

Camden Together

Camden's sustainable community strategy 2007-2012

Foreword

We are pleased to present the new sustainable community strategy for Camden on behalf of the Local Strategic Partnership (LSP). This strategy sets out our shared vision for the future of Camden.

We have been listening. To develop this vision elected councillors held public meetings across the borough, which hundreds of people attended to give their views. The civic forum brought together residents, businesses and public services for an in-depth look at some of the toughest problems facing Camden. In all, more than 1200 people took an active role in the consultation.

The overall vision is for Camden to be a *borough of opportunity*. That means working together to enable individuals and communities to achieve their full potential, in terms of both their work and social life.

We want people in Camden to live in safe and harmonious communities, feeling connected to where they live, and knowing that they can influence what happens around them.

We want to tackle the main dilemmas facing the borough and work together to find solutions. That means adapting to a growing population while

maintaining – indeed improving – the quality of life for us and for future generations. Another challenge making sure Camden becomes a safer place while maintaining the vibrancy that makes it such an interesting place to live.

This strategy sets out how we can work together to bring about real change in Camden. That is why we are presenting a community strategy built around an ambitious vision and clear commitments.

We, and the rest of the Local Strategic Partnership, are committed to making sure that in 2012 Camden is a place of opportunity – for everyone.

Councillor Keith Moffitt

Chair, Local Strategic Partnership and Leader of the Council

Councillor Andrew Marshall

Deputy Leader of the Council

March 2007

1. Introduction

What is Camden Together?

Camden Together is the strategy for the borough between now and 2012.

At the heart of the community strategy – which is why it's called a *sustainable* community strategy – is a commitment for Camden to develop in a way that improves the quality of life for us and for future generations. So Camden Together has a strong focus on bringing together economic, environmental and social issues. For example, we need to adapt to economic and population growth in a way that reduces our carbon footprint, preserves our green spaces, meets the need for housing in the borough and strengthens the infrastructure needed to support our community.

A strategy is one thing, real action that makes a difference to people's lives is another. The commitments in this document are based on what matters to the people of Camden rather than what works for organisations. In order to meet our commitments it is important that we all work together. That is why the community strategy has been developed closely with the Local Strategic Partnership – a group chaired by the Leader of the Council that represents Camden public service providers, including the police and local health services, along with local businesses and the voluntary and community sector.

Delivering excellent public services that respond to the needs of people in the borough is one part of the story but it is by no means everything. And this strategy is not simply about what public agencies can do. People are right to expect the Council and its partners to consult, set direction and provide clear leadership. But everyone is responsible, as far as possible, for helping to meet the commitments set out in this strategy.

Consultation

The consultation on Camden Together took place between September and November 2006. Over 1200 people were actively involved in the consultation and we received 263 written and emailed responses from individuals, including 91 from children and young people. There were 51 responses from organisations and 374 people attended meetings led by councillors in wards.

We held range of consultation events in addition to the ward meetings, including meetings with specific groups of residents, consultation on sustainability and business issues, work with schools and a civic forum held at Haverstock School. You can find out more on the website www.camdentogether.org.uk. This site will also be an on-going source of information about Camden's new sustainable community strategy.

Some messages that came through particularly strongly from the consultation included the following:

- **Housing**

Many people thought that housing in the borough was an important issue. In particular, people felt there was a lack of housing that was affordable or which was appropriate for their needs.

- **Drugs and other crime**

People felt that the use and visible selling of drugs in the borough seriously undermined quality of life. Overall, tackling safety and crime issues were a priority for residents to improve Camden in the future.

- **Local, independent shops and businesses**

People valued the range of local business - particularly local, independent shops - and wanted this diversity to be preserved.

- **Green issues**

There was strong support for an active approach to protecting the environment and tackling climate change. People wanted it to be easier for them to make their contribution.

- **Managing growth**

A large number of respondents felt that Camden will have difficulty dealing with an increasing population and some argued that existing residents should take priority.

- **Diversity**

There was a great deal of support for Camden's diversity and, in particular, many people liked living alongside people from different backgrounds. Many people also argued that the English language was important to hold our diverse community together.

- **Encouraging personal responsibility**

People supported the idea that everyone had a role to play in making Camden a better place to live. Many said that they looked to the Council for leadership but also recognised that there is only so much the Council can do. It was also argued that people needed support and encouragement to be able to take responsibility themselves.

There were also clear messages from, for example, children, young people and older people, which are reflected throughout the strategy. The messages from the consultation have helped to shape the commitments set out in this strategy.

How we are going to make Camden Together happen

Camden Together sets out the vision for Camden in 2012, with clear priorities that we need to focus on make that vision a reality. It is an ambitious strategy because it tackles – head on – the main challenges we face to make Camden a borough of opportunity.

For the Council and other public services, Camden Together will set the direction for our work over the next five years. The vision will provide the context for all of our other strategies and plans, including important partnership plans (like Camden's Children and Young People's Plan) and individual organisations' plans (like the Council's Corporate Plan).

We will publish the main targets and indicators that we will use to measure success in Camden's Local Area Agreement. This will set out in detail the specific improvements that we want to see each year and our performance against them. We will also produce a report every two years for the Local Strategic Partnership on progress against all of the commitments set out in this strategy. This will monitor how well the commitments in this strategy are being delivered by the Council and its partners.

This strategy is not just about what public services can do, but also sets out the role of businesses, communities and individuals. We will publish information about how these groups are contributing to making the vision a reality.

It is important to understand and monitor the impact of this community strategy on different aspects of life in the borough. This is to ensure the strategy is not having a discriminatory impact on particular groups, or harming the environment or the health of local people. For this reason, the community

strategy will be assessed for its impact on health, environment, diversity and equality. The impact assessment will be reflected and updated in the biennial progress reports on the community strategy.

Values of Camden Together

There are two main values that support the approach of Camden Together:

- Every one of us as individuals needs to take **responsibility for our own actions**. Personal responsibility improves our own quality of life and ensures Camden becomes a better place to live. This means taking care of our own health, respecting others and taking care of our environment.
- We also need to **work together**, as citizens who actively contribute to our local community and as organisations - including local business, the public sector and the voluntary and community sector - to help solve the main challenges for the borough. Working together strengthens and promotes a sense of community.

Local Strategic Partnership

Camden's Local Strategic Partnership (LSP) is led by the Council and involves health services, the 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 is set out below:

- The Leader of the Council, who is Chair of the LSP, and Deputy Leader of the Council.
- Chief Executives of the Council and the Primary Care Trust.
- Borough Commanders from the Police and Fire services.
- Camden Community Empowerment Network, which represents the voluntary and community sector in the borough.
- Jobcentreplus, the Camden Housing Association and Co-op Forum, the Learning and Skills Council, the Joint Chairs of School Governors, Camden Town Unlimited, The Holborn Partnership, London and Continental Stations and Properties, and University College London.

The LSP has agreed the vision and commitments in the strategy and will monitor its implementation. This will include LSP members taking forward commitments and making sure the LSP itself is fit for purpose. However, the legal responsibility for the strategy rests with the Council and the fifty-four councillors elected by the voters of Camden.

Public sector spending in Camden

Each year in Camden there is significant investment and spending by locally-, regionally- and nationally-funded public services. The LSP recognises the importance of public services working together so that we deliver the best value for taxpayers' money. We are therefore building a picture of total public sector spending in the borough.

The table below sets out some of the key areas of expenditure in the borough. The figures represent spend within the borough of Camden. Many of these services provide benefits not just to Camden residents but also to many non-Camden residents who work, study and visit here.

Indicative 2005/06 spend figures in Camden	
Council	
London Borough of Camden ¹	£897,300,000
Community safety	
Metropolitan Police (Borough)	£40,100,000
Metropolitan Police (estimate of Crown Prosecution Service)	£54,000,000
	£5,800,000
Fire and emergency planning	
London Fire and Emergency Planning	£13,000,000
National Health Service	
Primary Care Trust ²	£470,890,000

¹ Camden Statement of Accounts 2005-06. Council expenditure covers a wide range of services from funding of schools through to provision of adult social care & housing/council tax benefits.

² Camden PCT annual report 2005-06. PCTs control 80 per cent of the total NHS budget.

Transport	
Transport for London (included in	£9.095.000
Transport for London (estimate of	£125.000.000
Further education	
Learning and Skills Council ³	£42.500.000
Other regional	
London Development Agency [*]	£11,200,000
Greater London Authority [*]	£2.100.000
Department for Work & Pensions and HM Revenue	
Benefits, allowances, tax credits and	£323.000,000

The Voluntary and Community Sector also make a significant contribution to the work of the LSP in the borough by generating and re-investing income, leveraging in funding from other sources and through the value of volunteers' time.

³ Figure is an estimate based on detailed local data.

^{*} Figures are estimates based on regional accounts (London Level) divided by the number of London boroughs. The Greater London Authority budget is given separately from its four functional bodies: Police, Fire, TfL and the LDA

⁴ Based on statistics from DWP and HMRC. Includes Disability Living Allowance, Incapacity Benefit / Severe Disablement Allowance, Income Support, Jobseekers Allowance, Pension Credit, State Pension, Attendance Allowance, Working Tax Credit, Child Tax Credit, Child Benefit.

Chapter Two: Vision

Our overall vision for the borough is that:

Camden in 2012 will be a borough of opportunity

A sustainable Camden that adapts to a growing population	A strong Camden economy that includes everyone
We will find ways to adapt to Camden's growing population while protecting, promoting and enhancing our environment for us and for future generations.	Camden's economy will be stronger and more Camden residents, especially young people, will have the skills, education and training to take part in the job market.
A connected Camden community where people lead active, healthy lives	A safe Camden that is a vibrant part of our world city
Camden will have a greater sense of community and individuals will be supported to be active citizens who can influence local decisions and lead healthy lives.	Camden will be a safer place where local people can benefit from cultural and leisure opportunities including the London Olympics.

Chapter three: Camden facts

It is important to build our future plans on an understanding of the borough today and also how it is likely to change over time.

- Camden is a vibrant London borough with a diverse population and many people moving in and out of the borough every year.
- Camden has a high proportion of people aged between 20 and 44 years.
- We know our population will remain relatively young, with the bulk of our population remaining under fifty years old.
- Our population is also likely to grow, by up to 10% over the next ten years if current trends continue. This growth is likely to put local services and housing under increasing pressure.
- Camden is not only a place for residents, almost a quarter of a million people work here every day and the borough attracts a large number of visitors every year.
- Our economy is strong – contributing as much as 1% to the national economy - but many local people, particularly those living in our social housing and those disadvantaged by disability or illness, are without work.
- Camden has some of the wealthiest neighbourhoods in London and some of the most deprived.
- A third of children in Camden live in households that rely on state benefits.

- But three in four people think that their neighbourhood has a good sense of community.
- Demand for affordable housing far outstrips supply and almost a third of Camden's households are overcrowded.
- Recorded crime has been falling overall but Camden experiences the crime that affects many inner-city areas and crime remains a key public concern.
- Camden has a relatively high number - 4218 – of problematic drug users but is also high performing in terms of the number of users in treatment programmes.
- Almost half of Camden residents have qualifications of at least degree level while a quarter have few, if any, qualifications.
- In 2006 Camden were placed seventh nationally for the value added by its primary schools while its secondary schools achieved their highest ever GCSE results for A* to C grades at 55%.
- About 35% of Camden's population smoke compared with 25% in England and about 17% of deaths in Camden are due to smoking.
- There is a difference in male life expectancy of more than 11 years between Hampstead Town and St Pancras and Somers Town.
- Camden's carbon dioxide emissions are equivalent to nearly one and a half million flights to New York every year or nearly nine tonnes per resident.

A sustainable Camden that adapts to a growing population

Camden faces increasing environmental challenges over the next decade, including a growing population. Locally, a bigger population will mean more residents, businesses and visitors needing more space for buildings, increasing energy use and the prospect of more traffic. We will need to work together to manage the social, health, economic and educational infrastructure to support our growing population.

Climate change is affecting us all and urgent action needs to be taken. We are committed to working towards a sustainable Camden that adapts to a growing population while protecting, promoting and enhancing our environment.

Protecting the environment for us and for future generations

Our goal is to make Camden a low carbon and low waste borough by 2012

Why this issue is important

Climate change is an urgent priority and public services in Camden are committed to doing our fair share to reduce emissions of carbon dioxide, the main climate change gas, in line with national targets. Over half of Camden's climate change gases come from businesses and a quarter from homes. All of us need to consider how we reduce our 'carbon footprint'.

But protecting, promoting and enhancing the environment is a wider concern than climate change. And it is up to us all to make sure that we use natural resources wisely; reduce, reuse and recycle our waste; protect plants and wildlife; and reduce pollution. We need to make it easier for people to reduce their impact on the environment.

What is already being done

For several years we have performed well at reducing waste and recycling. In 2006 our recycling rate of 27% was the highest in inner London. The borough is also reducing traffic levels which have fallen by over 20% since 1993 through, for example, parking controls.

The Council offers grants to residents in all types of housing to improve the energy efficiency of their homes and has saved the equivalent energy of heating 3,900 homes through insulating and glazing its own housing stock.

Camden's schools are helping children and young people to lead sustainable lifestyles, for example, by involving them in the design of their school environment.

Here are some of the specific aims we are working towards:

- Making Council-owned housing more energy efficient.
- Increasing the amount of waste recycled or composted.
- Reducing the amount of waste collected per resident.
- Reducing levels of traffic.

What people have told us

During the consultation we received a lot of comments on environmental issues. People think climate change is a significant issue and want to play their part and for the Council and its partners to lead the way locally.

People want businesses to get more involved in protecting the environment. Opinion is divided between whether we should use penalties or incentives, but crucially, people want it to be easier for everyone to do their bit.

What the Council and its partners will do

- Reduce carbon emissions and waste from their buildings and services in line with national targets.
- Make it easier for residents and businesses to protect the environment including:
 - Reducing, reusing and recycling their waste.
 - Reducing their carbon footprint.
- Encourage all developments and growth to be:
 - Sensitive to the environment, including to open spaces, local character and the natural environment;
 - As low carbon and low waste as possible; and overall
 - to promote sustainable development.
- Explore how major developments could generate heat and power for surrounding areas.
- Reduce pollution from transport through both traffic reduction and the use of cleaner vehicles, including the promotion of walking, cycling and public transport.

How local people can contribute

- Reducing the amount of energy and water used in the home.
- Walking, cycling and using public transport, including for the school run.
- Reducing waste and recycling more.
- Shopping locally.
- Using trains rather than planes where possible - the Eurostar will be on our doorstep from November 2007.
- If you are a business, taking action to reduce your impact on the environment.

Working together to manage a growing population

Our goal is to manage growth so that it works positively for Camden

Why this issue is important

Camden's resident population is expected to increase by 10% between now and 2016 if current trends continue. Not everyone welcomes that prospect. Up to 30% of Camden's current households are overcrowded, compared with 7% nationally, and demand for all types of social housing, supported housing and residential services outstrips supply. This affects families' health and well-being and impacts on young people's educational attainment.

Having affordable housing is a top priority for people in the borough, including those on average incomes. We need to plan for an even larger population so that our infrastructure, services and housing can rise to the challenge of these increasing demands.

What is already being done

The redevelopment of King's Cross will provide 1700 new homes, including 750 affordable homes and 650 student units. But most new housing comes through redeveloping existing sites and buildings. Existing sites have already been redeveloped for 'mixed-use development' – for example housing and business - and for family sized accommodation.

The Council supports people to move to smaller homes and has developed supported housing for children leaving care and vulnerable teenagers. To upgrade the Council's own housing stock, proposals are being developed linked to wider regeneration work which focuses on decent places. At the Chalcots Estate in Swiss Cottage there is already a £144 million Private Finance Scheme. The Council is also looking at under-occupation and overcrowding to get better use of existing Council housing.

Here are some of the specific aims we are working towards:

- Increasing the provision of affordable housing and making supported housing work better for everyone.
- Improving the quality and availability of social housing.
- Bringing empty properties back into use.
- Preventing homelessness.

What people have told us

Housing was one of the most common issues raised in the consultation. Many people were concerned about a growing population, particularly about a lack of affordable housing and the need for more family accommodation. Some people were unwilling to have development in their own area and others wanted existing residents to have priority over new residents.

What the Council and its partners will do

- Work to meet housing challenges in the borough for all types of housing in terms of supply, affordability and mix of sizes, including through planning policies in the Council's forthcoming Local Development Framework.

- Ensure all developments are high quality, sustainable and sensitively designed, with an appropriate mix of uses, and supported by social and economic infrastructure including employment, health centres, leisure, retail, community and education facilities and waste disposal.
- Work with tenants to raise the standard of social housing across the borough and regenerate individual estates.
- Establish a Council-led partnership with Registered Social Landlords and other housing players to jointly tackle housing supply and related issues such as community safety and energy efficiency.

How local people can contribute

- Using local services, and community and other neighbourhood facilities.
- Considering offering to rent a spare room or moving to smaller accommodation if, for example, your family circumstances have changed.
- Being open-minded about housing that may be outside of the borough.
- If you are a landlord, bringing your empty properties back into use.

A strong Camden economy that includes everyone

This section is about Camden's economy and what can be done to make sure businesses can work effectively and successfully in the borough. It is also about local people and how we can make sure that they have the opportunity to find work, whether here in Camden or elsewhere.

Many people come to the borough to work, which affects the local job market, and there are economic forces – global, national and regional – beyond our control. But, there are actions we can take locally to encourage and support businesses in the borough and to increase the number of local people who are in work. Part of this is making sure that children and young people have access to high quality education and that they, along with adults, make the most of opportunities for further and higher education, training and employment.

A strong local economy

Our goal is to make Camden an even better location for business and to increase local business activity

Why this issue is important

Camden already has a highly productive economy contributing around 1% to national GDP but the number of businesses has declined in recent years. Much of Camden's economic activity is in the "knowledge economy" including universities, media and creative industries. The health sector is also a significant local employer and we have hubs of legal and finance businesses as well.

A strong local economy is an important contributor to quality of life through job creation, the income it provides individuals and its contribution to local public services. So it is important for us to promote Camden as a business location - as a place for starting a new business and where inward investment is welcome. The strong links between economic growth and urban planning are also recognised and are addressed below and in the growth section.

What is already being done

Local businesses are involved in a number of partnerships which enable them to work together, with the community and with public services. These include Business Improvement Districts in Holborn and Camden Town, and partnerships focused on Kilburn and on women in business. The Education Business Partnership provides a link between schools and businesses.

Here are some of the specific aims we are working towards:

- Increasing entrepreneurial activity in priority areas of the borough.
- Reducing business failure rates and increasing the overall number of businesses in the borough.
- Increasing opportunities to start up businesses among black and minority ethnic groups and women in priority areas.
- Increasing the numbers of disabled people and people with mental health problems into work and staying in paid work.
- Working with businesses in Camden to help young people learn about the world of work and business.

What people have told us

People have said that they value local, independent businesses especially shops. Businesses have told us that issues like the planning system and crime can be a disincentive for locating in Camden.

What the Council and its partners will do

- Reduce red tape for businesses, particularly by adopting a more risk-based approach to Council inspection and regulation regimes.
- Critically examine the impact of parking,

planning, regulation and other statutory services on businesses, especially local independent shops.

- Promote Camden as a good place for business, for example, through the up-coming Local Development Framework.
- Review the Business Improvement District model alongside other approaches to town centre management to investigate their potential contribution to other parts of the borough.
- Assist new and existing entrepreneurs during business start-up.
- Work to sustain existing local economic services such as post offices and ATMs.

How local people can contribute

- Supporting local shops through pledge card schemes to buy goods and services locally.
- Asking for advice if you're thinking of setting up your own business.
- If you are a local employer, creating more opportunities for local people.
- All businesses getting involved in the communities and places where they do business.

Increasing access to skills, education, training and jobs

Our goal is to enable more Camden residents to get involved in education, training and employment

Why this issue is important

Camden has a strong, large and competitive local economy which could offer two jobs for every working-age resident and a highly qualified local workforce. But, at the same time, the borough has high levels of worklessness and dependency on state benefits. Some of our residents have been out of work for a long period of time and not all young people aged 16 to 18 are taking part in education, training or employment.

Tackling this economic exclusion is important if Camden residents are to improve their quality of life and contribute more widely. For many, this will involve gaining basic skills or English language training. Camden's children and young people need to have access to a wider range of academic and vocational courses to raise overall achievement and increase career choices. Overall, we need to make local people more employable, so that they can share in the employment opportunities in the borough.

What is already being done

There is a range of vocational programmes and community learning opportunities across the borough, including many that take place in Camden's libraries. The voluntary and community sector also plays an important role in providing routes into paid work.

The Camden Working job shop supported 250 residents into sustainable work last year, and there is an NHS job shop in Kentish Town. There are also a number of support services to help people into work. For example, at King's Cross, there is a recruitment centre for local people to develop skills and get access to local construction jobs.

Camden also has three adult education colleges – City Lit, the Mary Ward Centre and the Working Men's College – which provide courses. There is local further education provision at Westminster Kingsway College which is having its Gray's Inn site rebuilt.

Here are some of the specific aims we are working towards:

- Raising standards in English, maths and science, including the number of students gaining at least five GCSEs (grade A* to C), and overall achievement in secondary education and all aspects of learning.

- Improving the overall employment rate and having fewer people dependent on state benefits.
- Increasing participation in skills and training amongst priority groups including those receiving Incapacity Benefit and lone parents.
- Increasing the number of young people aged 16 to 18 who are in education, employment or training.
- Improving school attendance.

What people have told us

People wanted higher standards in education and increasing vocational and training opportunities for young people. They also said that they wanted equal opportunities in employment, training and education and better skills training, including skills for life and English language provision. Affordable and accessible childcare was considered important to enable parents to access work.

What the Council and its partners will do

- Transform secondary education across schools in Camden including the building of a new secondary school.
- Expand the take-up and provision of basic and key skills training, family learning and English language tuition.

- Promote vocational learning and other opportunities to ensure people, including young people, have access to employment, further education and training opportunities.
- Increase opportunities for people to get into and stay in the job market, including older people, carers, parents returning to work, and those facing other barriers to employment, such as disability, or ill health.
- Make sure good quality, accessible and affordable childcare is available.
- Maximise the local employment and training opportunities, including apprenticeships, generated by the King's Cross Development, the Channel Tunnel Rail Link and the London Olympics.

How local people can contribute

- Making sure that your child attends school and arrives on time.
- Signing-up for a training course, studying for a qualification or learning a new skill.
- Encouraging friends and family members to develop their education, skills and job prospects.
- Becoming a volunteer through your place of work, such as reading in local schools.

A connected Camden community where people lead active, healthy lives

We all want to live and work in a place where we feel at home. Everyone benefits from living in an area where people trust and respect each another. It is not about everyone becoming best friends, but about creating enough connections to have a sense of community.

It is also important that people have the opportunity to contribute to wider society through volunteering and taking an active role in local democracy. This section is about how to make Camden a place with strong, connected communities and active citizens that lead healthy lives.

Enabling people to take an active part in stronger local communities

Our goal is to strengthen the sense of community and give people more opportunity to take an active part in local life.

Why this issue is important

A strong, respectful and vibrant community life is important for all of us as individuals and for our local democracy. We all benefit from a greater sense of community and decisions are better if they are based more closely on people's needs and experience of the borough.

To achieve this sense of community, everyone's rights need to be valued and respected. It helps if we all have relationships that cross boundaries of neighbourhood, faith, ethnicity and other aspects of identity. People also need to be able to take an active part in local decision-making and in a strong, vibrant and sustainable voluntary and community sector.

Camden is a particularly diverse borough. Almost a third of residents come from black or minority ethnic backgrounds, one in 10 of the population is Muslim, and there are significant new and refugee communities, including from Somalia. Over 90% of residents say that they enjoy living in such a culturally diverse place. We need to continue to foster a sense of respect, integration and community among our residents, and enable as many as possible to become active in our local community and democratic life.

What is already being done

Camden has a vibrant local voluntary and community sector of more than 1,500 organisations, many of which are run by volunteers. Many residents are active members of local community life through local organisations, associations, networks and partnerships, although formal volunteering rates are still below the national average. The borough bucked the national trend in 2006 by having an increase in voter turnout at the local election. People's trust in institutions, such as the Council and police, is increasing. And residents say that there is an increasing sense of community in their neighbourhoods.

There are a range of forums that work to support and promote the interests of particular groups. These groups include the Camden Lesbian, Gay, Bisexual and Transgender Forum and the Camden Faith Communities' Partnership. There are tenants and leaseholder groups, neighbourhood partnerships and a Refugee Forum that works for the inclusion of refugee communities. Education on citizenship is provided in all our schools and school premises are becoming available to the wider community outside of school hours. Young people are also involved in school councils and the UK Youth Parliament.

Here are some of the specific aims we are working towards:

- More people volunteering for at least two hours a week.
- More residents feeling that they can influence decisions affecting their local area.
- More people feeling that their local area is a place where people from different backgrounds get on together.
- Residents feeling a greater sense of connection to Camden.
- More people voting at elections.

What people have told us

People showed a lot of support for everyone having a role to play in making Camden a better place to live. People also wanted to have more influence over local decisions and for there to be some form of youth council. People also told us that everyone should be able to participate not just the vocal minority. We were also told that the English language is important to hold our diverse community together and that cultural differences need to be recognised at the same time as promoting understanding.

What the Council and its partners will do

- Bring decision-making closer to residents through area forums across the borough where people can influence decisions and public services on a range of local issues.
- Increase volunteering in Camden to above the national average, foster community self-help and increase opportunities for intergenerational mixing.
- Set up new Social Cohesion Advisory Forum to promote more integrated and harmonious communities in the borough.
- Improve access to public and community spaces and buildings to facilitate greater interaction between diverse communities.
- Integrate new arrivals, including refugee communities, into local communities and democratic life.
- Develop a Youth Council to promote the participation and engagement of young people in civic life and also explore options for younger children.

How local people can contribute

- Volunteering or joining a local group, service or society and encouraging them to reach out to all sections of the community.
- Voting in local, Greater London Authority, national and European elections and getting involved in political parties.
- Giving your views to your local councillor or MP on issues that matter to you.
- Talking to your neighbours.

Improving well-being and health across the borough

Our goal is to ensure that the health and well-being of all Camden residents improves.

Why this issue is important

Numerous factors affect our health and chance of illness. Many of these can be influenced by public services, such as environmental and housing conditions. The NHS is responsible for providing services to treat many conditions. However, other aspects of health can only be improved by people themselves, including stopping smoking and having an active lifestyle.

More general well-being, including the opportunity to develop and have personal interests, is important for everyone. In Camden, we have a relatively high proportion of working-age people, especially adults aged 20 to 44 years, who are often balancing work, family commitments and social activities which may make it difficult for them to connect to the local community.

We also have other important sections of the population. Children and young people are the future of the borough and their well-being is important to make sure they develop to their full potential. Older people, many of whom are living longer, want to maintain an independent way of life and to make an active contribution to the community.

What is already being done

Every year the local Director of Public Health assesses the state of health and well-being in the borough. The findings are published in an annual report that also sets out the initiatives in place to tackle them. There is strong evidence that we can have a significant impact on people's health through reducing smoking, reducing obesity, improving sexual and mental health, and by reducing the harm caused by alcohol.

Camden also has a Children and Young People's Plan that focuses on maximising the life chances and choices for all our children and young people

who live, learn and grow up in Camden. We also work, through social care and in other ways, to make sure older people maintain their independence and continue to get involved in the local community.

Here are some of the specific aims we are working towards:

- Reducing smoking.
- Promoting healthy eating and physical activity.
- Improving access to sexual health services.
- Reducing the incidence of diseases like cancer and coronary heart disease.
- Ensuring a range of services and accommodations are available to meet the needs and aspirations of an ageing population.
- Minimising the incidence of child abuse and neglect.
- Increasing the numbers of vulnerable adults living independently in their own homes, with support if need be.

What people have told us

People thought they should be encouraged to take greater care of their own health, including getting involved in sport and physical activity. There was also some support for promoting healthy eating.

There was a strong message from older people that they have a great deal to contribute to society as active citizens and that more should be done to avoid older people becoming isolated.

Children and young people were particularly concerned with community safety, improving facilities for young people, sexual health, bullying and having the opportunity to contribute positively to Camden as a place to live, learn and grow up in. They also said that places to go in their free time were very important, but that cost could sometimes restrict them.

What the Council and its partners will do

- Take action to reduce smoking.
- Promote healthy behaviour including healthy eating and physical activity.
- Provide opportunities for everyone to stay healthy, keep learning and have full and active lives.
- Maximise the life chances and choices for all our children and young people who live, learn and grow up in Camden.
- Work with people facing the disabling effects of physical or mental ill health so they can continue to make a positive contribution.

How local people can contribute

- Making changes to your lifestyle, by walking more, undertaking more physical activity and stopping smoking.
- Making sure children and young people in your care have access to healthy food and take part in physical activity.
- Making the most of learning activities that families can do together, out-of-school learning, and cultural and recreational opportunities.

A safe Camden that is a vibrant part of our world city

Camden is a vibrant and vital part of a world city that has truly global reach. It is also home to some of London's most loved and recognised sites such as the British Museum, Hampstead Heath and Camden Lock Market.

King's Cross is an area of immense change and development and will become an even more important hub for London and for the country when the Eurostar train link opens in 2007. Camden Town is another focal point for the borough, which attracts thousands of visitors every week.

But, Camden, like many other central London boroughs, has relatively high rates of crime and anti-social behaviour, particularly in certain areas like Camden Town and Bloomsbury. Our challenge is to tackle these problems while retaining the vibrancy of the borough and its role in this world city.

A thriving and safe part of London and gateway to Europe

Our goal is to make Camden a safer place while retaining its vibrancy.

Why this issue is important

Camden is a vibrant and culturally-rich place but also one where crime and anti-social behaviour, particularly drugs, are a concern to many. Camden has a thriving night-time economy based on pubs, clubs and restaurants. A huge number of visitors come to the borough and it is a major transport interchange for London. This adds to the challenge of maintaining a high-quality urban environment, including clean streets, which can contribute to feelings of safety. Our challenge is to balance the vibrancy of the borough – and our role as a borough at the heart of London – with the need to make it even safer than it is now. King's Cross has a particularly important role to play as a renewed urban quarter in the city.

What is already being done

Overall, crime in Camden has fallen by just under 20% since 2003 through a combination of prevention and enforcement. For example, about 300 drug dealers have been arrested in the past 12 months.

A number of preventative approaches are being used in the borough including parenting programmes and behaviour contracts such as Acceptable Behaviour Agreements. Preventative action also includes licensing activity to promote a strong and diverse late-night economy that ensures

the safety and quality of life of local residents.

More than 200 anti-social behaviour orders (ASBOs) have been issued since 1999, mainly to adults. ASBOs are used as a last resort after other interventions - such as mediation, rehabilitation and diversionary activities - have failed to improve a person's behaviour.

Here are some of the specific aims we are working towards:

- Reducing overall crime and anti-social behaviour, particularly robbery and violent crime.
- Reducing fear of crime.
- Reducing the number of adult and young offenders who re-offend.
- Reducing the harm caused by alcohol and illegal drugs.
- Increasing the numbers of drug users in treatment programmes.
- Preventing children and young people becoming involved in bullying, anti-social behaviour and crime.

What people have told us

Drugs and associated anti-social behaviour were a major theme of the public consultation. Many residents felt that these issues seriously undermined quality of life, particularly in some parts of the borough. Camden Town was often mentioned

as the area with the most visible drugs problem. People wanted to be informed about how we tackle crime and anti-social behaviour and to be part of the solutions. People felt that King's Cross should be developed in a way that brings benefits for local people.

What the Council and its partners will do

- Harness opportunities to create a new and exciting quarter for London at King's Cross, including its development into a cultural hub and gateway for London.
- Make it easier for residents to report anti-social behaviour.
- Tackle the causes of anti-social behaviour. For example, by providing parental support, backed up with enforcement measures.
- Improve bullying and racist incident monitoring systems, and access to support in relation to bullying, harassment, racism and crime.
- Make sure that Camden's diverse communities play a part in making our neighbourhoods safer.
- Reduce fear of crime by working in partnership with the community, empowering people to make decisions and providing timely information about community safety in local areas.

How local people can contribute

- Reporting anti-social behaviour and taking a stand in your local community.
- Becoming a Special Constable or volunteering with the local police force to enable more officers to be released to the frontline.
- Getting involved in Safer Neighbourhood Panels or Community Payback schemes where residents can decide on local projects for offenders serving community orders.
- Mentoring a young person.
- Not buying counterfeit goods from illegal street traders.

Camden Town Vision

Camden Town, at the heart of the borough, is loved by some people but many see it as a place with considerable problems to tackle, especially drugs. For this reason, residents and partners in the Local Strategic Partnership have developed a vision for Camden Town to help improve the area.

A summit meeting with ward councillors was held in November 2006 as well as detailed discussions with Camden Town Community Forum and Camden Town Unlimited.

People told us that Camden Town is a unique and exciting place with a diverse community. But they also said that aggressive, visible drug dealing is spoiling residents' quality of life and putting the success of the town centre at risk. Camden Town has a long-standing and international reputation as a cannabis drug market.

The community's vision is of a Camden Town where drug dealing, especially visible dealing, is dramatically reduced and its unique character offers something for locals and visitors of all tastes and ages. Camden Town needs to have places where locals can shop for day-to-day needs and all types of people are attracted by high quality and wide-ranging shops. The night time economy should be something enjoyed by people in their forties and fifties alongside younger people. When people think about Camden Town they should think about places like the Roundhouse not about street drug dealing and general seediness. Deprived communities should be sharing in the success of a thriving town centre through a range of job opportunities particularly in the service sector.

The LSP believes that to achieve this vision there needs to be clear focus on regenerating Camden Town rather than just coping with the problems. Drug dealing is clearly the top priority and will be addressed through a range of interventions:

- Enforcement, including a much greater uniformed presence.

- Improving the state of Camden Town's physical environment, including roads, pavements and lighting, building on the considerable investment that has already gone into the area through the "liveability" funding.
- Using enforcement against drug dealers and the improvements to the environment to change the area's reputation, together with better marketing of Camden Town as a place for everyone to enjoy.

Changing Camden Town to make it better without losing what is good about the place will require careful interventions. The Council and police are responding to the enforcement challenge. There is more work to do on the physical environment and the area's reputation. Business and residents can all make a contribution to changing Camden Town for the better.

Benefiting from cultural and leisure opportunities, including the London Olympics

Our goal is to increase opportunities for Camden residents to take part in cultural and leisure activities

Why this issue is important

Camden is famous for its open spaces, parks and cultural institutions such as Hampstead Heath and the British Museum. We also have a range of community festivals and local events throughout the year. But not all of Camden's communities feel able to enjoy the wide range of leisure and cultural activities available in the borough.

By 2012, mainland Europe will only be two hours away from Camden and London will be hosting the London Olympic and Paralympic Games. Camden is committed to using the London Olympics as a catalyst to increase leisure and cultural activity in the borough, to make it available to people of all ages and to make sure local residents benefit from the Games.

What is already being done

Camden's parks and open spaces offer a range of sport, play facilities and events as well as being quiet areas to relax. Some parks – such as Waterlow and Highgate – have won awards for their contribution to the community and to overall quality of life.

Sports facilities are being developed and refurbished across the borough. The new Swiss Cottage Leisure Centre attracts 50,000 visitors a month, Talacre Community Sports Centre remains an important sport development centre in London and Kentish Town Sports Centre is being refurbished.

There are also a large number of cultural facilities in the borough from venues, such as the Roundhouse, to national institutions like the British Museum, and new or refurbished libraries in Kilburn and Kentish Town.

Here are some of the specific aims we are working towards:

- More residents satisfied with cultural and recreational activities.
- More residents satisfied with sports and leisure facilities.
- More 5 to 16 year olds taking part in at least two hours of organised physical activity a week.
- Developing extended services around schools to help children and young people to enjoy and achieve, such as breakfast clubs and after school activities.

What people have told us

Residents said they enjoyed the parks and open spaces in Camden, but were wary of big events being held in them. People also appreciated the range of leisure and cultural facilities available in Camden, but were sometimes restricted by cost and public transport issues. While some thought the London Olympic and Paralympic Games could provide opportunities, people were concerned about costs and were sceptical whether Camden residents would benefit.

What the Council and its partners will do

- Ensure our open spaces and rich cultural institutions and architectural heritage are appealing and accessible to all, through uncovering 'hidden Camden' cultural sites.
- Work together to create new cultural spaces including high quality public art, good urban design and attractive, accessible places to live and work.
- Build on Camden's out-of-school and community learning to make full use of local cultural institutions including the British Museum, British Library and higher education institutions.
- Promote Camden as a tourist destination in its own right, building on the Channel Tunnel Rail Link opening and in preparation for the London Olympics.
- Get the most out of the London Olympic and Paralympic Games for Camden's residents and businesses and publish an action plan alongside this strategy, which sets out in detail how we will:
 - Help children and young people get more active and healthy and set up a Camden Disability Forum in 2007.

- Use the cultural and leisure opportunities around the opening of the Channel Tunnel Rail Link at St Pancras in 2007 and as the Games approach to inspire people and bring our diverse communities closer together.
- Increase volunteering.
- Maximise the economic benefits generated by the 2012 Olympics for Camden with a focus on opportunities for younger people and smaller enterprises.
- Improve our streets, parks and open spaces for those that live and work in all parts of the borough and in preparation for the many people expected to visit central London in 2012.

How local people can contribute

- Getting involved in cultural events and festivals in parks.
- Getting on volunteering programmes in the run up to the London Olympics.
- Finding out about your local museum or arts centre and taking your friends and relatives there next time.

Contacts

To find out more about the community strategy or to request a copy in a different format, please contact the Community Strategy team at:

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For more information about Camden Together go to www.camdentogether.org.uk

Translations

This document, Camden Together, sets out the vision for the borough of Camden between 2007 and 2012.

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

Jargon buster

Acceptable Behaviour Agreements	<p>Voluntary pacts, mainly between young people who are causing problems in the area where they live, their parents or guardians, the local authority and police.</p>
Anti-social behaviour orders	<p>A civil action obtained against individuals and sought through the magistrates' court system. It imposes conditions preventing individuals from causing fear and alarm to others.</p>
ATM's	<p>Automated teller machine or 'cash machine'.</p>
Business Improvement District (BIDs)	<p>Business-led local partnerships for improving the environment and economic performance of a defined local area e.g. Holborn. Businesses oversee and fund improvements such as street cleaning, waste removal, lighting and public security.</p>
Camden Business Partnership	<p>This group facilitates discussion between the Council, businesses and other related agencies. It aims to help businesses better understand their regulatory requirements and to provide them with an opportunity to access networking opportunities.</p>

Camden Community Empowerment Network (CamdenCEN)	<p>Camden Community Empowerment Network brings together the voluntary and community organisations working in Camden. It aims to enable voluntary and community organisations and groups to keep abreast of strategic issues and to influence strategic planning and decision making in the borough.</p>
Camden Primary Care Trust (PCT)	<p>Camden PCT is responsible for all primary and community healthcare services for the London Borough of Camden. Primary care includes pharmacists, dentists, opticians and family doctors. Community care includes services such as health visiting and district nursing. The PCT also commissions acute and mental health services for the population of Camden.</p>
Camden Together	<p>The name of Camden's sustainable community strategy 2007-2012.</p>
Camden Town Community Forum	<p>A group, including residents, that addresses safety and regeneration issues in Camden Town.</p>
Camden Town Unlimited	<p>The Business Improvement District (see definition above) based in Camden Town.</p>

Camden Working job shop	A jobs service, with a recruitment centre in Camden Town, that finds real jobs for people who live in the borough of Camden.
Carbon Footprint	A term used to describe the impact of individuals or organisations on the environment and the extent to which they cause carbon dioxide emissions through their actions.
Children and Young People's Partnership	The Children and Young People's Partnership Board oversees implementation of Camden's Children and Young People's Plan.
Community Payback schemes	Community Payback is a partnership between London Probation, the Metropolitan Police Service and local authorities. It enables the unpaid work done by community sentence offenders in London to receive public recognition, and allows the public to contribute ideas work projects.
Council's Corporate Plan	A plan setting out the aims and objectives of Camden Council.
Councillors	Elected political members of the Council. There are 54 councillors in Camden.
Education Business Partnership	This partnership develops links between schools, businesses and community organisations.

Enterprise Support Programmes	A package of support provided by the Council to individuals who aim to develop businesses.
Camden Faith Communities' Partnership	An independent partnership made up of all key faith groups in Camden.
GDP	Gross Domestic Product – a way of measuring the income of the UK.
Lesbian, Gay, Bisexual and Transgender Forum (LGBT Forum)	This forum represents the views of these groups within the borough.
Liveability	<p>The extent to which a city or a place is accessible, clean and safe and a place where people choose to live and work.</p> <p>There is central government funding available for projects to improve liveability.</p>
Local Area Agreement (LAA)	LAAs set out the priorities for a local area agreed between central government, the local authority, Local Strategic Partnership and other key partners at the local level. LAAs simplify some central funding, help join up public services more effectively and allow greater flexibility for local solutions to local circumstances. They contain a number of targets which are monitored regularly.

Local Development Framework	The key strategic document for the borough's planning system and how land is used locally. This framework replaces the Unitary Development Framework.
Local Strategic Partnership	The Camden Local Strategic Partnership (LSP) brings together the public, private, voluntary and community sectors in Camden to improve the quality of life for all those who live in, work or visit the borough.
NHS job shop	A local employment service provided by Camden PCT, based in Kentish Town. It helps local people into employment within the local NHS.
Private Finance Initiative	A legal contract for involving private companies in the provision of public services, particularly public buildings. Private consortia, usually involving large construction firms, are contracted to design, build, and in some cases manage new projects. Contracts typically last for 30 years, during which time the building is leased by a public authority.
Refugee Forum	A multi-agency group that includes representatives from the Council, the PCT, JobCentre Plus, Learning and Skills Council and refugee

	organisations. It aims to develop a strategic approach to the successful integration of refugees in the borough.
Registered Social Landlords	Organisations registered and approved by the Housing Corporation to provide social housing for rent. In addition, some RSLs build affordable housing, often in partnership with commercial developers, for sale on a shared ownership basis.
The Roundhouse	A Camden Town venue presenting a programme of events including music and theatre.
Safer Neighbourhood Panels	Forums managed by the Metropolitan Police which aim to get views from local residents on identifying and tackling issues of concern in their neighbourhood. There are 18 panels in Camden – one in each ward.
Social Cohesion Advisory Forum	A new forum to promote more integration and more harmonious communities within Camden.
Sustainability	The goal of sustainable development is to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations. This involves

	protecting and enhancing the physical and natural environment, and using resources and energy as efficiently as possible.
Sustainable Community Strategy	A forward-looking plan that aims to improve the economic, social and environmental well-being of the borough. It is a statutory document that sets out the vision and priorities for the local area led by the Council and the local strategic partnership.
Workless	A term used to describe individuals who are without work or employment.