



We Make Camden



CONTENTS

Introduction.....	4
2. From Camden 2025 to We Make Camden	7
Our We Make Camden ambitions	8
Delivering our ambitions – Camden’s Missions and Challenges.	9
Camden is a borough where every child has the best start in life. ...	12
Camden’s local economy should be strong, sustainable and inclusive – everyone should have a secure livelihood to support them to live a prosperous life	20
Camden actively tackles injustice and inequality, creating safe, strong and open communities where everyone can contribute	27
Camden communities support good health, wellbeing and connection for everyone so that they can start well, live well, and age well	34
Everyone in Camden should have a place they call home	40
Camden should be a green, clean, vibrant, accessible and sustainable place with everyone empowered to contribute to tackling the climate emergency	47

1

Introduction

In 2018, Camden came together and developed Camden 2025 – our shared vision for the future of the borough:

“Camden has a proud, rebellious spirit that throughout its history has seen communities come together to tackle problems, and to bring about real social change. We want to make Camden a better borough – a place where everyone has a chance to succeed and where nobody gets left behind. Together we will create a place that works for everyone and where everyone has a voice.”

Camden 2025, published in 2018

In 2018 our communities told us that they felt proud to live in Camden, they loved our vibrant social mix, cultural and creative heritage, green spaces and strong local identity. Camden is a place where people take care of each other, speak out against injustice and lead change. But they felt much of what was special about Camden was under threat from rising house prices, deepening inequality and concerns about crime.

Camden residents wanted more of a say over the future of their communities – they had power, energy and ideas that needed to be valued and supported. The last four years have seen a huge change in how we have come together to solve common problems. We have seen real progress in tackling unemployment, building new homes, providing opportunities for young people and care for the elderly. We have become a stronger, braver and more connected community because of the commitment of people across Camden.





We saw this community spirit deepen during the pandemic. We saw neighbours reaching out to support those who needed help with food and medicine as they protected themselves and their families from the virus. We saw local people contributing to Camden's crowd-funding initiative to help our school children access digital devices to continue to learn whilst schools were closed. And we saw local organisations and volunteers supporting the most isolated residents by offering friendship and much needed companionship.

But we have also seen huge challenges. The pandemic not only exposed the depth of inequality in Camden, it deepened it. The increase in cost of living is already creating day-to-day challenges for many families as they must decide between paying their rent, their fuel bills, or buying food or clothing for themselves and their children.



National policy is threatening the social mix which makes our communities so special. Families are sadly leaving Camden because they can't afford to live here, which means we are losing generations of talented, creative, diverse and passionate young people.

Camden has never been a place that ignores or accepts injustice. Camden's communities have a rich history of coming together to bring about real social change. We call this our 'rebellious spirit'. When central Government cut funding for council homes in 2010, we found a way to deliver over 450 new family size council homes. When national policy pushed schools to academise and fragment, Camden schools pulled together to serve local children. When we felt that employment support was sanctioning not supporting local people, we developed compassionate support that helps people fulfil their aspirations. Despite losing over half our budget we have protected frontline services by investing heavily in supporting people early and preventing problems escalating.

Faced with the escalating crisis in the cost of living we pledge to work with all our residents, our voluntary sector and across all our public services to ensure that no child, no resident and no family in Camden go hungry or cold.

We Make Camden builds on this legacy and the generations before us who have put their hearts into improving Camden. To meet our ambitions, we must call on the deep wells of insight and creativity in our community, forge new connections and find new allies outside of Camden.

We Make Camden is our shared promise to protect what is special about Camden, involve every person in solving the problems we face and to stay optimistic about what we can achieve together.



2

From Camden 2025 to We Make Camden

Despite over a decade of cuts from central Government, the Council and its partners have continued to deliver for Camden by investing in our communities and public services. Services and organisations that we believe are vital in creating a borough that is fair and equal.

The pandemic has emphasised the need to make it easier and more affordable for everyone to stay healthy and to access food, education, good housing, and well-paid work. And we must do this in a way that helps us meet our ambitions to be a zero-carbon borough by 2030. This will mean transforming the way we live, work, travel, learn, and work, building on the work of our Citizens Assembly on Climate Change and the grassroots community climate activism in Camden.

The pandemic saw the importance of accessible local high streets, community connections and clean, green local space. Camden's pandemic response saw our schools play a vital role as our children and young people experienced deep destabilisation – to their learning, socialising, their ambitions and ideas for their futures. We saw the impact of insecure, low paid work as many were left without a safety net. Our economy needs to change to one where everyone is able to access the security of good work.

The last two years have seen Camden put its full weight behind tackling structural injustice and racial inequality, and to being an anti-racist borough. The disproportionate impact of COVID-19 on our Black, Asian and other ethnic communities and the Black Lives Matter movement have reinforced the strength of our belief that racism, misogyny, and gender-based discrimination, ableism, homophobia, and transphobia have no place in Camden and we will do all we can to tackle both individual prejudice and systemic injustice in our communities.

Our journey from Camden 2025 to We Make Camden sees us building on the original five ambitions that drove much of what we have achieved since 2018. We've changed the way the ambitions are described to better reflect what Camden says is important now and to acknowledge what has changed, and we've added one more.





We can't achieve these ambitions alone. Every resident and organisation that has their home in Camden is part of our community and has a role to play in achieving the real change that is needed. We have captured the commitments that the community, partnerships and the council have made to help deliver these ambitions.

In the document you can read the action we want to take in the short, medium and long term. We are committed to tracking these commitments and taking the time to share the progress we are making in a state of the borough report each year.

Delivering our ambitions – Camden's Missions and Challenges

The pandemic was a traumatic and hard time for Camden. But it also showed how much could be achieved when our whole community pulled together. Together we fed tens of thousands of people, permanently housed over 500 rough sleepers, delivered millions of pieces of PPE and saved lives. We broke down barriers between organisations and embraced community action.

As we recover from COVID-19, we are determined to take the same energy and shared purpose into solving the challenges our communities have raised, from decarbonising our borough to addressing poverty.

Delivering our ambitions is supported by a set of Camden Missions and Challenges that we want to tackle with our partners and communities across the borough. The four Camden Missions evolved from the work of Camden's Renewal Commission, which was set up in 2020 to take stock of the impact of the pandemic on Camden, to identify the biggest and most pressing issues our community was facing and to explore new ways of working to address these issues. We took a 'missions-based approach' to this work, a way of working which was pioneered by the Camden-based Institute of Innovation and Public Policy at University College London (UCL) – who helped

to lead this work. Camden's missions are our long-term goals to break down and tackle big, complex issues facing the borough.

The Renewal Commission came to an end in 2021, and the Council embraced its recommendations to progress these missions so they remain at the heart of our work as we look to the future. Our missions-based approach has proved to be a credible tool to make change and has recently influenced the development of a series of London-wide missions.

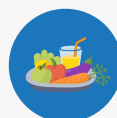
The 4 Missions we want to achieve over the coming years are:



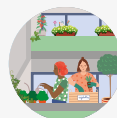
Diversity: By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow



Young people: By 2025, every young person has access to economic opportunity that enables them to be safe and secure



Food: By 2030, everyone eats well every day with nutritious, affordable, sustainable food



Estates and neighbourhoods: By 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity



Following continued conversations and collaborations across Camden since the pandemic began, we developed the six Camden Challenges covering the other areas where we believe working differently with our community will achieve real change. Responding to these challenges will be community-led and will be a shared endeavour with the community, partners and the Council working side-by-side to understand these complex problems and seek solutions together. The Challenges are at an earlier stage but as they are developed with our community, there is the opportunity for these to become community driven missions.

The Missions and Challenges bring to life the ambitions we have and can help make them a reality in every community in Camden. The missions approach enables innovation, creativity and collaboration on cross-cutting issues. Camden will take this forward by applying these core principles to both the Camden Missions and Challenges.

The 6 Challenges we want to achieve over the coming years are:



Safety: Everyone is safe at home and safe in our communities



Debt: Everyone can get the support they need to avoid debt and be financially secure



Digital: Everyone in Camden can access and be part of a digital society



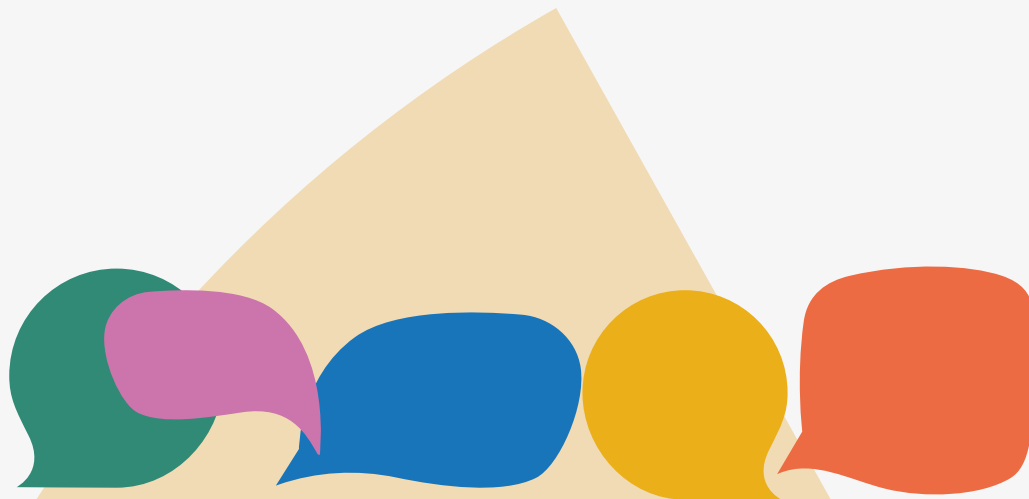
Loneliness: No one in Camden is socially isolated without the means to connect to their community



Housing: Camden has enough decent, safe, warm, and family-friendly housing to support our communities



Climate emergency: Camden's local economy tackles the climate emergency



The Missions Approach

- Enabling community leadership and ownership
- Developing a network of projects
- Taking the missions forward by thinking and doing
- Taking an active listening and learning approach and learn on behalf of and with others
- Developing mission projects with participation and inclusivity at their core
- Rooting missions in the places where people live
- Taking a bespoke approach to each mission
- Developing community governance that supports mission delivery
- Bringing partners together, with the Council as a 'mission steward'
- Orienting innovation funding and investment towards the missions

If you're passionate and have ideas to change the way we do things or have knowledge, skills or experience in any of the missions and challenges then we would love you to join us. If you're leading work in these areas already then we would love to hear about it so that we can learn from you and work together to maximise our impact and help more people.

We Make Camden has been built on strong foundations of participation

Camden residents have shaped the priorities of the Council and partner organisations across the borough. Over the last three years the Council has invested in a much stronger dialogue with citizens – setting up Citizens Assemblies on Climate Change and Health and Care – which have played a significant part in shaping our Climate Action Plan and our new Health and Wellbeing Strategy. New forms of participation and collaboration with Camden residents and partners have also informed the priorities in our new Education Strategy, our Youth Services Review and our Building Equal Foundations report which is driving forward our commitments to tackle inequality and disproportionality



Camden is a borough where every child has the best start in life



Camden is an amazing place to grow up, to learn and to live. It is unique and diverse, offering all the amazing assets of a global city with world-renowned museums, universities, parks and open spaces that our young people can gain so much from for the very best childhood and route into adult life. Camden schools are exceptional, all rated 'good' or 'outstanding', which alongside our investment in early years support in our children's centres, provide fantastic opportunities for future generations.

But we face an immense problem - Camden's birth rate has fallen to the lowest in the UK with fewer children being born in the borough. We believe the deepening inequalities are causing residents to leave Camden. The lack of affordable housing is a significant factor because we know that many families want to stay but they are priced-out of Camden. With families struggling to find jobs with sufficient pay and job security they are left in desperate need of financial support to be able to afford essentials. But our welfare system isn't fit for purpose: Universal Credit payments don't meet the cost of basic needs and families are being penalised for having more than two children.

The cost-of-living crisis means too many families in Camden are living one paycheque to the next. Growing up in poverty impacts on every aspect of a child's life. It can mean going to bed hungry, sleeping in a cold home or living in temporary or overcrowded conditions. It can also result in not being able to concentrate at school or developing poor physical and mental health and wellbeing. As these children grow into teenagers and then into young adults, they may not get equal access to education and job opportunities.

Safeguarding children and keeping them safe from harm will always be the utmost priority for the Council and partners. Sometimes the Council needs to step in and look after children at risk, and when this happens, we do everything in our power to care for them well, ensuring they have a safe place to call home and access to the healthcare and education they need. We always act in the best

interests of our children and young people, listening carefully to their experiences, ambitions, and ideas and ensuring they feel seen and heard. We also make sure they have access to all the services they need and are supported to develop the skills and relationships they need for later life.

To achieve our ambition that all children have the best start in life, and to narrow the gap in achievement between disadvantaged children and their peers, the Council continues to invest in an enhanced universal service offering more support to families during a child's first 1001 days – from pregnancy to their second birthday. This is a critical time in every child's development – including their physical, intellectual and emotional health. The earliest experiences shape a baby's brain development and have a lifelong impact on mental and emotional health.

Giving children and young people the best education opportunities is vital to reducing inequalities and supporting children to thrive. The pandemic has widened inequalities in accessing education and the opportunities that the school environment provides – including safety, social connection and access to food.

Camden has responded to the challenges of the pandemic by developing a new Education Strategy, Building Back Stronger, which is focused on catch-up and recovery from the impact of the pandemic. Camden wants an education system that is fit for all the challenges facing the borough. This means focusing resource on those most in need, tackling inequality and injustice and continuing to provide an excellent education for all, including those who need additional help and support to learn.

We want every child in Camden to grow up and develop their own unique set of skills, passions and ambitions. When children leave school, they must be able to pursue their dreams in Camden – whether it be through further education, employment or starting their own business.

Our achievements



Camden Sure Start is **supporting parents and children** across the borough, from the moment parents know they are expecting a baby, until the child is 5 years old.

Over **450 children** now live in new family size council homes built by Camden's Community Investment Programme.



The Council has **invested over £165m in Camden schools**, as well as £2m every year in Camden Learning, which supports all Camden's schools. Over 17,000

Camden pupils are learning in improved educational environments as a result, and all Camden schools have continued to be rated 'good' or 'outstanding' by Ofsted.

There has been an **80% decrease** in young people being remanded into custody and a decrease in youth victims of knife crime since 2018/19.



In 2018, Camden's Youth Safety Taskforce made recommendations to reduce youth violence, and their implementation has been supported by a **£500k Youth Safety Fund**.

We want to provide enrichment experiences for every child. All Camden schools working with youth services and community partners will add to the core curriculum to ensure that young people get the chance to develop and pursue passions and interests, benefiting their wellbeing as well as their job opportunities. To enable this to happen, we have developed the Camden Enrichment Pledge - which all Camden schools will add to their core curriculum - based on the successful model used at Christopher Hatton Primary School. We see this enrichment as a right for every child, not just for those whose families can afford it.

Our achievements



Our **Youth Justice Service** was judged "outstanding" in January 2020 by Her Majesty's Inspectorate of Probation (HMIP).



Camden's Resilient Families Programme – led by the Children's Trust Partnership Board – has prioritised prevention and early help to children and families, supporting family resilience and helping Camden continue to have fewer children in care than other boroughs.

Camden's Enrichment Pledge: curriculum plus for all

This pledge promises every pupil in a Camden school the opportunity to:

- See themselves in the curriculum and feel a strong sense of belonging to the school community
- Perform music, drama and dance and experience performances not only in Camden but also in London's theatres and music venues
- Learn to express themselves visually and creatively, often inspired by visits to London's museums and galleries
- Understand Camden's and London's histories and cultures through local visits
- Meet inspiring role models from a wide range of jobs and professions
- Participate in physical and outdoor activities, including sports, teams and competitions
- Learn how to achieve and maintain good physical and mental health
- Know how to eat healthily, including how to cook and grow food
- Take a position of responsibility and demonstrate leadership skills both in school and in the wider community
- Develop enterprise skills, for example through support for a charity or local enterprise
- Understand and feel part of a global and diverse world
- Care for the environment and our planet

Camden's continued commitment to young people saw the Council and its partners undertake a review of the activities for young people in the borough in 2021 with a view to developing a new offer. The voice of young people, youth workers and other professionals has led to a number of key recommendations that the Council will be taking forward. This includes developing a skilled workforce able to respond holistically to diverse needs of young people; developing a diverse offer for young people across a range of settings; and increasing the power young people have and amplifying their voices. In Camden we are inspired by the creativity, talent and insight of all our young people and we are determined their voices are heard in making decisions about their future.

Sadly, violence also extends into our communities and too many young people have died on Camden's streets as victims of knife crime or other violence. Each life lost, life-changing injury or event is a trauma to families, friends and communities. Everyone in Camden is clear that the safety and wellbeing of our young people is of urgent importance.

Building on the work of our Youth Safety Taskforce and the Safer Camden Network, as a community we are taking a systemic and grassroots approach to tackling and preventing youth violence and risk to young people. Everyone is committed to continuing this work to protect young people and support them into an adulthood where they are not just safe, they are also happy and thriving.

Domestic violence and abuse has been referred to as a shadow pandemic, and it has increased during the COVID-19 pandemic, nationally and in Camden. It has a terrible impact on children within families. Camden wants to prevent and tackle domestic abuse – ultimately to eradicate it in our borough. Investment in achieving this goal continues, as does work across the entire system with the Council, communities and partners joining forces to make a difference.

Camden is passionate about helping families as we all need help sometimes, whether it is because of debt, or trauma, or having to make difficult choices. Help should be given with acceptance, compassion and rooted in trust and care. Help comes in different ways and from different places – friends, family, communities and many different Camden organisations.



How we can make change together

Community

- Our Camden young people are supported to be a generation of leaders and changemakers – leading their communities and creating a better future for us all
- Ensure there is an education system for children after they leave school at 16 years old that works for all learners, connects people into good jobs and addresses the skills needed for the future. Achieving this will involve a collaboration between businesses, higher and further education
- Take a whole community approach to youth violence – empowering parents, teachers, and young people to tackle the roots of exploitation and violence

Partnerships

- Ensure Camden schools provide an excellent and inclusive education that will challenge the education gap and give opportunities to all children, young people and their parents
- Create Opportunity Centres to facilitate learning beyond the school day, developing a proposal for a school-led network of high technology learning venues across the borough operating at evenings, weekends and holidays
- Make sure our schools are rooted in their communities – connected to estates and businesses and institutions which call Camden their home– providing the best opportunities for children and supporting our teachers
- Make sure schools, streets, parks, and estates support good health for all children and tackle health inequalities from a young age
- Ensure communities work together to support families, parents and children that are more likely to be isolated and experience loneliness
- Launch Camden's new Special Educational Needs and Disability (SEND) strategy to ensure children and families are receiving the best support from health services, schools and the Council
- Work with the Police to tackle Violence Against Women and Girls, with work underway on shared priorities on both DVA and women's safety in public spaces, including culture change, training and data
- Invest in and support Camden's youngest residents to live in good health. Camden's Joint Health and Wellbeing Strategy is focused on preventing social inequalities and poor health from emerging later in life

Council

Now and in the short term we will...

- Ensure there is a good, local school place available for every Camden child and a nursery place for those who need one
- Give young people in our care the best opportunities and support that Camden has to offer
- Build on the strengths of our parents and children and communities, to wrap support around the whole family going through difficult times and help them to a more stable future
- Provide support to families that recognises intersectionality and the unique experiences of discrimination that they might have had

...and in the medium term we will

- Use all our powers to address family overcrowding and support children to grow up in decent homes
- Build on our Youth Safety Taskforce by continuing to invest in trauma-informed services
- Reduce the number of children and young people living in poverty
- Ensure families feel supported, safe, and resilient
- Ensure families are supported to stay in Camden and build a life and connections into our communities

The change we want to see in the longer term

- All young people have the best start in life, from their early years to the point where they move into the right work, training, or higher education for them
- Our education system provides the best education for all Camden young people
- All children and young people are protected from harm, and feel safe in their homes and on our streets



Achieving our ambition: Camden Challenge

Everyone is safe at home and safe in our communities

What would it look like to create public spaces and a wider community environment that keep people safe and tackle the root causes of violence?

Being safe at home, on the street, at school or university, in the workplace or on social media – is an essential part of being able to fully participate in society. Being or feeling unsafe affects people's health, employment and income, opportunities, and relationships.

Many people, organisations and communities have the power to tackle violence, harassment, and abuse to create a Camden where everyone is safe wherever they go and whatever they do.

This includes parents and carers, friends and neighbours, schools and education institutions, youth and social workers, the police, businesses, and those involved in the night-time economy including TfL.

We have learnt a lot about how we can collaborate to tackle youth safety, about the importance of trauma-informed support, and services led by and for communities who are most at risk of experiencing these issues. We want to apply this learning and work differently around wider issues of community safety, working together to tackle these complex challenges, identifying areas we can take a joined-up approach in a way that positively impacts all our residents.

During the pandemic and particularly during lockdowns, too many people were not safe at home and were experiencing domestic violence and abuse – some of whom were tragically murdered. So many people across our community are committed to change and tackling gender-based violence and misogyny.

We have heard from residents and partners about tackling violence in the home, street harassment and abuse as well as workplace discrimination and pervasive gender stereotypes that limit everyone's opportunities and futures.



Achieving our ambition: Camden Mission

By 2025, every young person has access to economic opportunity that enables them to be safe and secure

Over the past year, we have been working with our partners and communities to understand how we can create opportunities for young people. We started by imagining what our life would look like if in 2025 every young person aged 16 to 25 is in work, training, or education, that enables them to grow and fulfil their ambitions.

What if we lived in a borough where every young person has access to opportunities that make them safe and secure? Where young people's talents and ambitions translate into secure employment or entrepreneurialism, and where young people form a wide network of relationships that support them to grow and develop into their adult life?

Camden is home to huge opportunities for young people, with sector-leading public services, a rich community of youth activities, and exciting global and local employers. And yet, not all young people have access to these opportunities – or can translate their ambitions and talents into opportunities that help them to be safe and secure.

We want to create a borough where every young person can access and create opportunity – regardless of their background or identity and where value of caring responsibilities are recognised and appropriately compensated. We know that 16 to 24-year-olds were disproportionately affected by the lack of employment opportunities caused by the pandemic, and that young Black people were particularly affected. Now is the time to act to reverse this growing inequality.

Young people, businesses, the Council and other partners must work together to make this happen. Camden's vibrant community and its arts, technology, business, and academic sectors can together create the space, resources, and opportunities for young people to realise their full potential and shape how they want to live – now and in the future.

Our Mission achievements over the last year include:

- Working hand in hand across Camden's partnerships and communities to explore how we will reduce barriers to opportunities for young people, as well as put young people's voices at the heart of the plans we make.
- Publishing Building Back Stronger – Camden's Education Strategy to 2030, aiming to equip our young people with education that will allow them to be happy, successful, engaged, and inquiring citizens of the future.
- Developing a new Camden Youth Offer to ensure that sport, leisure, music, arts, culture and employment and training opportunities are accessible to all young people in Camden.
- Developing a new, comprehensive employment offer for young people entering the workforce, co-designed with young people and partners.
- Putting young people at the heart of decision making. The Council has been working with Landsec to co-design the O2 redevelopment plan with young people, building on the model of working with young people as Young Citizen Scientists in the Euston area redevelopment.

**Camden's local economy
should be strong, sustainable
and inclusive – everyone
should have a secure
livelihood to support them
to live a prosperous life**

Together we want everyone in Camden to be able to access and benefit from all the opportunities provided by our thriving local economy, and businesses including global enterprises that have chosen to put down roots here. The Knowledge Quarter, clustered in Camden, is the most dynamic and diverse innovation district in the UK and will see significant change and opportunity for growth over the next decade with the redevelopment of Euston.

Traditional approaches to local economic development have focused on supporting business growth and trying to capture the benefits it creates so that residents can access economic opportunity. However, it is not just the private sector that creates wealth. We believe that it is created by the people and institutions who make Camden their home, the historic investment of public funds, and the creative, connected appeal of the borough as a place to live and work.

An inclusive economy recognises that wealth is created by the citizens and institutions which make the social fabric of the borough. Everyone should be able to benefit from the wealth they have helped to create and have a stake in how our economy develops, whether that's through access to good work, opportunities to grow a business, community facilities or a direct financial benefit. We need to develop new levers like public wealth funds which reflect the reality of how wealth is created, capturing and distributing it to reflect this reality.

Supporting our local economy to grow in this way will lift everyone up because it will create value and opportunities for everyone. But our local economy must serve out ambitions as a borough, playing a central role in delivering equality and justice for Camden, creating good jobs, and helping to tackle the climate emergency, which every business has a responsibility to support. All institutions in Camden can play their part, looking at how they spend money across their supply chains and using their assets in a way that furthers these ambitions, supporting good quality jobs and affordable workspace to support small and micro businesses.



Camden is home to many anchor institutions, which are large organisations rooted in a place and connected to their communities – including universities, local authorities, hospitals, and big businesses. They can help to actively grow Camden’s flourishing and vibrant economy – by employing local people and spending money locally. We want to do more to bring these institutions together to shape the future of our economy, provide good quality, accessible jobs to local people and provide social value – whether that be work experience opportunities for young people or providing people power or funding to support local voluntary or community projects. In Camden, we also want to set out what we expect of our businesses – as neighbours, community members and employers.

In close collaboration with local businesses, employers, residents, and workers, we want to shape our local economy, so it provides and enables good jobs, paying well but also providing people with agency and dignity recognising that supports their wider wellbeing. Good Work Camden provides bespoke support for people who often face the biggest barriers to finding and keeping a well-paid, stable job – including young people, disabled people and parents or carers without affordable childcare. Together with businesses, partners and residents, the programme explores how residents can be better supported into, and thrive within, good work as well as helping employers to improve the quality of jobs in our economy and improving productivity.

We know that people in good work and employment are likely to be happier and healthier. But we also know that people who are disabled or who have long-term health conditions can experience barriers preventing them from accessing good work. Flexible working ensures that those with caring responsibilities can access good work. Additionally, the pandemic has shown that too many people work in jobs that offer little or no protection – with insecure or short-term contracts, no access to sick pay, no protection from discrimination and changes to pay and conditions that are out of their control.

Our achievements



Since April 2020, **1,200 people** have engaged with Good Work Camden initiatives, including our Neighbourhood Job Hubs, apprenticeships, and construction skills teams, and 900 people have been supported into work, with others to starting businesses or continuing their education.



Camden STEAM partnership (Science, Technology, Engineering, Art and Maths) has brokered commitments between Camden schools and businesses like Google and Facebook to make sure Camden’s students can learn and benefit from the opportunities on their doorstep. Since 2020, **333 Camden children** have had virtual work experience with a Camden STEAM employer.



Since 2018, around 8,000 people have been supported into learning opportunities, through the borough’s Adult Community Learning Programme, with **1,160 disadvantaged and vulnerable adults** being supported in the last year alone.



The Council has supported local businesses and high streets through the pandemic, making over **22,300 grant payments** at a value of almost £150m, as well as providing advice on how to work safely.

Camden’s **Renewal Commission** was established in 2020 as a collaboration between the Council and University



College London to develop ‘mission-led’ solutions to help achieve a fair, sustainable economy and address the inequalities we have in Camden.



These issues are defining characteristics of work for too many people so we must do everything we can to prevent these issues becoming entrenched and widening inequalities even further. The interaction of work with the national welfare shapes individual and collective experiences and outcomes in London's labour market, often denying them the stability and agency to thrive and contribute to the economy.



A growing economy must be underpinned by an education and employment system that addresses inequality and systemic barriers to good work and helps people to develop skills for progression

at any point in their career. And young people must not face additional barriers to getting good jobs because of the pandemic on their studies or early employment opportunities.

Our Education Strategy, Building Back Stronger, sets out a plan to create a local school system that benefits the most disadvantaged pupils and gives them the best start in life, while preparing them to access the job and learning opportunities Camden has to offer. Our schools and Camden Learning Network will provide Opportunity Centres – spaces to facilitate learning beyond the school day that addresses the education gap but also opens the shared resources of Camden to support our young people.

As part of the Building Equal Foundations Programme, the Council has worked with Black Pound Day to understand the systemic barriers preventing business people from Black, Asian, and other ethnic communities from becoming entrepreneurs. Together we have considered how we can open up access to advice, skills, and seed funding, and through this work, we want to support residents from Black, Asian, and other ethnic communities into positions of leadership.

Our high streets, markets, culture and creative makers and producers, and Camden small businesses are critical parts of helping create a fair, just, and sustainable local economy. The pandemic has accelerated existing trends in retail and leisure, and we want our high streets to adapt to support entrepreneurship, a vibrant day and night time economy and an accessible arts and culture sector.

Our commitment to strong economic growth as a way of reducing inequality remains vitally important. We need to take this a step further and create a more inclusive economy that supports our net zero ambitions, creates good work, and creates the conditions for businesses to thrive.

Achieving our ambition: Camden Challenge

Everyone can get the support they need to avoid debt and be financially secure

What if Camden residents at risk of or already experiencing money problems received timely advice and support to avoid debt and get back on their feet?

In Camden, an increasing number of residents are struggling with money worries and debt – with many being forced to borrow money from unethical lenders like payday loan companies to be able to afford essentials. Even relatively small amounts of debt can push people very quickly into financial difficulties, which damages their credit rating and prevents them from accessing regular lending. We know that poverty and debt results in long-term harm to individuals, families and communities – impacting wellbeing, mental health, and community cohesion.

Supporting Camden residents to avoid debt and increase their financial security is a complex issue that requires a mix of short, medium, and long term collaborative approaches working alongside our partners and the community. But tackling this issue provides a golden opportunity to improve the lives of so many residents now and in the future and will be vital in tackling inequality.



How we can make change together

Community

- Work with businesses, higher and further education, and schools to campaign for a fully funded education and skills system that supports people to access good jobs in growing sectors
- Work with other local authorities to argue for employment support rooted in neighbourhoods and communities that supports people to overcome complex barriers to work
- Work with partners in the health and care system to provide good quality jobs and career opportunities for local people in our health and care sector
- Campaign and work with a range of businesses and their founders to diversify business leadership in Camden, and support the next generation of innovators

Partnerships

- Advise and support new businesses and existing businesses to transition to the future economy – low and no carbon, moving away from a make-use-dispose business model
- Support more affordable workspace coming forward in our communities to support a vibrant and diverse small business community
- Develop a strategic policy environment which has clear expectations of institutions and businesses operating in Camden to support residents to be able to find and secure good work
- Support a Camden-wide movement of continuous learning, sharing, and gaining knowledge. Built on the expectation that everyone has knowledge to give and share and contribute to Camden's collective curiosity.

Council

Now and in the short term we will

- Help our residents find good quality work through Good Work Camden and its neighbourhood jobs hubs, that enables all residents to live secure and stable lives
- Provide person-centred employment support for communities where there are disabled people and those with long term health conditions
- Focus resources on supporting people furthest from the labour market into good work
- Provide affordable workspace and market space in Camden and use this to support new and diverse entrepreneurship
- Provide access to seed funding and start-up loans for those traditionally locked out of finance
- Be the best partner to new and existing businesses and support them to succeed
- Make clear what we expect of businesses in Camden in terms of good jobs, community engagement and participation
- Develop a framework to support the growth in quality, flexible work across the borough which allows people to work, manage caring responsibilities and health conditions

How we can make change together (continued)

Council

...and in the medium term we will

- Use our own role as an employer to create good jobs, good apprenticeships, and good progression opportunities for Camden residents – recognising we want our workforce and leadership to represent the diversity and energy of Camden's communities
- Help people build the capabilities they need to access good jobs in Camden, through our schools and Camden Learning, adult education, and skills programmes, including preparing young people for the opportunities Camden's economy offers (STEAM)
- Support our high streets and markets to remain vibrant and dynamic community centres
- Ensure jobs created are good and accessible to Camden residents and that we maximise social value when we buy goods and services

The change we want to see in the longer term

- All businesses and their employees are part of Camden's communities, ensuring we all work together to make a thriving and inclusive economy which benefits all
- Camden's markets and high streets are vibrant and diverse, providing space for new business, good jobs and supporting the arts, culture, and night-time sectors
- Camden creative and cultural businesses continue to grow, innovate and challenge – keeping Camden at the cutting edge of creative practice and thinking
- All work in Camden is good work: providing the pay, security and flexibility and opportunities for progression that support people to thrive
- Our local economy is sustainable and supports our net-zero ambitions
- The welfare system provides a safety net to help people navigate times of crisis, and support is tailored to an individual's strengths
- No one is digitally excluded from learning, working and participating in our community
- Everyone is able to pursue lifelong learning
- Camden is the best place in London to do business and start a business, with the infrastructure needed to start and grow here.



Achieving our ambition: Camden Mission

By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation is ready to follow

Over the past year we have been working with our partners and the community to understand how we can promote diversity in places of power across the borough.

We started with imagining what our life would look like in 2030 if business, voluntary, and public sector leaders across Camden are as racially and ethnically diverse as and representative of Camden's population? And where young people from underrepresented communities are better supported on their leadership journeys?

There is a growing movement of people in Camden leading transformational change in representation, inclusion, and equality. We want to imagine, design, and create a future where people from all ethnic backgrounds in Camden are represented in leadership roles and positions of power across the borough.

Our Mission achievements over the last year include:

- Working to support Black-owned businesses and creatives.
- Developing a virtual work experience programme, offering training and mentoring to support children from Black, Asian and other ethnic communities into STEAM job and work experience opportunities and reviewing the Council's recruitment process.
- Setting up a group to diversify school governorship and reviewing the curricula of Camden schools with Black Curriculum.
- Camden Collective supporting start-up businesses, including many with diverse founders, by providing free workspace in vacant buildings, including access to networks and support to help them thrive.
- Local Globe has initiated regular Blackout days they spend time assessing progress to build an organisational culture of equity, and the Wellcome Trust is working on becoming an anti-racist and an anti-ableist organisation.

**Camden actively tackles
injustice and inequality,
creating safe, strong
and open communities
where everyone can
contribute**



Camden's determination over the last four years to create safe, strong, and open communities where everyone can contribute has paid off. We wanted everyone to have a voice and we wanted no one to be left behind.

Camden's drive towards active participation has made the voice of our communities stronger. We now have communities where civil action and social action means everyone has an opportunity to influence change. And the Council plays a stronger community leadership role with all of its elected members representing the views of residents in their wards.

The Council has ensured the voices of people in Camden have shaped the borough's approach to climate justice and health and care integration through citizens assemblies. We put lived experience at the heart of council policy and service design and this has informed our bottom-up approach to developing the Camden Missions.

The Council and Camden's voluntary and community sector have come together to support wider civic society and innovation. In 2021 we established the We Make Camden Kit, which gives money and support to Camden residents and community groups who have great ideas for their communities. A diverse panel of Camden residents decide who receives funding and there are already many inspiring projects underway that demonstrate the capacity and potential of communities to make meaningful change. This initiative provides the framework for a deep partnership with our communities that will provide many practical benefits and opportunities that will help to support a thriving economy.

Investing in shared public spaces has brought people together to find new ways to hand over power and resources to Camden's communities. Much of the Council's work over the past few years has demonstrated the value of giving residents the opportunity to be active in their community and giving them a voice.

Our achievements



The Council has invested £3.2m each year in Camden's **voluntary and community sector**, and a further £1m per year in advice partners.

The Council has committed £1.5m to put new **digital infrastructure** in our libraries and have invested in new technology and equipment to support digital inclusion across Camden.



Camden Women's Forum has led independent research which informed recommendations to tackle gender inequality in the workplace and violence against women and girls. The Council has endorsed these recommendations and is taking steps to implement them.

The **Safer Camden Network** tested ways of working to develop community-led approaches to tackling youth and community safety, and created local approaches independently recognised as good practice.



Camden's **'community conversations'** programme has ensured the lived experience of residents continues to influence the development of our neighbourhood-based approach to community safety and tackling anti-social behaviour.

In 2019 Camden piloted the 'Think and Do' space in Kentish Town – a community space designed and run by residents in response to their desire for the Council to do more to enable community groups to work together – in this case to tackle the climate emergency. Think and Do has grown and spread across Camden – bringing people together for clothes swaps, community kitchens, growing gardens, education sessions, and a "library of things" for people to share and reuse household tools for building and repair work.

Our Number 19 neighbourhood space developed an empty building into a thriving space for people to test out ideas, projects, and events, working collaboratively with local groups, residents, and partners to build neighbourhoods that work for everyone. It hosted an array of inspirational changemakers including food cooperatives, a community kitchen and a student social entrepreneurship hub. It also hosted Camden's first community fridge and community laundrette.

Across Camden voluntary and community organisations have deep relationships with the communities they serve and deliver essential services. We are committed to learning from them and building on the stronger and more equal partnerships we built throughout the pandemic. This means taking a true partnership approach to solving the challenges we face in Camden that recognises their strength comes from their diversity and independence.

Actively tackling injustice and inequality sits at the heart of our shared vision for Camden. We identify ourselves proudly as a diverse community that is an open and welcoming borough. The pandemic revealed the depth of injustice and inequality that has been created by systemic racism, discrimination, and structural injustice. And it has shown how COVID-19 continues to disproportionately affect residents from Black, Asian, and other ethnic communities.

Camden is committed to being an anti-racist borough, which includes playing a leadership role to tackle structural injustice and inequality in all its forms – building equal foundations for all our citizens that provide a strong platform for everyone to participate in the social and economic life of our borough.

The pandemic not only highlighted the poverty and inequality, it deepened it. Tens of thousands of Camden residents can't afford food, heating and other essentials because of the structural barriers they face – the high cost of housing in Camden, lack of access to decent paid work and an inadequate welfare system. We are committed to using the levers we have locally to tackle poverty in our borough.

The pandemic also highlighted the importance of digital inclusion. Before COVID-19 it was already clear that digital inclusion was a major contributor to societal inequalities, and the pandemic has made tackling the digital divide even more pressing. With more of our lives moving online, and access to free Wi-Fi in public spaces becoming more difficult, households without adequate digital access are increasingly at risk of social and financial inclusion.

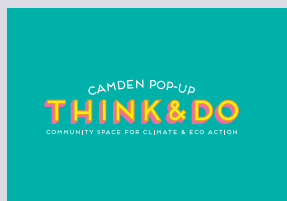


Our achievements



Camden Giving, in collaboration with the Council, established the We Make Camden Kit - which gives money and support to Camden residents and community groups who have great ideas for their communities - £160,000 of funding was made available in the first year.

A range of initiatives across the borough have helped bring communities together and aid community activism, like **Camden's Think and Do** space in Kentish Town, and the **Number 19** neighbourhood space.



Camden's Community Safety Partnership has supported the development of the Metropolitan Police Force's Trust and Transparency Plan, responding to resident concerns on the disproportionate use of police powers.

Digital inclusion and food poverty are areas we are focused on to build coalitions and take shared action, but we remain clear that to solve these issues we need to take on the root causes of poverty in Camden from housing to employment.

We want our communities to be safe and keeping everyone safe is a collective responsibility. Residents want to know their neighbours, feel safe and secure in their homes and on our streets. Important to this is actively preventing and tackling crime, such as drug dealing,

harassment, anti-social behaviour, and working with the Police and our communities to make our estates, streets and public spaces safe for everyone.

Our residents have told us they are concerned about violence against women and girls – whether this is domestic violence in the home, street harassment, or abuse online. Our residents have also told us about hate crimes. We believe Camden is No Place for Hate and no one should experience isolation, segregation, marginalisation, harmful practices, intolerance, hate, the denial of rights, prejudice, violence or terrorism.

We are determined to help to protect those most at risk of harm to help them stay safe and free from exploitation, and we do this working as part of a community of care where we look out for each other. We will work to actively address harm and risk in the contexts in which it occurs, prioritising people's welfare, wellbeing, independence, consent, and power for everyone.



How we can make change together

Community	<ul style="list-style-type: none"> • Challenge all forms of discrimination: systemic racism, ableism, gender-based discrimination and misogyny, homophobia, and transphobia • Use all our collective resources to tackle and address the systemic roots of disproportionality and inequality • Ensure that everyone has the opportunity to participate in the community
Partnerships	<ul style="list-style-type: none"> • Work together to recruit locally and diversify leadership • Work together to embed anti-racist practice at the heart of Camden organisations and their workforce strategies • Work together to continue to tackle crime and anti-social behaviour, and find new ways to reduce violence towards women and girls
Council	<div> <div> Now and in the short term we will... <ul style="list-style-type: none"> • Ensure our public spaces, public buildings and Council-led developments reflect the shared history, culture and diversity of Camden • Continue to invest in the capacity and innovation of Camden's voluntary and community sector – supporting them to lead change in and with communities • Invest in services for victims and survivors of domestic abuse • Create ways for all Camden citizens to get involved in their community – as a volunteer, in designing services or in giving feedback on how we are doing </div> <div> ...and in the medium term we will <ul style="list-style-type: none"> • Use our planning and highways powers to shape public spaces to be safe, accessible, and welcoming for everyone – designing equality, connection, play and community into our streets, estates, and neighbourhoods </div> </div>

The change we want to see in the longer term

- Camden is an anti-racist borough, and all our services and partnerships address inequality and injustice
- No one in Camden experiences barriers, disadvantage, harassment, or violence because of racism or systemic inequality
- There is no place for domestic violence and abuse in Camden
- People can contribute to their communities and have a say in decisions about their lives and neighbourhoods in a range of ways, and strongly shape the way public services are delivered
- Camden's voluntary and community sector is resilient and responsive to resident needs, working with a range of partners to deliver innovative programmes that work closely with people to improve their lives

Achieving our ambition: Camden Challenge

Everyone in Camden can access and be part of a digital society

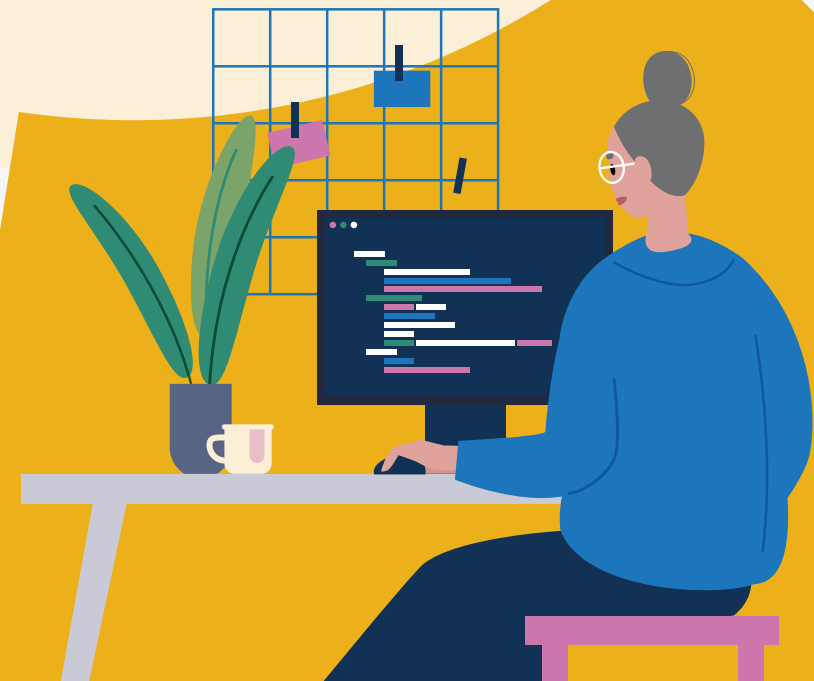
What if everyone in Camden had the tools, skills, and access to participate in the digital world – whether applying for jobs, paying bills, having a civic voice, communicating or being part of social networks.

Internet access is a basic human right and having digital skills – including the ability to use the internet and access to a computer or another digital device – is vital to get by. Without these things, it's difficult to do things that many of us take for granted – like staying in touch with loved ones, accessing online banking, booking a GP appointment or other healthcare services, or accessing work or education.

Before the pandemic, it was already clear that digital exclusion was a major contributor to inequalities, putting people at risk of social and financial exclusion. The pandemic brought this into sharp focus – with many children unable to access school lessons or elderly and vulnerable residents unable to connect with loved ones.

Everyone in Camden is concerned that all these issues are widening existing inequalities – and we all agree that enabling everyone to have the tools, devices, spaces, and skills to fully participate in online life is a social justice issue.

Camden has a large and vibrant technology sector, with some of the world's biggest and most powerful companies calling Camden their home. They must contribute to helping us to tackle this issue.



Achieving our ambition: Camden Mission

By 2030, everyone eats well every day with nutritious, affordable, sustainable food

Over the past year we have been working together with partners and the community to understand what it would take to ensure that people in Camden have access to nutritious, affordable and sustainable food. We imagined what our life would be like if in 2030 every person in Camden ate well every day, with good quality, affordable food that is good for them and the planet.

What if everyone in Camden ate a healthy, nutritious, and sustainable meal every day? Where food supply chains are sustainable and create local opportunities? And where food nourishes us to lead long, healthy, and happy lives and helps sustain the planet?

We know that to do this we need to tackle the deep-rooted causes of food insecurity – by improving access to good quality work, housing, and decent pay. We know that for older people, disabled people and carers, food insecurity can be especially challenging.

A growing movement of people in Camden are working towards a future where everyone has dignified access to healthy and nutritious food every day. We want to create a future where food has a fundamental positive impact on everyone's wellbeing – and can do so long into the future.

Our mission achievements over the last year include:

- Camden is focused on improving the access and quality of food in Camden's primary, secondary and special schools. Cooperation Town is leading work in collaboration with the Council to set up food cooperatives to help residents access lower-cost groceries and food while making use of good quality, surplus food that might have gone to waste.
- Voluntary sector partners and the Council are also working together to develop a new approach to sharing data about what residents need help with. This will help make better-informed decisions and offer targeted services, including wrap-around support, to those experiencing food poverty.

**Camden communities
support good health,
wellbeing and connection
for everyone so that they
can start well, live well,
and age well**

In Camden, too many people are living in poor health for too many years of their lives and the gap in healthy life expectancy between the poorest and richest parts of the borough is too wide. Poorer residents are expected to die around 10 years earlier than those who are better off - this is unacceptable.

The pandemic has amplified existing health inequalities and had a damaging effect on our communities. People continue to feel the impact of COVID-19 and it continues to impact many people's mental health. Many of us have experienced periods of anxiety, depression, social isolation and trauma, while some also grieve for loved ones who have sadly lost their lives. Many people also had mental health conditions before the pandemic, which they are still living with. We know that this is a big challenge but we are committed to help everyone recover – both physically and mentally – from this most difficult time.

Our health and wellbeing is determined by a wide range of factors, including our lifestyle and behaviours, the communities we live in, and the experience and quality of our local services. It's also influenced by our education, housing conditions, local environment, and whether we have good quality well-paid jobs that we find fulfilling. People living in poverty often experience structural disadvantage in more than one of these areas, which impacts on their life chances and ultimately leads to poorer health and shorter lives.



Tackling these injustices and reducing the gap between our richest and poorest residents requires everyone to act differently, channelling our collective efforts to connect with residents deep in our most disadvantaged neighbourhoods and communities. This means working closely with our partners – including the NHS, healthcare professionals, our voluntary and community sector and many others. Together we are integrating health and care services so that no one has to explain their situation more than once, while encouraging healthy behaviours and working with local people to improve their local environment. In some cases, this will mean handing over power to those that are best placed to make the changes.

In Camden we want to make our borough the very best place to grow up, live a healthy life, and age well with dignity and independence. Everyone should be able to contribute to their community and lead a full and active life regardless of their age, ability, and social background. Our social care services are built on the principle that people are the experts in their own lives and that they have many of their own strengths and resources that, when nurtured, can help them to stay independent and live a good life. This sits alongside our focus on safeguarding and ensuring we provide the right support to those adults at risk of harm.



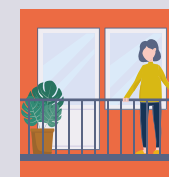
Our achievements



In 2019, Camden opened its **first Centre for Independent Living** at the Greenwood Centre, led by and for disabled people and run by Camden's voluntary sector.

The Council has built **38 new affordable extra care flats** with a range of shared facilities

at Charlie Ratchford Court for people with a range of care and support needs, to help enable them to maintain their independence for as long as possible.



834 people have been **supported to live independently** in their homes through assistive technology.

1,168 children and parents have attended Camden's families for life and family kitchen programmes to learn about **cooking healthy food**.



4,271 people who live and work in Camden have been **supported to quit smoking**.

70 family group conferences have been held to support people to access care from family and friends and remain independent.



32 Camden residents have become **Community Champions**, helping to share health messages and promote health services to their neighbours and communities.



We also want to support good health across the whole population and make the healthiest choice the easiest choice. Whether it's by encouraging more people have healthy diets, to walk or cycle, or by providing better access to sports and physical activity, we want to create the conditions that support good health and wellbeing. This also means helping people find good work opportunities and more suitable housing for their families, as well as supporting older people make friends, build quality relationships, and avoid loneliness and social isolation.

The pandemic has shown us what can be achieved when we pull together to care and support for the people in our community. Together we have helped people access food and supported people to make the transition

back home after a stay in hospital. Our local health and care system has demonstrated an ability to adapt and come together with communities to create better outcomes for local people. We have also supported the NHS-led COVID-19 vaccine rollout – by supporting NHS-led vaccine pop-up events and launching a COVID-19 community vaccine bus for Camden in collaboration with the NHS to help everyone in our community to get vaccinated.

We have also listened to residents through the Camden Health and Care Citizens Assembly and embedded their expectations within our new Health and Wellbeing Strategy.

As we recover from the pandemic, the Council will build on this momentum, providing local leadership and ensuring residents' voices are at the heart of everything we do. Making real and lasting change will require a radical approach, focused on preventing ill health and tackling poverty - with individuals and communities, the NHS, voluntary sector, businesses and others all rallying to the cause.



Achieving our ambition: Camden Challenge

No one in Camden is socially isolated and without the means to connect to their community

How do we work across Camden to support meaningful connections, friendships, and a collective sense of belonging?

During the pandemic, we saw our communities coming together like never before – delivering food to neighbours who were shielding or self-isolating, checking in with each other and donating laptops and digital devices so people could keep in touch with loved ones. We have all been connected by our shared experience of COVID-19 and doing everything we can to protect each other.

But we were also separated – by lockdowns, by closed schools, universities, workplaces, places of worship, community centres and other community settings. At Camden's Health and Care Citizens Assembly, residents said that one of the most difficult parts of the pandemic was feeling separated from others – it exacerbated people's feelings and experiences of loneliness, and prevented them staying connected to their friends, family, and community.

Loneliness is an individual experience – but social isolation is a result of the ways in which we live as a community and a society. Some people and families are more likely to be isolated – by poverty, by disability and barriers to accessing services and opportunities, by physical and mental health, or by drug or alcohol issues. All these issues deepen existing inequalities and put more people at risk of harm. Being connected to a community, feeling a sense of belonging, being able to socialise and build friendships and relationships are critical to our individual and collective wellbeing.

Camden wants to reduce social isolation and the harm it causes while thinking about how we can create neighbourhoods, communities and places that support connection. We want Camden to be a place that actively welcomes everyone, helps people develop existing connections and build new ones, and sees and supports people who are lonely to find connection. We know we will need the networks, connections and ideas of everyone in Camden to ensure everyone belongs, feels welcome and part of our community.



How we can make change together

Community	<ul style="list-style-type: none"> • Support one another to feel part of the community and a sense of belonging, sharing information about local support, networks and services when needed. • Work together within our communities to tackle social isolation; supporting neighbours to build connections and friendships when desired. • Community Champions play a greater role within their communities to promote health and wellbeing, and encourage others get involved.
Partnerships	<ul style="list-style-type: none"> • Prioritise prevention and work to deliver services closer to home and within the community. • Support people to look after their own health, build on their personal strengths and actively engage in their local communities. • Support people who are furthest from the labour market, including disabled people and people with long-term health conditions, to gain good quality opportunities and employment – including in the health and care sector. • Take collective action to reduce social isolation and support people to build quality relationships and friendships in the community. • Make sure that all children are healthy and ready for school by age 5 and improve the take up of childhood immunisations across Camden.
Council	<div> <div> Now, and in the short term we will <ul style="list-style-type: none"> • Ensure accessibility and inclusion are at the heart of how we design and deliver services. • Ensure that everyone who needs support receives personalised care that builds on their own strengths and enables them to stay independent for longer. • Integrate health and care services in Camden so that no one has to explain their situation more than once. • Offer advice and support to residents experiencing poverty and debt, and aim to address the harm and risk caused by poverty. • Work to ensure that carers, both formal and informal, are connected to the community and get the support that they need. </div> <div> ...and in the medium term we will <ul style="list-style-type: none"> • Work with the health and care system to put health equity at the centre of all our services. • Support the health and wellbeing of our learning community through the ethos, curriculum, and practices of school life. • Focus our resources on preventing poor health for those who experience the highest levels of deprivation and disadvantage. </div> </div>



The change we want to see in the longer term

- Our neighbourhoods support and improve good population health, and our services come together to support wellbeing in our communities.
- Everyone in Camden eats well every day, with good quality food that is nutritious, affordable and sustainable.
- Everyone knows how to take charge of their own health and wellbeing, and be encouraged and supported to keep active, eat well and stay healthy .
- Everyone has access to the services they need to keep themselves well.
- Camden communities come together to tackle social isolation and improve connectedness.
- Everyone has access to the help they need to manage money and avoid debt.
- Older and disabled people are able to live fulfilling, connected and empowered lives.
- Our neighbourhoods support and improve good population health, and our services come together to support wellbeing in our communities.



Everyone in Camden should have a place they call home



Housing is vitally important to nearly every aspect of people's lives. Since the start of the pandemic, many people have had to use their home to work, study, exercise, socialise and build a family. This has created pressure, particularly for big families or those living in shared accommodation. For some, home can be stressful, unsafe, cold, or crowded. Where you live can make or break your physical or mental health.

Everyone deserves a safe and affordable place they call home. However, housing in Camden is some of the most expensive to rent and buy in the UK, and there are not enough truly affordable homes for everyone. The shortage of decent and affordable housing of all types and tenure is forcing people to move out of Camden – and many people who've grown up here can't afford to stay when they come to start a family.

We are not building enough homes to meet the needs of our communities now and in the future, which increases housing costs for everyone. High housing costs mean people are more likely to get into debt, to cut back on essentials like food or heating, or to live in overcrowded or poor-quality homes. And housing benefit does not provide enough to meet the costs of having a decent home in Camden, putting people at risk of losing their homes at a time when they most need support.



Overcrowding, unstable housing and poor quality housing all have an impact on mental and physical health – and a disproportionate number of Camden families living in these conditions are from Black, Asian, or other ethnic communities. We also know how important it is to ensure that older people and those living with impairments have accessible and appropriate housing.

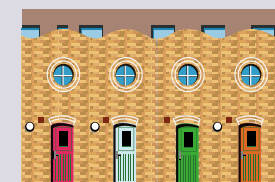
Camden residents facing discrimination or hardship are more likely to experience homelessness or sleep on our streets during their lifetime. This includes people with money or debt worries, those with long term health issues, people who identify as LGBTQ, people experiencing domestic abuse or people with drug or substance issues.

The experience of homelessness and rough sleeping is disempowering and isolating and puts people at risk of their health deteriorating further when they lose their support network – whether that be friends, family, colleagues, their GP or their local community. Homeless people – including those experiencing or at risk of rough sleeping – also face significant barriers to accessing support, services, and opportunities.



The **Council has prevented** 633 families and 1,184 single people **from becoming homeless** since April 2018, and supported 492 families into settled private rented homes (as of October 2021).

Since 2018, Camden has **built 327 new homes** including 219 new Council homes through our Community Investment Programme.



The Council has issued **2,982 licences to landlords** for Houses with Multiple Occupation (HMO) schemes, improving conditions for an estimated 11,828 tenants, and issued £1.6m in fines for rogue landlords since 2018.

The Council has invested £28.8m in buying back 61 Council homes to **support homeless families** since 2019.



The Council has invested £43m to deliver **fire safety works** in our buildings since 2019, and plan to spend a further £59.5m over the next 5 years.

To tackle these issues, homes need to be more than affordable. We want to work with private landlords, housing associations and housing cooperatives – to improve the quality and sustainability of housing. The right housing increases wellbeing and independence and enables people to connect with their neighbours, and get involved with the local community. Our homes are part of our neighbourhoods. Living in Camden means access to local jobs, good schools, green and open spaces, arts and culture.

The Council has built over 1,000 homes of all types and tenure over the last 10 years. This includes: the first council homes to be built in a generation, providing children with their own bedrooms and families with living space; private rented homes for public sector and key workers and families on middle incomes; new hostel accommodation providing homeless people with private and secure space; high quality homes for sale that enable residents to put down roots in our vibrant and diverse communities.

But we do not have enough money to build the additional housing we need in Camden. To achieve this, we need to work with developers, housing associations, landlords, the Greater London Assembly and Mayor of London, community land trusts and others to build new homes and invest in the homes we already have by making sure they are fit for the future.

Through our social housing, Camden Council plays a big part in the lives of our tenants, estates, and communities. Council homes are an important part of connecting us into the wider Camden community and to services and support. We understand the importance of investing in council homes – to make them warm, sustainable, secure, and accessible.

For Camden, providing council housing is more than just providing people with a home. We see our housing services as the gateway for people to thrive, forming a big part of a wider family of services that provide early help and support at the point when people need them. To do this our housing services need to be responsive, dealing with everyday issues like repairs, quickly and effectively, and integrating key services that shape residents' experiences of our estates and neighbourhoods.

The private rented sector, which is the most accessible type of housing for people earning average wages, can be insecure, expensive and of poor quality. While we do as much as we can to support private renters who are struggling with these issues, as a council, we only have limited powers to support private renters. We often receive limited information from tenants who are at risk of being evicted. Renting can be safe, secure, and high quality, and provide good homes for individuals and families where there is effective regulation and control of housing cost, quality, and the option to rent your home for the long term.



Achieving our ambition: Camden Challenge

Camden has enough decent, safe, warm, and family-friendly housing to support our communities

What would it look like if all Camden residents had access to housing that supports good health, enabling individuals and families to flourish?

Housing is an issue that touches every part of people's lives and too many people in Camden and across London do not have a safe, secure, and long term place to call home. Instead, families live in overcrowded homes, young people are "sofa surfing", renters are getting into debt because of increasing housing costs and too many people can't afford their dream of owning their own home. These issues mean that too many people are at-risk of or experiencing rough sleeping or other forms of homelessness like living in temporary accommodation.

There is a lack of affordable and well sized housing options in Camden. This is either forcing families to move elsewhere – which we believe is strongly impacting the decreasing number of babies being born here – or it means families are living in overcrowded conditions, which has a knock-on impact on health, wellbeing, education and so much more.

Many people also want to improve the sustainability of their home – whether that's to reduce their energy bills, to play their part in tackling the climate emergency or both.

We don't hold all the power though and many people and organisations have a role to play in creating a better housing system that supports people to be healthy and safe and supports families to flourish in Camden. This includes the developers who build, the government which holds the funding for new council housing and the powers to regulate the housing and planning system, housing associations, landlords and renters' unions.



How we can make change together

Community	<ul style="list-style-type: none"> Camden's tenants' movement, communities, activists, and partners will campaign for change in the housing sector to secure more funding for councils to build more homes, and more funding for genuinely affordable and sustainable homes to be built by housing associations, community land trusts and others Campaign to reform the welfare system so that benefits reflect the true cost of having a secure, decent, and safe home in Camden, as well as the cost of living Campaign for funding for councils and homeowners to make homes warmer, well insulated and carbon neutral Campaign for powers for councils and Government to regulate and control the private rented sector – its quality, affordability and stability 	
Partnerships	<ul style="list-style-type: none"> Encourage Camden-wide investment in retrofit and making our Camden homes sustainable Work with housing associations, registered social landlords and housing cooperatives to ensure that social housing stock in Camden is of a good standard 	
Council	<p>Now and in the short term we will</p> <ul style="list-style-type: none"> Increase the supply of genuinely affordable, family-sized, and social rented homes by building as many as we can ourselves Use all our powers to compel and facilitate more organisations to deliver more affordable, high-quality, family size housing in Camden Focus our social housing resources to support those most in need in Camden, address overcrowding and improve people's health and wellbeing Reduce rough sleeping by investing in homelessness prevention, outreach and a "housing first" model – continuing to buy back our council homes to house homeless residents 	<p>...and in the medium term we will</p> <ul style="list-style-type: none"> Support our estates to be at the heart of communities – supporting them to be hubs at the centre of networks of services, community groups and resident activity Use our powers to license the private rented sector in Camden with a focus on holding landlords to account in providing safe, decent, and secure homes

The change we want to see in the longer term

- There is enough affordable housing to rent or to buy in Camden to meet the needs of our community
- All homes in Camden are safe, warm, and sustainable
- People and families renting homes have security and stability
- Homes are accessible and adaptable to meet people's needs, whether that is enabling people to raise a growing family, or grow older independently
- Nobody is sleeping on the streets in Camden



Achieving our ambition: Camden Mission

By 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity

Since the start of 2021, Camden's partners and communities have been working together to understand how we can ensure all of our homes, estates and neighbourhoods are healthy and sustainable. We started by imagining what our life would be like if the places we live helped to achieve our potential rather than acted as a barrier.

We know that life can be different depending on where you live in Camden. This includes how our surroundings make us feel, our sense of connection to our neighbours and our local area, the services we access, how we travel around, our ability to meet others and the opportunities available to us.

This difference was highlighted by COVID-19 and raised the challenge: what would it look like if our homes, neighbourhoods and estates enabled us all to live happy, healthy, fulfilling and sustainable lives, no matter where we live in Camden?

The place we call home should help us live our lives and how these places are designed, managed and lived in should reflect that. This means the look and feel of estates should inspire and uplift everyone and bring a sense of pride and community. Their management and how services are delivered should be shaped by and respond to the needs and priorities of those who live there. And life on estates should

provide opportunities— a sense of belonging and connection, with spaces inside and outside for creativity, learning and activity.

The challenge for Camden is how we can build and develop healthier and sustainable communities that supports everyone to achieve the best in life, without being held back. We want all our neighbourhoods to support everyone to be healthy, to achieve their wellbeing and self-fulfilment and collectively, to meet and exceed our climate action goals.

Our Mission achievements over the last year include:

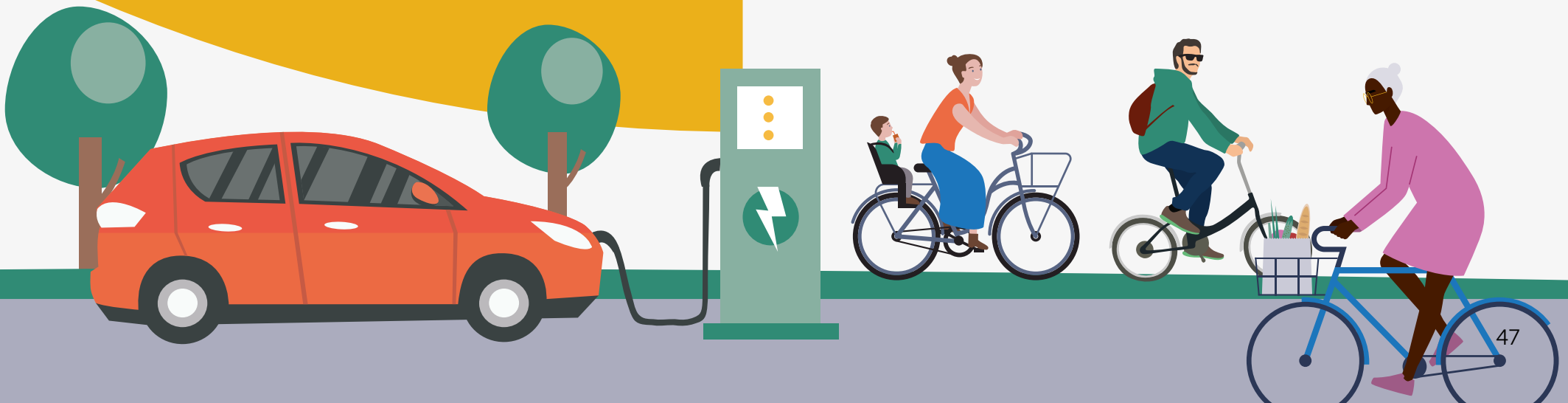
- Exploring opportunities for more local participation with residents, thinking about community spaces and bringing underused spaces back to life. These initial areas of focus are providing the essential infrastructure that will help us to achieve the mission's objectives over the medium to long term.
- Examples of emerging projects include: Camden's first Participatory Budgeting pilot at Hilgrove Estate, resident-led co-design of public space at Denyer House, estate assemblies, and a new programme to bring the Council, partners and community together to revitalise and bring under-loved spaces back into use.

Camden should be a
green, clean, vibrant,
accessible and sustainable
place with everyone
empowered to contribute
to tackling the climate
emergency

Camden is a unique place. People feel a deep sense of pride walking around Camden and want to preserve the borough's identity as a place of creativity, diversity, and opportunity. But everyone is deeply concerned about the climate emergency and the impact it's having on all of our lives, including the toxic air that threatens everyone's health and wellbeing and extreme weather, which impacts the liveability of Camden.

We are proud of Camden's public spaces and want to ensure that they support the health and wellbeing of everyone who uses them. That means everyone working together to keep them clean, safe and accessible. It also means being tough on those who disrupt our streets with fly tipping and making sure council services are responsive in keeping our streets clean. We will work with the community and local businesses to trial new ways to increase recycling and improve the cleanliness of our streets.

Our parks and open spaces are especially important for everyone's health and wellbeing because they provide a place to exercise, socialise and reflect. Trees, plants and greenery help to keep our air clean, cool our neighborhoods down and help to tackle the climate emergency.



Our achievements



Camden held the UK's first **Citizens Assembly** on the climate emergency. Their recommendations shaped Camden's Climate Action Plan, which launched in April 2019.



Camden made a decision to commit to achieving the World Health Organisation's **air quality targets**.



More businesses joined Camden's Climate Change Alliance, and it launched the Camden Climate Pledge, which commits businesses to working towards **net zero carbon emissions** by 2030.



Camden has developed its first ever **Biodiversity Strategy**.



The Council has switched corporate and school buildings to **100% renewable energy**, and 90% of streetlamps have been switched to energy efficient LEDs.



More council resources have been invested into **tackling fly-tipping** across the borough.



Camden has added **170 new cycle hangars**.



The council has invested in **planting extra trees** across the borough, increasing the annual programme from 400 to 600 new trees a year in 2021/22.



Camden has introduced **27 Healthy School Streets**, 112 Low Traffic Streets in our neighbourhoods and trebled the length of the cycle lane network.

Our Biodiversity Strategy 'Making space for nature in Camden' sets out a vision for how we will make Camden a place where nature thrives. It is the first part of an ecological plan for the borough in response to the declaration of a climate emergency. We will achieve this by establishing a local Nature Recovery Network and a new Action Plan, which will be developed and delivered in collaboration with organisations across Camden in a Camden Nature Partnership.

We need to adapt to meet the climate challenge that faces us, work to address the causes of the climate emergency and work toward becoming a net-zero Camden. We must also ensure that we are supporting and protecting those most vulnerable to the impacts of climate change because we know that the climate emergency is disproportionately affecting residents living in poverty – including the impact of pollution on peoples' health and the increasing cost of energy bills.

So many people in Camden – including businesses, residents, and communities – are committed to working together to achieve net zero carbon emissions in Camden by 2030. That means supporting people who live, work, study and visit Camden to actively contribute to tackling the climate emergency in all aspects of their life. It means ensuring that all of Camden's buildings are energy efficient, comfortable and fit-for-purpose for a zero carbon future.



It means minimising waste and maximising recycling – shifting the borough towards a ‘circular economy’, which means encouraging everyone to reuse, recycle and repair as many things as possible – from washing machines and kettles to clothes and furniture. It means considering how we can adapt public spaces to encourage and enable health and sustainable travel options – like walking and cycling. And we want to ensure that businesses, anchor institutions and partners are operating responsibly and embedding the need to tackle the climate emergency throughout their operations. That includes supporting our high streets and markets – making the most sustainable choice the easiest and best for our local economy.

We want to enable and support this community energy, and ensure that businesses, anchor institutions and partners are playing their part in changing the way we live, travel, work and spend. Together, we need to ensure that we shape and manage the future of Camden to be a place that is greener, cleaner, healthier, and happier. We want everyone in Camden to commit to improving our shared environment, ensuring that everyone knows how they can contribute, and that even a seemingly small contribution can make a big difference – like taking a reusable bag shopping instead of picking up plastic bags.



Achieving our ambition: Camden Challenge

Camden's local economy tackles the climate emergency

What would it look like if Camden used its leverage in the local economy to confront the scale and depth of the global climate challenge?

We want everyone who contributes to our economy – including employers, workers, jobseekers, anchor institutions and our wider communities – to help shape and direct our thriving local economy in a way that contributes to our ambition to achieve net zero carbon emissions by 2030 while continuing to support good work and equal opportunities.

The climate emergency is also a justice issue – poor air quality and extreme weather events will cause the most harm to the most disadvantaged. Together, we must ensure that changes we make to our communities and our economy are shaped by everyone and do not risk making existing inequalities worse.

And we want to do this in a way that integrates environmental health, social equity and thriving businesses to benefit everyone – now and in the future.



How we can make change together

Community	<ul style="list-style-type: none"> • Play our part in tackling the climate emergency and supporting a fair transition to a low or no carbon economy that doesn't widen existing inequalities • Progress grassroots community activity that works to mitigate and adapt to the climate emergency and support Camden transitioning to a low and no carbon economy 	
Partnerships	<ul style="list-style-type: none"> • Organisations in Camden will embed tackling the climate emergency throughout their operations, building on Camden's Clean Air Initiatives • Support sustainable consuming through our markets and high streets – reusing, recycling and repairing • Invest in art and creativity in our public spaces 	
Council	<p>Now and in the short term we will</p> <ul style="list-style-type: none"> • Make it easy for our residents to reuse, recycle and repair goods • Continue to invest in active travel – and continuing to improve public spaces to encourage more people to walk and cycle, and to make our streets more accessible • Invest in our parks, streets, and open spaces as places for socialising and improving health and wellbeing • Be a low waste borough with communities and individuals recycling waste, reusing more products, recycling more materials, and working with businesses to reduce the use of packaging and plastic • Invest in tackling fly-tipping across Camden 	<p>...and in the medium term we will</p> <ul style="list-style-type: none"> • Look for opportunities to re-wild and green Camden, restoring land to its natural state and planting more trees and plants to support biodiversity • Support our schools to teach children and young people about sustainability, building on our schools' Climate Charter • Meet the World Health Organisation's air quality targets

The change we want to see in the longer term

- No one experiences poor health because of the air that they breathe in Camden
- Walking, cycling and public transport are accessible to everyone and the best way to get around Camden
- Building and development contributes to making Camden open, accessible, and attractive for everyone
- Camden is the most sustainable borough in London, leading the way with a 'circular economy' that focuses on reusing, recycling and repairing
- Our parks and open spaces are exciting, welcoming, and safe, providing places for people to exercise, improve their health and wellbeing, and by providing a place for families and communities to come together

