is also a huge transport interchange, and will be a major gateway from mainland Europe, with the new Eurostar terminal, and a gateway to the Olympics and Paralympics in 2012.
- Camden has a number of definite town centres and high streets, but also many recognisable and distinctive smaller neighbourhoods.
- The borough is famous for its parks, landmarks and institutions – such as Camden market, Hampstead Heath, Regent's Park, the British Library, the British Museum and University College London – but it also has overcrowded housing.
- In addition, people live and work beyond the borough's boundaries and identify with neighbouring areas as well as other parts of London and beyond.

Camden is not just a place for local residents

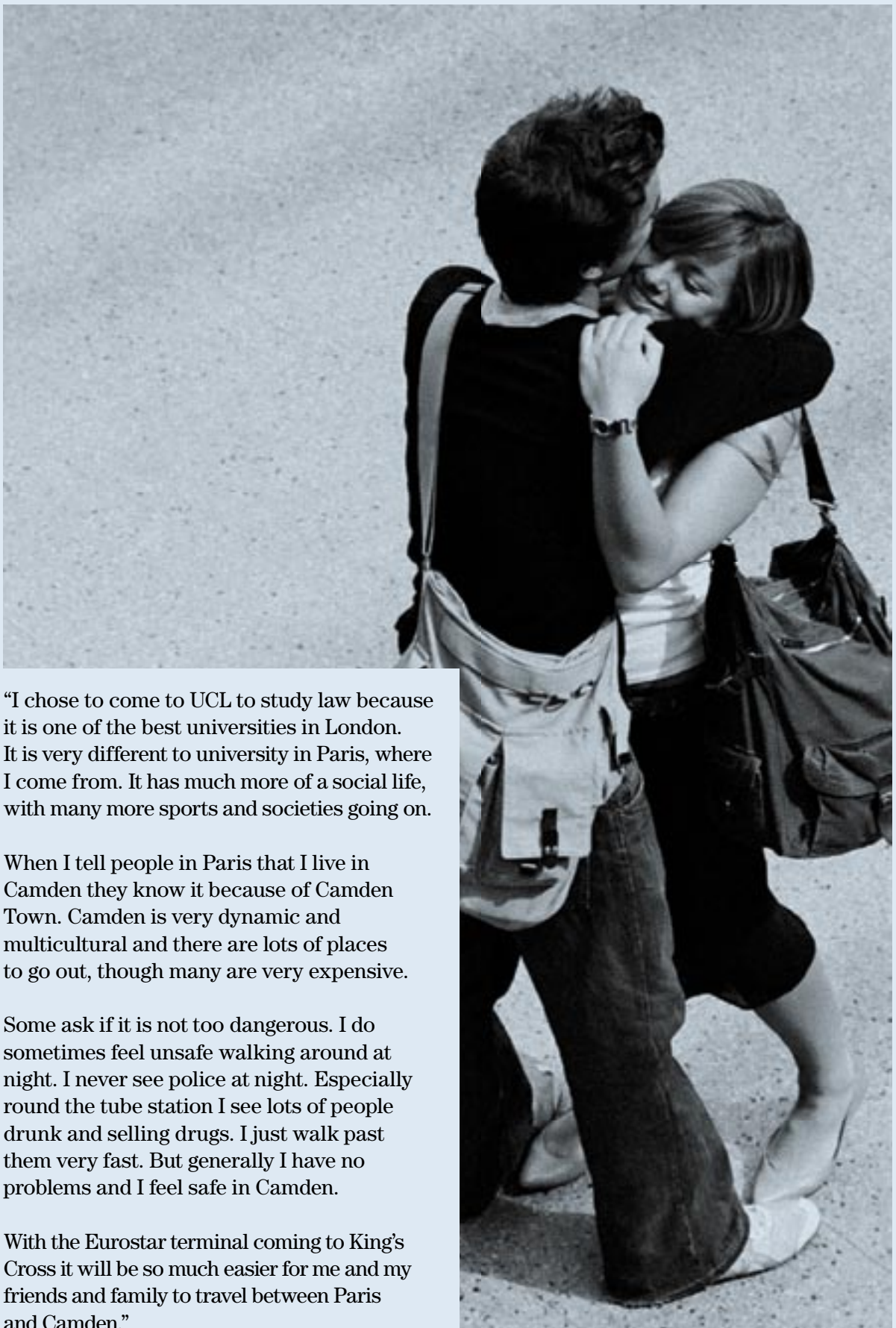
- there are:
 - 18,700 businesses with 222,000 people working here every day.
 - four mainline railways stations.
 - universities, famous teaching hospitals, cultural and other institutions that serve and attract worldwide audiences.
 - 35,250 hotel and hostel beds.

François



“Camden is very dynamic and multicultural and there are lots of places to go out, though many are very expensive.”





“I chose to come to UCL to study law because it is one of the best universities in London. It is very different to university in Paris, where I come from. It has much more of a social life, with many more sports and societies going on.

When I tell people in Paris that I live in Camden they know it because of Camden Town. Camden is very dynamic and multicultural and there are lots of places to go out, though many are very expensive.

Some ask if it is not too dangerous. I do sometimes feel unsafe walking around at night. I never see police at night. Especially round the tube station I see lots of people drunk and selling drugs. I just walk past them very fast. But generally I have no problems and I feel safe in Camden.

With the Eurostar terminal coming to King's Cross it will be so much easier for me and my friends and family to travel between Paris and Camden.”

Camden has plenty of green, open space

Camden covers an area of 22 square kilometres. About 20% of Camden is open space and 80% is built on. Open space is essential to quality of life – it provides opportunities for exercise and relaxation, events and activities, a meeting place, a place to enjoy and sustain nature and for children’s play.

We know that about half of our residents think that the range of open spaces is one of the best things about living in Camden and 1 in 3 people visit an open space everyday.

It is a vibrant and cultural place

Culture and the arts make a huge contribution to life in Camden. Camden has a high profile role in the cultural field and the creative industries. The fastest growing sector in Camden is the creative industries, and the borough is one of the more popular destinations in London for filming. These cultural attributes are responsible for bringing in large numbers of visitors to the borough every year.

Enjoying culture and the arts can play an important part in quality of life. Culture can help build stronger communities. It encourages personal creativity, and can provide enormous satisfaction and enjoyment. There are a wide range of diverse cultural institutions and activities spread across Camden, including national museums, well-attended community festivals, cinemas, theatres and music venues, alongside individual practitioners and small enterprises. Many of the resident companies are of a national and international standing and many run events specifically to meet local audiences’ needs.

...but also one where crime is a major concern

Camden is a vibrant and cultural central London borough but also one where crime and anti-social behaviour are seen by many people as big issues. Crime has reduced by 18% over the last two years but Camden still has a high overall volume of crime – the third highest rate in London.

People's fear of crime remains high, even while actual levels of most crimes are falling. The police are tackling this through their local policing programme – 'Safer Neighbourhoods' – which is introducing dedicated local police teams in every ward across the borough. Although some Safer Neighbourhood ward teams are just now starting, results from wards where they have been active for some time are encouraging. People already perceive benefits from more visible local-level policing, and being able to have a greater say about how certain crime issues are tackled in their area.

Drug dealing in Camden, including Camden Town, and illegal trading in, for example, Kilburn High Road still causes considerable concern despite significant investment in enforcement.

Overall levels of crime need to be further reduced through effective enforcement and preventative interventions from the police, council and other partners. But we also need to tackle the things that contribute to crime – drugs, alcohol abuse, poor environmental design and deprivation. And the situation would improve if people could be encouraged to take more personal responsibility for their actions.

Young people are very concerned about crime and are often victims of crime – nearly one-third of street crime victims are young people. At the same time around half of street crime offenders are in the 11–17 age range and only around one-third of people say they trust young people in their area. Older people, especially, often express negative views about young people.

Many people are worried about anti-social behaviour and it certainly feeds the fear of crime. Camden council is working with partners like the police to curb anti-social behaviour and has used Anti-Social Behaviour Orders (ASBOs) and other powers including offering support and alternatives to individual offenders. But it seems that more is needed to bring about real shifts in anti-social behaviour and crime levels.

Kirin



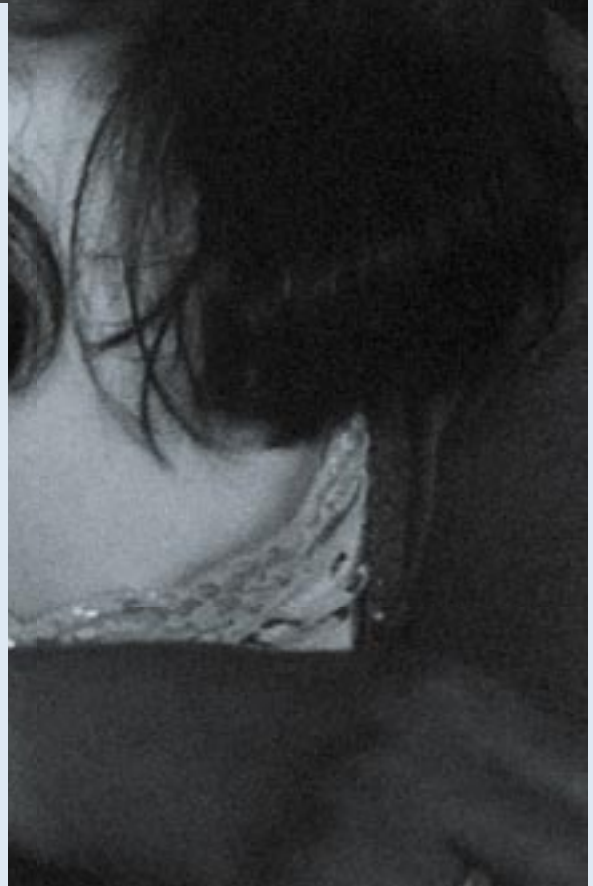
“I like the vibrancy of Camden...
but I am worried about the future
for the area.”



“I like the vibrancy of Camden. I’ve lived here near Camden Town for five years. Camden is my own little town, but a town that I also share with the rest of the country with people coming here to visit London Zoo, Camden market and so on.

There are loads of opportunities in Camden. Things are accessible to me where I live, which is very important for me as a blind person living on my own. I have the doctors down the road, the chemist just across the road, local shops, including the little post office, which is really important for me, and, of course, Camden High Street.

But I am worried about the future for the area. Some of the local shops have closed and I think there has been an increase in kids hanging round. There’s become more of an underground community with drug addicts, kids drinking on Friday and Saturday nights, playing truant in the week. I am more afraid of going out these days.”



What we can do towards 2012

This section looks at how we can all help to make Camden a safer place. It also looks at how everyone can benefit more from Camden's central London location with its wealth of opportunities, especially its open spaces, and its sports, leisure, cultural and other activities. It concludes with the 2012 Olympics and asks how we can best use the games to benefit Camden residents.

Creating a safe place at the heart of London

There is a national debate about how we can prevent, as well as deal with the consequences of, anti-social behaviour. The council is currently looking at its approach and the approach of its partners to tackling anti-social behaviour, to ensure that these are as effective as possible.

We are interested in your views on whether we can do more in Camden to promote what is often referred to by the term 'respect' for each other and for communities. For example supporting parenting, providing diversionary activities for children and young people, or finding ways to encourage people to take responsibility for their own behaviour and its impact on others.

We could also look at whether 'community justice' solutions might work in Camden. These try to create a direct link between offenders and the communities that are affected by their behaviour and have been successfully trialled elsewhere. For example, we could try community justice panels, which involve local residents volunteering to sit on a panel which makes decisions about how low-level crime is dealt with in their area; or teen courts where pupils set up a 'court' to deal with issues like truancy, bullying or poor behaviour in their school.

Existing Plans

Safer Camden Strategy

The Safer Camden Strategy (2005–2008) aims to further improve the safety and security of all residents of the borough. The three key aims are to:

- bring the crime rate in Camden down to the London average (from 48,000 offences a year to 40,000).
- create a sense of safety and community confidence.
- increase effective and responsive partnerships working at the neighbourhood level.

It is a partnership document shared by the council, the Metropolitan Police, the primary care trust and voluntary groups.

We want Camden to be a place where people:

- trust their neighbours – wherever they live, and whatever their background or age;
- are not scared by other groups or individuals in their community;
- feel able to go out after dark or use public transport at night;
- feel safe when visiting friends and family or when going out to, for example, a park in Camden;
- are not made miserable by noise nuisance, binge drinking, alcohol-related violence or other anti-social behaviour;
- feel they will be treated fairly and with respect by everyone they meet;
- are confident that their race, gender, disability, sexuality or other characteristics will not cause them to be a victim of crime; and
- know that bad behaviour or bullying in schools will be dealt with.

Everyone can play a part in achieving this.

We would like people in Camden to:

- see their local police team often and know how to contact them;
- take responsibility for their own behaviour and for the behaviour of their children;
- know they can influence decisions about how resources to tackle crime are prioritised; and
- get involved in deciding how low-level crime in their area gets dealt with.

Ask yourself

What do you think about the ideas raised about making Camden a safer place? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

How could schools, individuals, community groups, neighbours and businesses help encourage respect? What's the role of parents?

What do you think about new approaches to dealing with anti-social behaviour, for example community justice panels?

How can children and young people be helped to feel safer and be protected from bullying and crime? How can the perception that young people are potential troublemakers be challenged?

What would help reduce fear of crime and increase your peace of mind? How important is it to you that we tackle visible drug dealing? How important is a visible, uniformed street presence to you?

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Making the most of Camden's open spaces

Parks and open spaces – even in central London – play a role in protecting our current range of wildlife and plants and provide spaces for people to relax in and enjoy

Many people, however, lack adequate access to parks in their immediate area, many do not have their own garden or outside space, and the quality of our parks, although excellent in parts, also varies.

Safety is the most important priority for park users and we know that the fear of crime deters some people from using our parks and open spaces. We are making efforts to work more closely with the police and other agencies to ensure that the design of our parks and open spaces does not encourage or conceal crime and anti-social behaviour. Supervision of parks and open spaces is also a key issue. However, providing dedicated park wardens and other supervision of our open spaces is costly.

The cleanliness of Camden's open spaces is another important concern. Although most people think our open spaces are clean and well maintained they feel improvements should be made such as providing areas for teenage activity, the control of dogs, longer opening hours in the summer and better signage and information.

At the moment, many of our parks and open spaces are only used during daylight hours because of understandable concerns about safety and security. However, parks have a role to play in providing leisure space outside of these hours and new lighting and design of parks such as Canteloves Gardens mean that they could be used after dark. The creation of small cafes within our parks could offer an alternative venue for people to visit in the evening.

Making the most of our cultural assets

An important issue for Camden is to how to ensure all of its communities are able to access the wide range of cultural events and activities available in the borough.

A number of barriers prevent individuals and communities accessing these, such as the cost of events, language barriers, difficulties in travelling and physically accessing events. But the main issues are a perception that some cultural institutions are 'not for people like me' and a lack of awareness of the culture on offer in Camden.

Many of the successful cultural events held in Camden bring large numbers of people into parts of the borough. This influx of people needs to be balanced with the wishes and needs of residents, particularly as major events can sometimes cause noise and traffic congestion.

Creative and affordable workplaces and venues are important but are often informal and in many cases temporary. Creative practices often occupy spaces and places where land values are lower, and in areas where regeneration is needed. The presence of working people and visitors provides activity in areas that may otherwise see an increase in anti- social activities.

Promoting culture and the arts and its contribution to improving quality of life is an important aim for Camden and its partners, and there are important links with the international focus that London will receive as an Olympic city in 2012.

Ask yourself

What do you think about the ideas raised above about making the most of our cultural assets? Do you agree or disagree?

Do you think anything important has been missed out?

Here are some more specific questions that you might like to respond to:

How can we enable more of Camden's residents to enjoy the cultural and art activities the borough has to offer?

How do we balance the interests of creative activities like events in parks and the interests of local residents when occasional local disruption may occur?

“

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Camden Town

Camden Town, which is geographically at the heart of the borough, is perhaps the best known place in Camden nationally and internationally. It attracts millions of tourists each year to its market and vibrant nightlife. It is also home to tens of thousands of Camden residents and welcomes a similar number of people who commute into the area each day to work.

There are many different perspectives on Camden Town. The area is often portrayed as a collection of problems – the biggest of which is drug dealing but followed closely by drunkenness, noise, crime and grime. Pockets of deprivation exist alongside prosperity and celebrity – some housing estates have very high levels of unemployment.

Camden Town is not just the market or music venues, there is also a high street which serves as a commercial and shopping area for people from the local area and further afield. Some people say the multi-lane traffic is a real problem here. There are also the proposals for the new tube station development.

But to many people Camden Town offers excitement and some of the best music venues in the country. Small businesses thrive on the trade that the market brings to Camden Town. Media, cultural and creative industries bring added variety and employment opportunities to the area.

Local businesses recently voted strongly in favour of setting up a Business Improvement District (BID) operating as Camden Town Unlimited to work with the police, the council and others to cut crime further, improve community safety and help develop a long-term vision for Camden Town. BID resources will also be used to make the area cleaner and greener and to celebrate and promote all that is excellent about Camden Town.

Ask yourself

Do you think Camden Town has a buzz and spirit that is worth preserving? Is it about music and culture or about something else?

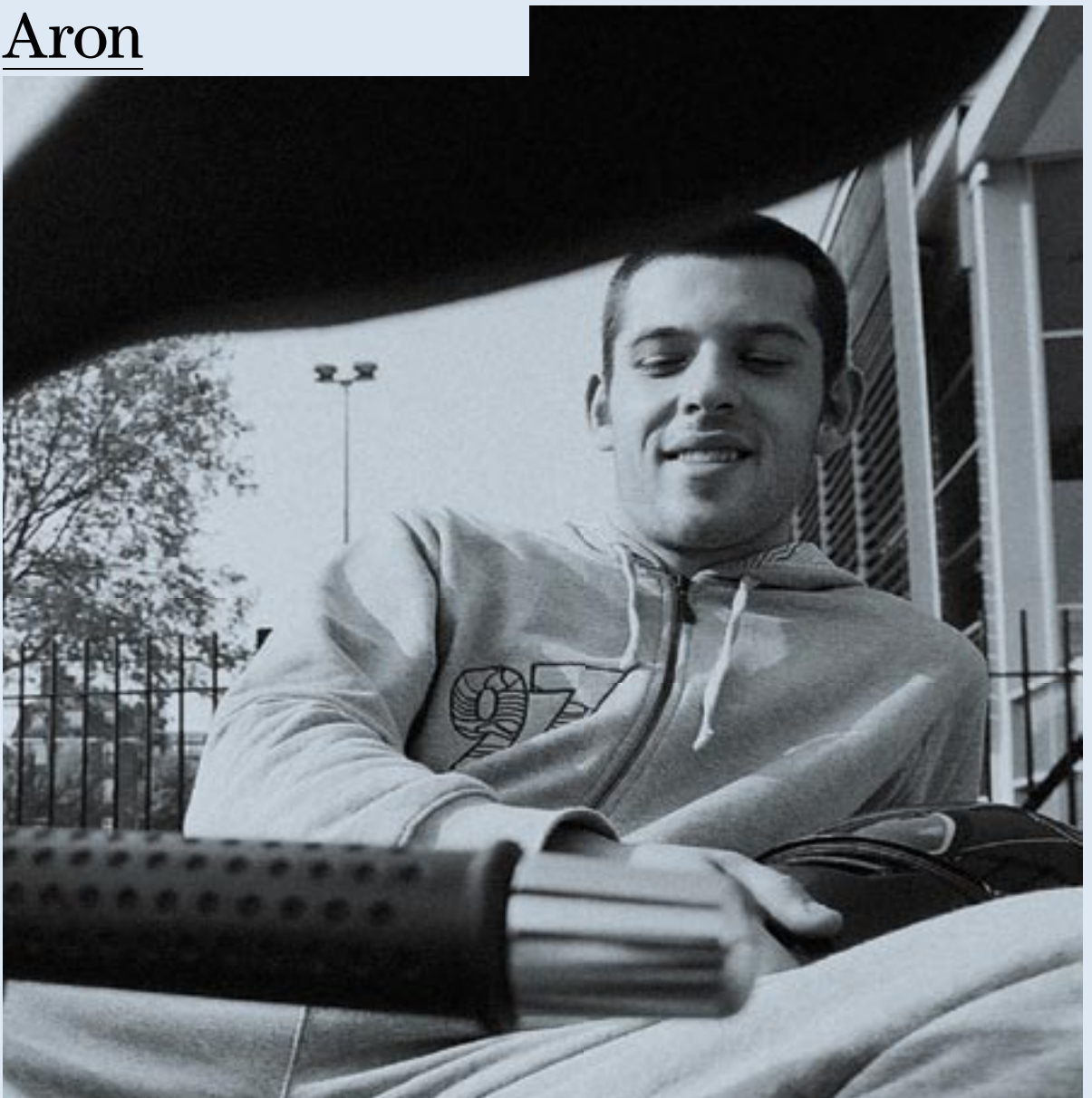
The main problems in Camden Town are drugs and crime. Do you have views on what more can be done – do we need more police and other enforcement resources to come down hard on dealers? Do we need local people and businesses to play their part in creating no tolerance for drugs in Camden Town?

Do you see conflicts between nightlife and quality of life for residents? How could they be resolved?

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Aron



“I enjoy playing football in the Camden Sunday league. And with the Olympics there’s a chance to emphasise it [sport] more.”





“I enjoy playing football in the Camden Sunday league. I used to play at school. My school was really good for sports. Our headteacher was really active – she had us out there doing things for charity and all the kids loved it. I think young people nowadays have got more of a chance to get into sports because sports development in Camden has picked up over the last few years. And with the Olympics there’s a chance to emphasise it [sport] more.

The best thing about living in Camden is you get all walks of life here. Like the market at the weekend. It’s the atmosphere down there – there’s every sort of nationality and person you could imagine. And they’re doing something with all the money coming in now too.

I think crime is definitely getting worse, especially burglaries and stuff. It all boils down to people not being given enough opportunities to go and do something else. If I could change anything in Camden I’d create more for young people to do, like youth clubs that offer basic training for trades and the carpentry programme at King’s Cross.”



The London Olympics and Paralympics 2012: team Camden

By 2012 mainland Europe will be only two hours away by Eurostar and the new Olympic Javelin high-speed shuttle will take only seven minutes to get from King's Cross/ St Pancras Station to Stratford.

We are not as close as other boroughs to the site of the Games, but we should still make sure we get maximum enjoyment and lasting benefits. Our economy and location are likely to attract a huge influx of people who will visit, stay and spend money here in 2012. There are already plans to work with other central London councils, where most of the Olympic visitors will stay, to bring in investment for improvements to streets, transport and access. This would leave a lasting legacy for Camden residents and businesses.

Two years either side of the Olympics and Paralympics the UK will host a huge cultural and creative festival. Camden, at the heart of London, will work to encourage everyone to get involved in the celebrations, from small local activities to carnivals to festivals. The route for Olympic cycling events are due to come through Camden, and we will want to make the most of that – perhaps by holding cycling or other competitions in the run-up to the Olympics.

The costs of the Olympics and the contributions through council tax levels will be of concern to Camden residents and all Londoners. Security will also be a major challenge that will face the capital, but most Camden residents tell us they feel positive about the Games.

There are many ways in which we could use the Olympics as a springboard – to inspire people to get more involved in sport, get healthier and more active and to build people's confidence or learn something new.

The energy, enthusiasm and funding generated by the Olympics could make a range of contributions:

- encouraging use of existing sports and leisure facilities, particularly by disabled people, older and black and minority ethnic residents;
- finding new ways to address significant disparities in the use of public space and cultural facilities;
- supporting our priorities for children and young people
- volunteering – both to support sports activities in the borough, and to help with the games – leaving lasting benefits in terms of community participation;
- taking part in the London wide celebrations including the creative and cultural festival;
- we have excellent youth facilities in Camden but perceptions still are “there is not enough to do for teenagers”: we can use the lead up to the games to promote services and facilities such as the new Swiss Cottage leisure centre and Talacre sports centre and to kick-start further activities;

- bringing together young people from different ethnic backgrounds to take part in sports and other cultural activities, for example using sport as a way of tackling conflict between groups of young people (as has already been done in the Camden United football project);
- improving the physical environment of central London;
- health promotion in all sorts of ways – not necessarily expecting people to become athletes, but finding ways to support active lifestyles walking, using parks, outdoor games, cycling, clubs etc; and
- deepening partnerships between public services, with businesses and residents, working towards the common goal of the Olympics.

Translations

This document, Camden Together, asks local residents and organisations to tell us what they want the borough of Camden to be like in the future. We want as many people as possible in Camden to give us their views.

To obtain a summary version of Camden Together in your language, in large print, audio tape or Braille, please see the contact details below. Please remember to tell us your name, your telephone number and what format you need.

Ky dokument, Camden Together, kërkon nga banorët dhe organizatat lokale që të na tregojnë se si dëshirojnë që të jetë rrethi i Kamdenit në të ardhmën. Ne dëshirojmë që sa më shumë njerëz që të jetë e mundshme të na japin mendimet e tyre.

Për ta marrë një verzion përmbledhës të dokumentit Camden Together në gjuhën tuaj, në shtyp të madh, audiokasetë apo Braille, ju lusim shihni detalet e kontaktit më poshtë. Ju lusim të kujtoheni që të na tregoni emrin, adresën dhe numrin tuaj të telefonit dhe se cili format ju nevojitet.

ALBANIAN

Ce document, intitulé « Camden Together », consiste à demander aux organisations et aux résidents locaux ce qu'ils souhaitent que l'arrondissement de Camden devienne à l'avenir. Nous voulons que le plus de personnes possible de Camden nous fassent part de leur opinion.

Pour recevoir une version résumée de « Camden Together » dans votre langue maternelle, en gros caractères d'imprimerie, sur cassette audio ou en Braille, veuillez vous référer aux coordonnées ci-dessous. Souvenez-vous de nous dire vos nom, numéro de téléphone ainsi que le format souhaité.

FRENCH

Waraaqahan, Camden oo Wadajirta, waxay ka codsanaysaa dadka iyo hay'adaha xaafadda daggani ay noo sheegaan sida ay jecel yihiin in uu gobolka London ka tirsan ee Camden noqdo mustaqbalka. Waxaan doonaynaa in cadadka dadka ugu badani ay fikradahooda noo sheegaan.

Si aad u heshid waraaqaha Camden oo Wadajirta oo la soo koobay kuna tarjuman afkaaga hooyo, iyagoo far waaweyn ku qoran, iyagoo cod ah oo cajalad ku duuban ama iyagoo ku qoran farta dadka indhaha la' ee loo yaqaan 'Braille', fadlan eeg siyaabaha aad noola soo xiriiri karaysaan oo hoos ku qoran. Fadlan xusuusta in aad noo sheegtid magacaaga, lambarka teleefoonkaaga iyo qaabka aad u baahan tahay in laguugu soo gudbiyo.

SOMALI

Contact details

Este documento, "Camden Together" (Camden unido) solicita a los residentes y organizaciones locales que nos indiquen cómo quieren que sea el distrito de Camden en el futuro. Deseamos que el mayor número posible de personas de Camden nos aporten su punto de vista.

Para obtener una versión resumida del documento "Camden Together" en su propio idioma, en tipo grande, audio cassette o braille, véanse los datos de contacto que figuran a continuación. No olvide indicarnos su nombre, número de teléfono y el formato que necesita.

SPANISH

تطلب وثيقة كامدن معا هذه من السكان والمنظمات أن يبلغونا كيف يريدون أن يكون مجلس كامدن بالمستقبل. ونريد آراء أكبر عدد ممكن من السكان في كامدن.

للحصول على ملخص من وثيقة كامدن معا بلغتك أو بالطبعة الكبيرة أو على الشريط أو بلغة بريل الرجاء مراجعة معلومات الاتصال لنها. الرجاء التذكر أن تقول لنا اسمك ورقم الهاتف وأي شكل من الوثيقة تحتاجه.

ARABIC

কেমডেন টুগেদার নামের এ ডকুমেন্টটিতে ভবিষ্যতে কেমডেন বারাকে স্থানীয় বাসিন্দাগণ এবং অর্গেনাইজেশন বা সংস্থাসমূহ কিভাবে দেখতে চান এ ব্যাপারে জিজ্ঞেস করা হয়েছে। আমরা চাই কেমডেনের যত বেশী সংখ্যক লোক সম্ভব এ ব্যাপারে তাদের মতামত দেন।

কেমডেন টুগেদারের সারাংশ কপির একটি সংস্করণ আপনার ভাষায়, বড় ছাপার অক্ষরে, অডিও টেইপ বা বাজিয়ে শোনার কেসেটে অথবা ব্রেইল বা অঙ্কলিপিতে চাইলে, অনুগ্রহ করে যোগাযোগের জন্য নীচের বিস্তারিত দেখুন। অনুগ্রহ করে আপনার নাম, টেলিফোন নাম্বার এবং এটি কোন ফরম্যাট বা আকারে আপনি চান, আমাদেরকে তা বলতে তুলবেন না।

BENGALI

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camden.gov.uk

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