

LONDON BOROUGH OF CAMDEN	WARDS: All
REPORT TITLE Cabinet Member for Health, Wellbeing, and Adult Social Care: Annual Report 2025	
REPORT OF Cabinet Member for Health, Wellbeing, and Adult Social Care	
FOR SUBMISSION TO Health and Adult Social Care Scrutiny Committee	DATE 9 September 2025
SUMMARY OF REPORT This is the annual report of the Cabinet Member for Health, Wellbeing, and Adult Social Care. This report presents the strategic landscape for health and adult social care in Camden. It details a range of transformative initiatives across services and partnerships which are helping to ensure the Council meets its residents' needs and delivers services in line with the Council's strategic aims and vision for the borough. Local Government Act 1972 – Access to Information No documents that require listing have been used in the preparation of this report. Contact Officer: Clarissa Torres Cabinet Officer London Borough of Camden 5 Pancras Square London N1C 4AG 02079744132 clarissa.torres@camden.gov.uk	
RECOMMENDATIONS The Committee is asked to note and comment on the contents of the report.	

Signed: 

Councillor Anna Wright
 Cabinet Member for Health, Wellbeing, and Adult Social Care
 Date: 28 August 2025

1. Purpose of the Annual Report

This annual report provides an overview of the activities and achievements of the Cabinet Member for Health, Wellbeing, and Adult Social Care over the past year. It summarises key initiatives and strategic priorities aimed at enhancing health services and promoting wellbeing within the community. The report is presented to the Health and Adult Social Care Scrutiny Committee to fulfil constitutional requirements for accountability and transparency, ensuring that stakeholders are informed of progress made in addressing the health and care needs of residents and reducing inequalities.

2. Introduction

- 2.1 As Cabinet Member for Health, Wellbeing, and Adult Social Care, my role includes leading Camden's commitment to fostering healthy living and ageing well, addressing social determinants of health, advancing our population health approach, and supporting mental health and independence for disabled residents. Over the past year, we've focused more on making health equity a core part of how we plan and deliver services, showing our commitment to reducing long-standing health inequalities.
- 2.2 The landscape of health and social care remains complex and rapidly evolving. My leadership aims to unite the council, NHS, and community organisations through strengthened partnerships, innovative service models, and relational care. This year, we expanded cross-sector collaboration, notably enhancing integrated community-based teams that provide tailored support closer to residents' homes. Our shared mission is clear: better physical and mental health for all Camden residents, with a particular emphasis on empowering those facing the greatest barriers.
- 2.3 Safeguarding remains a fundamental priority. We have launched new initiatives to enhance safeguarding awareness across all sectors, reinforcing that safety, dignity, and respect are non-negotiable rights. Our adult safeguarding protocols have been strengthened through improved training, streamlined reporting systems, and closer alignment between health, social care, and community agencies to protect vulnerable individuals more effectively.
- 2.4 Throughout 2024-25, our commitment to prevention and early intervention has translated into expanded community outreach programmes, proactive health screenings, and mental health support embedded in everyday services. We have deepened our partnerships, including with local voluntary groups and residents themselves, to co-design services that truly reflect community needs and priorities. This approach has fostered a more inclusive, responsive system of care.
- 2.5 This year's report highlights the resilience and adaptability of Camden's Adult Social Care and public health services amid rising demand. The continued implementation of the Supporting People Connecting Communities strategy has been complemented by a focus on workforce

development and wellbeing, recognising that staff are the backbone of high-quality care. We remain committed to co-production, with residents playing an active role in shaping policies and services through various forums and advisory groups. Camden's voluntary and community partners have also played a vital role in supporting recovery and building community resilience.

- 2.6 Looking ahead, we will continue our journey towards a healthier, more equitable Camden. This means not only addressing immediate health and social challenges but also tackling the root causes of inequality and building systems that are sustainable, inclusive, and responsive to the needs of all residents. Together, we can ensure that everyone in Camden has the opportunity to thrive, no matter their background or circumstance.

3. Supporting Healthy and Independent Lives Through High Quality Services, Innovation, and Transformation

- 3.1 Building on last year's progress, Camden's approach to supporting healthy and independent lives remains focused on empowering residents and strengthening our community. Despite ongoing challenges, we have continued to deliver high-quality adult social care by prioritising collaboration, responsiveness, and innovation. This year's report reflects the work we've done to improve outcomes, support independence, and adapt to changing needs, ensuring our services remain effective and inclusive for all.

- 3.2 This section highlights key initiatives and progress made over the past 12 months within Adult Social Care (ASC).

Safeguarding

- 3.3 Safeguarding adults from harm, abuse, and neglect remains a top priority. As a statutory member of the Safeguarding Adults Partnership Board (SAPB), we ensure communities know how to report concerns and support staff and partners with training, resources, and supervision.

- 3.4 Key learning initiatives in 2025 included:

- *Employment and Skills Network* - Over 80 members trained on adult safeguarding, abuse types, financial exploitation, and modern slavery.
- *Notting Hill Genesis Housing* - Focused on self-neglect, hoarding, non-engagement, and tenancy sustainment.
- *Adult Social Care Commissioning* - Covered safeguarding's role in provider oversight and risk management.
- *Charlie Ratchford Court* - Supported housing staff trained on referral pathways and multi-agency collaboration.
- *Contact Camden* - Frontline Council staff trained on early identification and Care Act Section 42 criteria.

- 3.5 In December 2024, Dr Adi Cooper OBE was appointed as SAPB's new independent Chair, bringing extensive experience in Adult Social Care and leadership across multiple London safeguarding boards

Quality Assurance

- 3.6 In February 2025, following an inspection by the Care Quality Commission, Adult Social Care in Camden was the first Local Authority in England to be rated as 'outstanding' under the new framework.
- 3.7 This recognition highlighted Camden's strengths in equity, partnership working, safe systems, governance, and innovation.
- 3.8 Whilst Adult Social Care has taken great pride in the inspection results, we remain focused on continuous improvement, including strengthening resident and carer voices and enhancing support for people experiencing multiple disadvantages.

Transforming and investing in how we work and deliver support

- 3.9 There has been significant progress since last year's annual report update on **Adult Early Help (AEH)**, particularly in the Test and Learn phase.
- 3.10 The Test and Learn aims to explore how the Council can better support people who are currently under-served by our existing systems, including those who are experiencing, or at risk of experiencing, overwhelming challenges due to multiple and competing life stresses.
- 3.11 The AEH Test and Learn is being delivered by a dedicated team of four workers and one lead, supporting residents through a relational, strengths-based, and trauma-informed approach. Since becoming operational in November 2024, the team has delivered bespoke one-to-one AEH support to 21 residents, nominated through Council services and the Voluntary and Community Sector (VCS). Where AEH support was not appropriate, they have also offered consultation for an additional eight individuals, in collaboration with teams such as Family Early Help, Housing, and Domestic Violence services, to explore alternative forms of support. They have also hosted monthly drop-in sessions for council colleagues, offering advice and insights to support early help responses more broadly.
- 3.12 Alongside service delivery, the Strategy and Design, and Insights, Learning and Impact teams are leading the evaluation of both the pilot's impact on residents and the potential for wider organisational change. This includes regular Learning Hours (reflecting on practice and capturing insights), surveys and interviews, and feedback from residents receiving AEH support. Work is ongoing to develop sensitive and ethical ways to amplify more resident voices in the next phase of the evaluation.

- 3.13 Early findings from the Test and Learn point toward exciting and ambitious opportunities for positive change, including how the Council might reorganise existing resources to improve the effectiveness of support and create the necessary conditions to sustain it. To support this, additional workstreams within Adult Early Help have been scoped to run in parallel with the Test and Learn. This includes:
- Exploring what existing Council data could be used to develop early indicators for support - helping to prevent situations from worsening. This is informed by mapping people's experiences before and during AEH support into user journeys.
 - Co-creating a shared vision for the future of support and prevention, grounded in relationships and place. This has been informed by several workshops which bring together council colleagues and partners, particularly those working on Neighbourhood approaches, to reimagine what collaborative working, shared infrastructure, and collective resourcing could look like.
 - A new stocktake of the costs and capabilities associated with preventative activities across the Council led by Adult Social Care Prevention and Wellbeing, and Strategy Supporting People.
- 3.14 The **Supporting People Connecting Communities Accommodation Plan** continues to gather momentum as we refine our understanding of the long-term accommodation needs of people currently drawing on our care, and plan for residents who may require care and support in the future. This includes working across Children and Learning, Housing, and Adult Social Care to ensure our plan is 'all-age' and considers people across the life course.
- 3.15 This year, we have focused on identifying our priority areas for development to meet long-term needs. These 'all-age' priorities include the development of additional supported living services for people with learning disabilities and autism, to reduce the likelihood of individuals needing to be supported in adulthood outside of Camden and away from their families and networks. They also include increasing the supply of specialist accommodation for young people with complex needs.
- 3.16 As an example of what is possible through effective long-term accommodation planning, five people with learning disabilities will soon move into their own new, fully accessible flats with commissioned on-site support, as part of a wider housing development. This delivers on Camden's ambition to provide homes for all.
- 3.17 We are currently recommissioning our **Mental Health Supported Accommodation Pathway** following significant engagement with residents, health and social care teams, and other stakeholders. We heard a great deal about what matters most to people, and our new strategy aims to ensure that

the future services, due to start in 2026/27, will be strength-based, trauma-informed, and take a more proactive approach to addressing inequalities.

- 3.18 The synergies between this pathway and other services, such as the single homelessness pathway and the children and young people pathway, will continue to be explored to improve residents' access to, and experience of, specialist supported housing.
- 3.19 Recently, we expanded our **Camden Shared Lives** offer to include individuals accessing mental health services, and we are exploring how Shared Lives can help reduce the risk of homelessness for refugees and asylum seekers by providing a supportive home environment after a period of significant change and uncertainty.
- 3.20 Additionally, we reinforced our commitment to Shared Lives carers by agreeing to exempt them from Council Tax at the February 2024 Cabinet meeting. One year on from introducing the Council Tax exemption for Shared Lives carers, we're proud to say the initiative has been a success. We've implemented it across the board, navigated the complexities of delivery, and most importantly ensured that carers are receiving the exemption as agreed.
- 3.21 We have also developed a new approach to supporting residents with hoarding behaviours, enabling them to live safely and independently in their homes. This strategy was crafted with input from residents and colleagues across Adult Social Care, Housing, Mental Health practitioners, Environmental Health, pest control, and waste services to redesign the existing support. Beginning in early 2025, we are delivering a deep-clean, decluttering, and therapeutic support service for individuals with hoarding behaviour through a new trauma-informed, person-centred, and 'Team Around Me' multidisciplinary approach. The services will include therapeutic support, training, and peer support to enhance understanding of hoarding behaviour and address the root causes alongside our residents.
- 3.22 The number of residents drawing on **Care and Support at Home**, primarily homecare and reablement, continues to grow year on year in Camden. In 2024/25, 1,709 Camden residents received care within their homes, representing a 10.9% increase compared to 2023/24. The number of people accessing reablement services also rose by 8.1%, from 1,267 in 2023/24 to 1,369 in 2024/25.
- 3.23 Previous data analysis comparing projected need for care-at-home services in Camden with actual figures for 2024/25 shows that the current increases are higher than expected. As a result, officers have focused on developing a commissioning strategy that looks to the future, embraces a strengths-based approach, and aims to prevent or delay the need for care-at-home services.
- 3.24 Work that began in early 2024 has continued, exploring new ways to support residents, enhance service quality, and improve the working conditions of the hundreds of care workers who live and work in Camden.

3.25 A number of specific activities have taken place during 2024/25 to build solid and sustainable care-at-home services. These include:

- Direct awards of care contracts: Care and support at home contracts were directly awarded to current neighbourhood-based homecare and locality-based reablement providers for a further 18 months from 1 April 2025. This provides stability while the commissioning strategy is further developed.
- Reduced reliance on spot-purchased care: Use of spot-purchased homecare has been reduced in favour of contracted services (41% for homecare and 27% for reablement). This shift enables officers to focus on quality with a smaller, dedicated group of local providers.
- 'Test and learn' projects: A series of pilot projects have been developed with each contracted provider to trial new ways of working. These aim to identify models that offer the best quality care for residents and improved working conditions for staff. The learning from these pilots will inform the future approach to care and support at home.
- Developed a model for intensive and person-centred support via an in-house care and support service. The team has been supporting around 15 people and is collating information on resident experience of the pilot over Summer and Autumn 2025.

3.26 Examples of initiatives being tested with care providers include:

- A therapy-led approach in reablement to better support residents in regaining independence.
- Co-location of Focus Carelink reablement and homecare services with the East Integrated Neighbourhood Team, fostering closer working relationships with Adult Social Care and Community Health teams.
- Trials of relational and trauma-informed approaches in homecare and reablement.
- Protected time for care workers to come together as peers, building support networks and offering a shared space for reflection.

3.27 Hartwig Care has been working with FORA (our commissioned design agency) to facilitate a care worker forum. Running for over a year, the forum has led to the development of a new induction pack for staff, online cooking videos to support culturally relevant food preparation, and cooking sessions at Charlie Ratchford Court with care workers and residents, enabling meals to be more tailored to residents' preferences.

- 3.28 Officers provide programme support to each provider and facilitate monthly network meetings where providers share updates on their new ways of working and learn from one another. Interim reports for these pilots are due in September 2025. Officers have also designed surveys for staff and residents participating in the pilots to help establish shared outcomes that support learning across provider partners and inform the commissioning strategy.
- 3.29 Proposals for the future Care and Support at Home approach will be presented to Cabinet in December 2025 for approval. It is anticipated that services will be realigned with the integrated neighbourhood footprints, foster a learning culture aligned with Camden's values and strategic priorities, and move away from the use of zero-hour employment contracts.
- 3.30 A Care and Support at Home Learning Event will be held in Autumn 2025, involving everyone who has contributed to the project so far. The event will celebrate the work to date, with the aim of establishing a biennial forum that offers care workers and enablers opportunities to feel more connected to, and valued by, Camden Adult Social Care, Members, and residents in their key roles within social care.
- 3.31 As part of our ongoing commitment to improving housing and community support for residents, we are also advancing innovative care models within the **Camden Learning Disability Service (CLDS)**. This work reflects our broader ambition to create more inclusive, person-centred approaches that enhance quality of life and promote independence. Increasing the number of people with a learning disability in paid employment, voluntary work or training was one of the key priorities for CLDS in 2024/25, and continues to be for 2025/26.
- 3.32 People in paid employment fell to 2.8% during the pandemic. Our CLDS Work Ready Coach and Learning Disability (LD) Job Hub Advisor initiatives have resulted in an increase in employment over the last 12 months, rising to 4.3% in Q3, with an overall target of 6% by the end of Q3 2025/26. Three people gained employment in 2023/24, and a further four people gained employment in 2024/25.
- 3.33 Currently, 20 more people with learning disabilities across Camden Learning Disability Service (CLDS) and Children and Young People Disability Service (CYPDS) are being supported into paid, voluntary, and other work opportunities, with 31 more awaiting intervention from the Work Ready Coach and LD Job Hub Advisor.
- 3.34 The Skills for Work Programme, an eight-week training programme, has been developed for people supported by Camden Learning Disabilities Services and the Work Ready Coach service. It includes interactive group sessions designed to encourage connection and friendships, covering topics such as money management, workplace skills, staying safe, and recognising 'mate crime'. All sessions use easy-read presentations and activity sheets,

with language and teaching methods tailored for people with learning disabilities.

- 3.35 The Travel Training Programme, a four-week group course, has been developed and consists of two classroom-based sessions covering topics such as road safety, independent travel, and route planning using Google Maps. This is followed by two practical sessions where the group travels together to a free, local venue - such as an art exhibition at a library - using the route they planned.
- 3.36 Our LD Job Hub Advisor provides advice and guidance on reasonable adjustments, including compiling an adjustment passport one-pager to be shared with employers. The LD Job Hub Advisor also offers hands-on, in-work support when appropriate and is trained in systematic instruction, a specific technique used to teach people with learning disabilities complex work tasks.
- 3.37 The LD Job Hub team collaborates closely with social workers, support workers, local organisations (such as Unity Works and Good Work Camden advisors), and others, working hand-in-hand to ensure a holistic and well-rounded experience for residents. This collaborative approach has led to successful volunteering placements, job opportunities, training placements, and more, ensuring residents receive comprehensive support. Taking a neighbourhood approach, the team co-locates at the Greenwood Centre every Wednesday and meets residents in community locations to engage with them where they are.
- 3.38 As we continue to improve support for people and reshape our models of care, it is just as crucial to acknowledge and strengthen the essential role that carers play in people's lives. The **Carers Action Plan**, launched in July 2024, aims to address the needs of adult unpaid carers, ensuring they have the resources, recognition, and support necessary to thrive. The plan focuses on developing targeted services and strategies that empower carers, enhance their wellbeing, and improve their overall experience while balancing the demands of caring with their personal lives.
- 3.39 To ensure accountability and track progress across its key areas, a Borough Partnership Carers Board was established, with its first in-person meeting held on 9 April 2025 at the Greenwood Centre. The session was jointly chaired by myself as Cabinet Member alongside unpaid carer, Wajidha Shamash-Din.
- 3.40 The inaugural meeting brought together 25 members from across the Camden Borough Partnership, including unpaid carers, local voluntary organisations, representatives from NHS trusts, the Integrated Care Board, Camden Council officers from operational and strategic teams, and Camden's Carers Champion and Chair of the Disability Oversight Panel, Councillor Lorraine Revah.

- 3.41 As part of the commitment to co-production and meaningful involvement, four carer Board members and a carer co-chair were selected to support the Board's launch and ongoing activity. Carer focus groups and continuous engagement with carers will continue to inform the implementation and further development of the Action Plan.
- 3.42 Key outcomes of the first meeting included agreement on the Board's Terms of Reference, governance arrangements, and confirmation of the annual work programme. This programme, aligned with priorities identified by carers in the Action Plan, is organised into three workstreams: Information, Advice, and Communications; Mental Health (Carer Wellbeing and Connections); and Carers Conversations (Carer Life Cycle and System Navigation). The first quarter focused on establishing shared objectives, developing practice plans, and aligning with the Action Plan's priorities.
- 3.43 An Outcomes Setting Workshop was held on 5 June 2025, where Board partners agreed on outcomes and indicators to track progress across the workstreams. A task and finish group met on 26 June to advance the Information, Advice, and Communications workstream and plan next steps collaboratively. A full project team, including a Project Lead, Officer, and Support Officer, is in place to support co-production, embed the Board, and implement the plan, with Adult Social Care appointing a Carers Practice Development Lead Social Worker to improve carer-related skills and practice.
- 3.44 In April 2025, Camden Carers was commissioned, following a competitive tender, to deliver the borough's carers' support service. This new service includes enhanced support and a digital online provision under development. It aligns with the integrated neighbourhood model across health and social care and plays a key role in delivering the Carers Action Plan priorities. Additionally, short-term projects have been launched to better identify and support previously under-served carer groups in Camden.
- 3.45 Supported by Department of Health and Social Care funding during 2024 and 2025, three projects were commissioned with Forum+, Holborn Community Association, and Camden Carers to support LGBT+, male, and young adult carers. Further projects funded by Adult Social Care started in Spring 2025 with local community groups to improve health and care access for Somali and Bengali carers and those they support, advancing inclusivity in carer support services.
- 3.46 This year, Adult Social Care has continued to strengthen its collaborative approach by deepening partnerships with residents and communities, further enhancing our **Co-Production Framework** to ensure solutions are truly co-designed and impactful. Since launching the Co-production Framework in July 2024, we have worked closely with residents to deliver its action plan. We established three workstreams:
- Adult Social Care (ASC) Co-production Toolkit
 - Monitoring and Evaluating Co-production

- Co-production Training

- 3.47 In June 2025, during Co-production Week, we launched our ASC Co-production Toolkit. Developed with extensive input from both residents and staff (via polls and focus groups co-facilitated with residents), the toolkit offers practical guidance, tools, and tips to support effective partnership working. While designed for ASC staff, it has wider applications across services. We will continue to embed the toolkit and framework through dedicated learning sessions with ASC teams, commissioned and provider services.
- 3.48 In July 2025, we finalised our Monitoring and Evaluating workstream. Through monthly working groups with residents, we created a monitoring form to better understand who we are engaging with and how. Our evaluation approach looks at both the co-production process and its impact. We developed a project evaluation form for staff and residents to complete during and after projects, helping us capture successes, challenges, and lessons learned. It also measures alignment with our six guiding principles of co-production. To assess impact, we will conduct annual reviews using the Good Life Camden Framework, supported by colleagues from the Good Life Camden team. We will report on the progress in next year's report.
- 3.49 We are also finalising new co-production training for both staff and residents, developed with residents and Synergy members (Camden's Experts-by-Experience group for people with learning disabilities). Due to launch in September 2025, the training includes both theory and practical elements and aims to build a shared understanding of co-production principles and practice.
- 3.50 In March 2025, we began developing our approach to strategic co-production, which links to the priorities set out in the Co-production Framework - most notably power sharing, cultural growth, and addressing inequalities. While residents have been involved in many ASC projects, their input is not yet fully embedded in our decision-making processes. To address this, we have formed a reference group including people with lived experience and staff from across Camden. This group is guiding the discovery phase and will also help shape the community engagement phase, set to begin in September 2025.
- 3.51 We have been working with residents and colleagues across Camden through an IMPACT Network, which is focused on improving information and advice - particularly around getting help after a sudden change in physical or mental health. We are bringing together members from ASC and community organisations to map existing support and services. From this, we aim to take forward two key ideas: co-producing access maps and making better use of community spaces to share information.
- 3.52 We restarted Camden's Co-production Network in July 2025 as a partnership between ASC and the Participation team. The network aims to share knowledge, showcase current projects and ideas, and includes a co-

production 'surgery' where staff can support and advise each other, helping to strengthen our co-production community across Camden.

- 3.53 Linked to this, we have recently launched work on Ethics in Co-production and Participation. Colleagues from across Camden are working together to develop clear organisational standards that promote ethical, person-centred practice.
- 3.54 Finally, we presented our Reward and Recognition guidance at the Supporting People Connecting Communities Board in December 2024. This was approved by the board with plans to implement this as our council-wide approach, ensuring consistency when working with residents across the organisation.
- 3.55 In response to ongoing workforce challenges within social care, Adult Social Care (ASC) launched the **ASC Workforce Strategy** in 2024. The strategy outlines how we aim to make Camden the best place to work in adult social care and how we plan to build and maintain a strong, skilled workforce to meet the needs of people using our services, now and in the future. It covers not just our internal teams, but also staff in commissioned services, jointly funded roles, personal assistants, and those working in healthcare settings.
- 3.56 The strategy focuses on five key priority areas. Over the past 18 months, good progress has been made, with a number of actions completed, including:
- a. Tackling inequalities and supporting staff with protected characteristics
 - Joined the Social Care Workforce Race Equality Standards (SCWRES) in both 2024 and 2025
 - Delivered ad hoc inclusion training, including trans awareness and dyslexia awareness
 - Regularly reviewed reward and recognition payments to ensure fairness
 - Updated our ASC Communications Plan to raise awareness around staff support offers, wellbeing passports, and how to record protected characteristics
 - b. Learning, development, and progression
 - Carried out a learning needs analysis to identify and prioritise key areas for development
 - Commissioned new training (e.g., supervision training)
 - Created a new ASC induction programme for all new starters
 - c. Recruitment
 - Reduced agency use by requiring justification for long-term placements and offering agency workers regular opportunities to apply for permanent positions
 - Supported four staff members to start social work or occupational therapy apprenticeships

- Held an ASC recruitment open day in May 2025
- d. Staff wellbeing and recognition
 - Developed a flexible working framework, due to launch in Autumn 2025
 - Improved awareness of wellbeing passports among new starters
 - Carried out a supervision survey
 - Ran a “temperature check” with staff in Neighbourhood Teams
- e. Working with our commissioned providers
 - Delivered Negotiation Skills training to commissioners
 - Produced a podcast accessible to staff employed by commissioned providers
 - Brought in an external provider to support commissioned services with recruitment, retention, and learning and development

4. Health in all Policies: Camden as a Population Health Borough

- 4.1 Camden aims to become a population health-driven organisation, which means we consider all factors that influence people's health. By working closely together across all four pillars of population health, we can lay the groundwork to reduce health inequalities and improve overall health outcomes for our community.

Pillar 1: The Social Determinants of Health

Employment

- 4.2 Supporting residents in securing good employment is a priority of the Health and Wellbeing Strategy 2022-30, recognising that employment is a key social determinant of health. Over the past year, Camden's Health and Wellbeing department has worked alongside Inclusive Economy and Good Work Camden colleagues to develop and implement several pieces to improve the work and health offer available to Camden residents.
- 4.3 Significant progress has been made towards achieving these aims, including:
- In response to new and forthcoming national work and health programmes (WorkWell and Connect to Work), a multi-agency Place-Based Team (PBT) has been established. Comprising partners across Work and Health - including Inclusive Economy and Good Work Camden, the Health and Wellbeing Department, NHS, and Voluntary Sector colleagues - the PBT is working to ensure that new work and health programmes are effectively integrated into the existing offer, are informed by the best available data, and provide a space for partners to raise and resolve challenges.

- The Health and Wellbeing Department is also in the process of recruiting a Clinical Lead for Work and Health. Funded through Camden Health Partners, the Clinical Lead will provide primary care and clinical expertise on Camden's work and health offer, including as part of the PBT.
- Health and Wellbeing staff are also collaborating with Individual Placement Support (IPS) service providers, Talking Therapies providers, and Camden libraries to enable service delivery within library branches, recognising libraries as non-stigmatising, community-based settings.

Loneliness, Social Isolation, and Community Connectedness

- 4.4 Improving community connectedness and reducing loneliness among Camden residents is a priority of the Health and Wellbeing Strategy 2022-30 and a recognised challenge in We Make Camden.
- 4.5 Over the past year, the Community Connectedness and Friendships Working Group (CCFWG) has developed and delivered several pieces of work aimed at improving awareness and understanding social isolation, reducing stigma and improving staff capability to support those experiencing it.
- 4.6 Significant progress has been made towards achieving this strategic aim, including:
 - The delivery of several multi-agency partnership workshops on key topic areas, including befriending and accompaniment services. These workshops have identified challenges and opportunities around these services, as well as fostered connections between service providers.
 - Building on the learning from Ageing Better Camden, a webinar designed to equip front-line staff with the skills and knowledge to address social isolation continues to be delivered. The webinar has been provided to five LBC teams, including colleagues from Adult Social Care (ASC) and the Camden Community Mental Health Team, as well as a large number of Voluntary and Community Sector (VCS) colleagues and organisations through the Voluntary Action Camden (VAC) forum. The number of webinars delivered is planned to increase over the coming year.
 - The delivery and evaluation of the first phase of the Camden, Together communications campaign, aimed at de-stigmatising loneliness and offering a resource to help Camden residents identify and attend activities and services in the borough to build connections. The next phase of this campaign is currently being planned, drawing on analytics data from the first phase, and will likely focus on students.

- The Camden Connectedness and Friendship Working Group (CCFWG) is continuing to work with ASC colleagues to reduce social isolation among those receiving their support.

Homelessness System Partnership

- 4.7 In Camden, homelessness remains a significant challenge. Rates are higher than in other boroughs due to our central location, proximity to transport hubs, a severe shortage of affordable housing, and high living costs.
- 4.8 While there are respected services and strong partnerships in place, the support system - involving both council and external organisations - can be complex and difficult to navigate.
- 4.9 In 2022, the Homelessness System Transformation programme (now the Homelessness System Partnership) was launched to encourage collaboration across the system. It brings together the council, NHS, and voluntary and community sectors to improve access to services and support people to live fulfilling lives. Co-production, where people with lived experience of homelessness work alongside professionals, has been central to shaping this work.
- 4.10 In the past year, we have been embedding new ways of working and developing the programme in the following areas:
- *Strategy*: Supported the development of the new Homelessness and Rough Sleeping Strategy (2025–2030), which incorporates trauma-informed and person-centred approaches shaped by lived experience.
 - *Personal Passport*: Now widely used across the system, enabling people to share their stories and needs. Co-producers trained staff across all 16 hostels, and the tool is now built into service standards.
 - *Team Around Me (TAM)*: Over 200 people trained, and a network of TAM Champions now supports personalised, multi-agency working that puts the person at the centre of their own support.
 - *Trauma-Informed Practice*: A framework has been developed, supported by a learning community with regular workshops to help services reflect and improve.
 - *Commissioning Standards*: Co-produced standards are being used to shape future services, including outreach teams and hostels, with trauma-informed care as a foundation.
 - *Healthcare Access*: Ongoing collaboration with NHS partners has led to the appointment of a GP Clinical Lead and regular engagement with the ICB.

- *New Approaches:* Work is underway to launch a 30-bed Housing First scheme and develop gender-informed outreach models.
- 4.11 The programme has recently undergone an evaluation, highlighting improved collaboration, stronger service connections, and a more holistic approach to supporting residents. Stakeholders shared how the programme helped bridge gaps and foster a more coordinated system.
- 4.12 Co-producers, people with lived experience of homelessness, have been integral since the beginning. Their formal involvement ends in September, marking a healthy and planned transition. This creates an opportunity to reflect on their impact and to involve a wider, more diverse range of voices going forward.

Kailo Adolescent Mental Health Project

- 4.13 Kailo, a participatory research project launched in June, aims to address local factors affecting adolescent mental health. Building on a review of local evidence, it will run over 18 months, forming discovery and implementation groups to explore one or two opportunity areas identified by young people. The project seeks to deliver youth-led interventions and test the Kailo model of community action and system change within Camden. It is funded by UCL Partners and delivered by Camden's Health and Wellbeing Department in partnership with Citizens UK.
- 4.14 The launch brought together 30 colleagues from across Camden, including the NHS, council, education, research, and the voluntary sector. Attendees recommended around 60 more organisations to engage, to broaden the conversation around the social determinants of youth mental health and to ensure the project builds on existing local work and adds value.
- 4.15 Participants shared insights into the challenges young people face and the opportunities that could help them thrive. These included social, emotional, and environmental pressures that affect young people's sense of belonging and self-worth, alongside ideas for creating safer and more supportive communities.
- 4.16 By the end of September, the team will:
- Continue early discovery, including site visits and conversations with young people and partners, especially underrepresented groups. This phase will deepen our understanding of young people's experiences and build foundations for the next stage.
 - Map existing participation and empowerment initiatives in Camden to inform future collaboration and strengthen alliances around youth-defined opportunity areas.
 - Refine Kailo's system change objectives, working with stakeholders to define what realistic and meaningful change looks like in Camden.

- 4.17 Findings from this phase will inform the creation of small-circle groups in October, which will lead focused work on the selected opportunity areas. The final project report is expected in August 2026.

Adult Social Care Welfare Rights Team

- 4.18 Camden has a network of advice agencies, the [Camden Advice Network](#), which offers housing, immigration, and debt advice. In addition, the Council has three specialist internal welfare rights teams focused on benefits advice: in Housing, Children and Learning, and Adult Social Care. These teams work closely with the Camden Advice Network.
- 4.19 This update focuses on the Adult Social Care Welfare Rights Team, which supports residents unable to access mainstream advice services due to physical or mental health issues. Many are housebound or have caring responsibilities. The team offers a visiting service and helps individuals claim benefits, gather medical evidence, and challenge decisions where needed. Referrals come from professionals such as social care staff.
- 4.20 Last year, the Adult Social Care Welfare Rights Team helped 262 people claim nearly £2 million in benefits, including Personal Independence Payments, Attendance Allowance, Pension Credit, and Universal Credit. This income helps improve wellbeing, reduce financial stress, and give people more control over their lives.
- 4.21 The team also supports hospital discharge cases, often visiting alongside social care practitioners. One case involved a woman leaving hospital with no income; she was later awarded over £90,000 in backdated State Pension after being supported through the claims process.
- 4.22 A key focus recently has been helping people with managed migration from Employment and Support Allowance (ESA) to Universal Credit. Many long-term ESA recipients also use adult social care services and may struggle with the transition. The team has expanded capacity to provide tailored support, helping clients navigate complex systems and check entitlement to housing costs or transitional protection. While migration is expected to finish by December 2025, progress has been slow.
- 4.23 Nationally, an estimated £23 million in benefits went unclaimed in 2024 due to stigma, complexity, and lack of awareness. The team often sees cases where people reaching pension age lose income because they don't realise that they must reapply for entitlements like State Pension, Pension Credit, or Housing Benefit.
- 4.24 Finally, many residents have been contacting the team with concerns about proposed welfare reforms. Staff have been offering reassurance and clarifying that changes are not yet confirmed.

Indoor Air Quality

- 4.25 This year has seen strengthening collaboration between our health and wellbeing and environment and sustainability teams recognising the impact of environmental conditions such as air quality on health.
- 4.26 Air pollution remains the leading environmental risk to health both globally and in the UK. Camden is committed to becoming a borough where no one becomes ill from the air they breathe and was the first local authority to adopt the World Health Organization's air quality limits.
- 4.27 Camden's [Clean Air Action Plan 2023-2026](#) (CAAP) is our roadmap to achieving this goal. While local authorities are only required to address outdoor air quality, Camden has gone further by including indoor air quality in the CAAP. With most people spending 80–90% of their time indoors, and evidence showing poor indoor air quality disproportionately affects vulnerable and low-income communities, this focus is essential.
- 4.28 On Clean Air Day 2025, Camden Council officially became a signatory to the [Camden Breathing Better Charter](#). The Charter is a framework of 12 commitments across four themes designed to support employers and institutions in taking meaningful action to reduce air pollution from business-related activities and protect the health of employees and the public.
- 4.29 The Council has already taken strong action towards many of the Charter commitments through our ambitious air quality and climate programmes, but we recognise that further effort is needed across all areas to achieve our WHO air quality targets and realise the community vision of cleaner air for everyone. By signing the Breathing Better Charter, we have joined a growing network of more than 20 organisations representing a collective workforce of 32,000 Camden-based employees. Over the coming years, we will collaborate with this partnership to share expertise and experience and positively influence environmental and public health change.
- 4.30 In 2024/25, we expanded our [indoor air quality monitor loan scheme](#) to reduce waiting times for residents requesting to borrow sensors. Fourteen residents borrowed a sensor, with 49 more on the waiting list. Among those surveyed after borrowing, 75% reported knowing how to reduce their exposure to pollution, up from 50% beforehand.
- 4.31 Research published by the London School of Economics in February 2025, based on the Camden-supported 'Camden Household Air Monitoring Project' (CHAMP) project involving 258 households, confirmed that indoor levels of fine particulate matter air pollution (PM2.5) were often higher than outdoor levels, especially during the evening and in lower-income households. Use of air quality sensors helped residents reduce PM levels by 17%, mostly through improved ventilation, with the greatest impact seen in lower-income homes.

- 4.32 Building on this, Camden will launch a new indoor air quality programme in 2025/26, supported by the Health and Wellbeing Department. The programme will expand the monitor loan scheme, prioritise vulnerable households (e.g., children with asthma), and partner with NHS services. It will also include monitoring to assess health outcomes, such as reduced symptoms or medication use.
- 4.33 The '[Year of Clean Air for Camden Schools](#)', launched in 2024/25 with grant funding from the Department for Environment, Food and Rural Affairs (DEFRA), involved 4,000 children across 33 schools. The initiative included assemblies, lessons, and creative workshops focused on air pollution, including indoor air quality.
- 4.34 In 2025/26, this will evolve into a long-term school engagement programme, integrating education on clean air, climate, sustainable transport, physical activity, and respiratory health. Additionally, the CAAP includes a commitment to improve indoor air quality in workplaces. In 2025/26, Camden will explore ways to reduce pollution in commercial kitchens, supporting healthier working environments.

Pillar 2: Your Experience of Health and Care Services

Childhood Immunisations

- 4.35 Improving childhood immunisation rates continues to be a strategic priority for the Camden Health and Wellbeing Board, the Camden Borough Partnership, and the North Central London (NCL) Integrated Care System (ICS). Quality assurance and strategic action is channelled through our Camden Immunisation Group meeting that is co-chaired by Consultant in Public Health from Camden Health and Wellbeing Team and North Central London Integrated Care Board (NCL ICB) screening and immunisation lead. We review uptake on the delivery of various immunisation programmes with a focus on improving access, communication and training and engagement.
- 4.36 Published data on vaccine cover is reported quarterly for children who reached their first, second, or fifth birthday during the evaluation quarter. Continued improvement is evidenced in children aged 1 and 2 years, but challenges remain with those aged 5 years. Unpublished and live GP level vaccine uptake data for 0 to 5-year-olds is available from *HealthIntent* and shows us that a small number of practices in Camden have significantly lower uptake of routine vaccines for children aged 5. This may be due to data coding issues and/or practices struggling to recover from a backlog created by lock downs during the pandemic. The NCL ICB screening and immunisation team are arranging meetings with these practices to discuss issues such as capacity of administration staff and vaccinators and coding. Population health information collected during these meetings will be used by the health and wellbeing team to engage with communities with low uptake to find out how we can improve access and communication for them.

- 4.37 Across 2024/25, we held several workshops with our Somali community (10-12 attended each session), sharing information on MMR immunisation, addressing the perceived link between MMR and autism and an information session was also delivered recently on HPV vaccine by a Somali GP. Coproduced films were developed with Somali young people which were shared on social media, via Somali WhatsApp groups. The young people who took part in the programme said that they had a better understanding of vaccination and increased confidence in making decisions about vaccines.
- 4.38 We held coffee mornings at 9 primary schools that were attended by 53 parents and shared information about measles and the importance of MMR vaccine.
- 4.39 The Health Improvement Practitioner for children who are looked after (CLA), supported by the nursing team, have looked closely at the dynamic cohort of Camden CLA that were not fully immunised throughout the year, keeping qualitative data on the reasons behind delayed vaccinations; these were shared with CLA Team Managers and Public Health colleagues monthly to inform how targeted support was offered, in a joined-up way, as children and young people moved in and out of this cohort. This complex piece of work has been very successful, with immunisation rates steadily improving from 65% at the beginning of Quarter 1 to 80% at the end of Quarter 4.

Autism Strategy

- 4.40 In June, we ran a public consultation on our new Autism Strategy which will be considered by Cabinet for approval in September. This Autism Strategy is our co-produced vision and strategy for how we will reduce the barriers faced by Camden's autistic community and create a culture change across the system. This all-age Autism Strategy is focused on autistic children, young people, and adults in Camden. Our residents have told us that "we need to take a life-span approach as autism is lifelong, and the right support should be too".
- 4.41 Therefore, this strategy takes a life course approach, looking at how we can support autistic people to Start Well, Live Well, and Age Well under 7 key themes which have come from co-production groups and meetings. These are:
- Information and advice – having the information I need, when I need it
 - Health, wellbeing and independence – living the life I want, staying safe and well
 - Active and supportive communities – keeping families, friends, and connections
 - Flexible and integrated care and support – my support, my own way
 - When things need to change – staying in control
 - Workforce
 - Access, inclusion and equity across diverse identities

- 4.42 Our all-age autism strategy also complements other strategies and framework we have in Camden – our Supporting People Connecting Communities Strategy, our What Matters approach, our Planning Together work, our co-production framework, our Education Strategy, our Relational Practice framework, our Special Educational Needs and Disability Strategy, and our Adult Social Care and Children and Learning workforce strategies.
- 4.43 Camden’s autistic community has been at the heart of Camden’s work on autism. Feedback from autistic residents has informed the themes and content of this strategy. Camden’s work on autism began with a commitment to prioritise autism- and trauma-informed co-production with autistic adults and parents and carers of autistic children. This was a response to the historical lack of involvement of autistic individuals and their families in shaping the services that support them.
- 4.44 Our approach has been to work together and commit to meaningfully co-producing Camden’s autism strategy and implementation plan through ongoing partnerships and collaboration. We have learned how important meaningful co-production, creating safe spaces to build equal partnerships, a focus on wellbeing, and autism-informed and trauma-informed practice are to achieving the cultural shift we are working towards. Several advisory and co-production spaces, led by lived experience perspectives, have shaped the key messages.
- 4.45 Our ethos in the Camden Autism Strategy is about creating a culture change. We are committed to all staff in Camden working towards changing the way they understand, view and respond to the Autistic community. This is what we mean by culture change in Camden:
- Proactively seek to better understand autism, and celebrate autistic identities
 - Taking steps to make services and spaces autism-informed, person-centred, predictable, clearly communicated and visible
 - Continuously reviewing and addressing potential barriers to Autism inclusion

Improving Access to Cancer Screening

- 4.46 In July 2024, the final report of the Health and Adult Social Care Scrutiny Committee’s Screening and Prevention Panel was published, outlining system-wide recommendations for improving the historically low uptake of cancer screening in Camden. The report examined the underlying causes of low participation, drawing on current context, relevant literature, and interviews with local leaders and stakeholders.
- 4.47 Following the presentation of the report, a new Camden Cancer Screening Group was established by Health and Wellbeing, bringing together partners from across the council and the wider health system - including the North Central London Cancer Alliance and the voluntary and community sector

(Healthwatch Camden) - to improve cancer screening awareness and uptake.

- 4.48 The group's work has spanned several workstreams, including data, communications, targeted community engagement, and primary care engagement. For example, Healthwatch Camden has delivered a series of community events; Health and Wellbeing has hosted coffee morning sessions with the Somali community and provided training to community champions; a new local leaflet has been developed; there has been a series of engagement activities with primary care managers and GPs to highlight the data and emphasise their role in cancer screening (including communications to private GP practices); and cancer screening has been more actively promoted via the Camden Community Bus.
- 4.49 As part of efforts to improve cancer screening uptake among underrepresented groups, a targeted project has been developed to raise awareness and increase participation among people with learning disabilities (LD) in Camden and Islington. Through peer-to-peer engagement, co-produced awareness activities, and evidence-based health facilitation approaches, the project addresses existing barriers that prevent equitable access to screening services.
- 4.50 In June 2023, the rollout of a national targeted lung cancer screening programme began. From 1 February 2025, the NHS Targeted Lung Health Check (TLHC) Programme will be known as the [NHS Lung Cancer Screening Programme](#).
- 4.51 While this screening programme was not part of the initial project plan, feedback from people with learning disabilities highlighted that individuals in this group were not being consistently invited for lung screening, resulting in poor uptake. In response, we collaborated with the health promotion lead from the lung cancer screening programme in Camden and Islington, as well as a learning disability liaison nurse at University College London Hospital (UCLH), to embed a learning disability pathway into the service. This has resulted in a dedicated nurse now carrying out lung screenings for all patients with a learning disability.
- 4.52 Over the past year, the cancer screening facilitator has worked with 20 GP practices across Camden and Islington to promote the project and provide support aimed at increasing screening uptake. The annual health check template is currently being updated to include the cancer screening facilitator's contact details as a prompt for referring patients with learning disabilities for screening support, if needed.
- 4.53 The identification of myths surrounding cervical cancer screening eligibility led to the creation of training for practice nurses on how to support people with learning disabilities through the screening process. The training covers eligibility criteria, the Mental Capacity Act, best interest decision-making, and reasonable adjustments. It was developed in collaboration with cervical screening leads across North Central London (NCL) and the NCL Cancer

Alliance and was piloted at the Enfield Nursing Forum. Based on feedback from the pilot, the training is being refined and will be delivered across Camden, Islington, and other NCL forums, alongside service users.

- 4.54 The cancer screening facilitator has also provided education about cancer screening to ethnic minority groups within Camden and Islington, including sharing information at a local Somali and Bengali community event.
- 4.55 Summary of qualitative outcomes achieved:
- Over 45 service users across the two boroughs have been supported in accessing and engaging with cancer screening. Of these, 24 have either attended or been booked in for screening, despite previously not engaging with or attending appointments.
 - Questionnaires completed by families and carers have provided valuable insight into baseline understanding of cancer screening, as well as confidence levels in supporting people with learning disabilities to participate in screening.
 - Successful peer engagement with LD experts by experience has taken place. These experts have offered highly valuable suggestions for improving cancer screening services for people with learning disabilities.
 - Positive feedback has been received from carers and families following bowel cancer screening training, with a significant increase in confidence reported before and after the sessions.
 - Ongoing relationships have been built with several clients who have sought further support from the cancer screening facilitator after receiving initial help.
 - Support has been provided to several service users diagnosed with cancer. This has included helping both the individuals and their carers understand the diagnosis, signposting to emotional support services, and offering guidance around managing treatment side effects.

0-5 Family Hubs Low Acuity Clinic

- 4.56 The Family Hubs Low-Acuity Clinic provides a dedicated service to families of children who frequently attend A&E with non-urgent or low-complexity health concerns. It is jointly run by a paediatrician and health visitor, who invite eligible families for 45 to 60-minute appointments at a Family Hub. Eligible families are those whose child has attended the UCLH emergency department ≥ 4 times in the previous 6 months, or ≥ 6 times in the past 12 months. These clinics currently run alternately in Camden and Islington Family Hubs, providing five appointments each month.

- 4.57 Since launching, we have delivered 18 clinics - initially at University College London Hospital, now at Family Hubs - with an 85 % attendance rate. Consultations with parents often focus on child development, breastfeeding, immunisations, parental wellbeing, dental care, safety, and local services including welfare and housing advice.
- 4.58 Following ethics committee and data-sharing approval, a formal service evaluation has now commenced, focusing on the impact of the clinic in reducing A&E attendances, and improving service-user satisfaction and use of community services. Clinic data collection is in progress, and interviews with families who have used the clinic will begin this month, with the final impact evaluation planned for December 2026. A report will be generated once the evaluation is complete and will be written up for publication.

Pillar 3: Your Lifestyle and Behaviours

Supporting people with long term health conditions - Get Active Programme

- 4.59 The Get Active Programme is a six-month, behaviour change-led physical activity intervention that provides one-to-one support to inactive adults living with long-term health conditions and disabilities in Camden. The service currently operates in seven general practices across Camden, with the goal of expanding to at least ten practices by the end of 2025. It is delivered by physical activity specialists who use evidence-based behaviour change techniques to address the barriers and challenges to being physically active and help people develop personalised plans to become more active.
- 4.60 Evaluation has shown the service to be highly effective in helping people increase and sustain their physical activity levels. More than half of previously inactive participants met the Chief Medical Officer's recommended guidelines (150 minutes of moderate physical activity per week) after 12 weeks, and many maintain the habit in the long term. In 2024/25, the programme supported over 500 patients referred by GP surgeries.
- 4.61 Qualitative feedback indicates that participants gain confidence in being active within their ability levels. One participant shared that the Get Active specialists understood *"my initial limitations whilst encouraging me to goals beyond my hopes and aspirations."* Another commented on the improvement in their mobility: *"The exercises were gentle, and the pace just right, which made me determined to continue and increase my activity. I've lost 10 pounds, which has improved my knee and mobility."*

Shape Up with Arsenal

- 4.62 National and local evidence shows that men are less likely to engage in general, mixed gender Tier 2 weight management services. To address this, the Health and Wellbeing Department partnered with Arsenal in the Community to deliver Shape Up, a 12-week weight management service for

men. The programme is based on strong research and evidence showing that a behaviour change initiative led by male staff connected to a local football club can achieve excellent weight loss outcomes.

- 4.63 Since its launch in September 2022, eight Shape Up programmes have been run in Camden, with 279 residents completing the courses. Notably, 96% of completers achieved a reduction in weight, with 79% achieving a 3% weight loss, 57% achieving a 5% weight loss, and 15.5% achieving a 10% weight loss. The majority of participants reported that they had increased their physical activity levels, improved their diet, and reported having improved self-esteem. Participant feedback indicates that Shape Up empowers participants to set goals and make sustainable changes to their nutrition and physical activity levels.
- 4.64 One participant shared their experience, highlighting the positive support that they received to meet their weight loss goals: *"Shape Up offered the tools, encouragement, and inspiration to improve my health by following a few smart guidelines, cutting out some bad eating habits, and challenging some of my worst thinking habits. I lost over 10kg during the twelve-week."*

The Active for Life Campaign

- 4.65 The Active for Life Campaign was first delivered from March to June 2024. It was developed in response to compelling evidence that active living in later life promotes independence, wellbeing, and quality of life. However, data from the Active Lives Survey shows that only two-thirds of older adults in Camden meet the recommended levels of physical activity. Additionally, focus groups with local older residents highlighted several barriers to being active, including a lack of motivation, limited awareness of local opportunities, and fear of trying something new.
- 4.66 The campaign aimed to encourage adults aged 60 and over to incorporate more physical activity into their daily lives and to raise awareness of the free and low-cost activities available across Camden. Residents were invited to take part through various communication channels and received 12 weeks of support to help them build an active habit. This support included e-newsletters, text messages, and taster events delivered by the seven community partners who successfully bid to be part of the campaign.
- 4.67 A total of 599 residents signed up to Active for Life, almost 20% more than projected. The evaluation showed that participants gained confidence in being physically active after engaging with the campaign. One participant said the campaign *"helped me to come out of my flat. This campaign has given me the confidence to go out for walks at my own pace."*
- 4.68 The evaluation also found that over half of respondents who completed the post-intervention survey had tried a new activity because of the campaign. One participant shared: *"The best part was being introduced to new activities like table tennis. It was brilliant; everyone who attended really enjoyed it."* The campaign also brought additional benefits, such as improving social

connectedness in the community, with 47% of participants reporting that they had met new people through the campaign.

- 4.69 A second Active for Life Campaign will take place in Spring-Summer 2026. Insights and recommendations gathered from engagement with residents and voluntary and community sector (VCS) organisations will inform its development.

Stop Smoking Support

- 4.70 Smoking remains the leading cause of health inequalities. Although smoking rates in Camden have been declining, it remains significantly more common among individuals with lower incomes and those with serious health conditions.
- 4.71 In 2024/25, Camden achieved 715 successful quits at four weeks through the Breathe community smoking cessation service, operated by Central and North West London NHS Trust (CNWL), general practices and pharmacies, and through the national Swap to Stop scheme. The success rate, defined as the proportion of people who quit relative to those who set a quit date, was 64.6%, significantly above the target of 60%.
- 4.72 This year, the Government has allocated an additional £234,819 to Camden for smoking cessation initiatives. These funds will increase capacity at Breathe, enabling more smokers, particularly those with long-term health conditions, to access support.
- 4.73 We are currently reviewing our smoking cessation services in primary care in collaboration with clinicians. Recently, the number of quit dates set and successful quits achieved has declined, prompting us to explore an improved model for 2025/26. We have been working closely with a Clinical Health Improvement Lead for Stop Smoking to understand the challenges and barriers general practice and pharmacy staff face in delivering stop smoking services. Based on these insights, we are launching a revised locally commissioned service to address these challenges ahead of the Stoptober campaign in October.
- 4.74 In 2025/26, we are piloting stop smoking services with four Voluntary and Community Sector (VCS) organisations interested in integrating this support into their existing work, using their trusted communication channels and community connections: Queens Crescent Community Association, Kings Cross Brunswick Neighbourhood Association, Somers Town Community Association, and Swiss Cottage Community Association. Staff at each centre have been trained as Level 2 accredited stop smoking advisors and are being supported by Breathe.
- 4.75 We are also continuing to develop our Swap to Stop offer. This scheme provides smokers who are not ready to quit with a free refillable vape device and a 12-week supply of vape liquid, as an alternative to nicotine replacement therapy. The programme will be available through our

substance use services, community centres offering stop smoking services, and the UCLH maternity unit.

Services Commissioned from GPs - General Practice and Pharmacy Services

- 4.76 Health and Wellbeing (Public Health) commissions general practitioners (GPs) and community pharmacies to provide a range of evidence-based behaviour change services that are integral to Camden's broader prevention and treatment offer. These Locally Commissioned Services (LCS) aim to achieve the key objectives outlined in Camden's local strategies and plans, which prioritise prevention, tackling inequalities and disproportionality, and our long-term ambition for everyone in Camden to live a healthy and independent life.
- 4.77 Services provided by GPs include NHS Health Checks, sexual health services (testing for sexually transmitted infections), long-acting reversible contraception (LARC), drug use support, and smoking cessation. Services provided by community pharmacies include needle exchange, stop smoking, supervised self-administration of opiate substitutes, and emergency hormonal contraception.
- 4.78 By engaging general practices and community pharmacies as providers, we aim to ensure broad population health coverage and improve access to these essential services. This also allows for opportunistic referrals to additional health and wellbeing services during routine visits.
- 4.79 For GP-based services, all practices in Camden are commissioned to offer NHS Health Checks to eligible residents; 90% are signed up to provide the sexual health service, and 77% offer the stop smoking service. Our performance review indicated that while overall activity levels have returned to, and in some cases exceeded, pre-pandemic levels for services such as NHS Health Checks, sexual health, and LARC, there are still variations in uptake across practices. Similar trends have been observed in pharmacy-based services.
- 4.80 In response to provider feedback and in collaboration with the GP Federation, Integrated Care Board, Local Pharmaceutical Committee, and Local Medical Committee, we have implemented several measures to improve equity in service coverage and uptake. These include:
- Uplifting remuneration rates to reflect current service delivery costs
 - Providing a revised training and education offer to support uptake and maintain staff competency
 - Streamlining data entry procedures and introducing data visualisation tools to support performance oversight
 - Adjusting payment structures to cover both process and outcome-related indicators
 - Promoting "Making Every Contact Count" to ensure residents can access a wider range of commissioned services

- 4.81 Ongoing monitoring will assess the impact of these improvement measures. In addition, a service evaluation from residents' perspectives, currently underway will help us better understand and improve service uptake and quality.

Camden Alcohol Strategy 2025-30

- 4.82 We know that alcohol causes harm to Camden residents both directly and indirectly across all stages of life, and that this harm disproportionately affects Camden's most deprived populations. Harmful and dependent alcohol use impacts the health and wellbeing of residents and is also linked to violence, domestic abuse, unemployment, and homelessness.
- 4.83 Alcohol use also affects children and families, making it harder for children and young people to have a fair chance to succeed - a key priority in Camden's Health and Wellbeing Strategy.
- 4.84 With no national alcohol strategy in place, it is more vital than ever that we take local action in Camden to reduce alcohol-related harm. We are committed to raising awareness of the risks of alcohol and supporting Camden residents to drink safely.
- 4.85 To support this commitment, we have spent the past year developing a strategy to guide the work of Camden Council and partners around alcohol. We have developed this strategy with and for Camden residents and colleagues, focusing on prevention, early intervention, and care for those in need.
- 4.86 Our new strategy, launched in July 2025, reflects Camden's diverse population and emphasises the need for nuanced and culturally competent approaches to alcohol harm reduction.
- 4.87 We recognise that this is a complex issue that requires close collaboration between our organisation and partners across the system. As we move forward with the recommendations in the new alcohol strategy, we are committed to working with the NHS, the voluntary sector, community groups, and the criminal justice system.
- 4.88 Through continued efforts to implement the strategy's recommendations, we aim to reduce alcohol-related harm and improve the health and wellbeing of everyone in Camden.

Drug and Alcohol Services

- 4.89 We want everyone in Camden to feel safe and secure in their homes and on our streets, and we're committed to actively preventing and tackling drug dealing and the unsafe use of drugs and alcohol - issues that remain a top concern for many residents. Our multi-agency approach is key to reducing drug activity, and while the Community Drugs Partnership sub-groups (one

focused on criminal justice and community safety, the other on physical and mental health) continued to meet into early 2024-25, declining attendance led to a decision to pause them. In response, officers have established a new Drug and Alcohol Partnership Group (DAPG), which brings together relevant partners from across the care and support system to provide a coordinated, multi-agency forum for addressing the shared challenges of drug and alcohol use in Camden.

4.90 The number of people engaging in treatment are as follows:

	End of 2024/25 Performance	Latest Performance (May 2025)
All adults in structured treatment	2001	2029
Opiates	946	963
Non-opiates (combined non-opiate only and non-opiates and alcohol)	605	610
Alcohol	450	456
Young People	71	65

4.91 Continuity of care: the percentage of individuals who engage with community drug and alcohol services within 21 days of release from prison, based on 12-month rolling data.

	End of 2024/25 Performance	Latest Performance (May 2025)
Camden	33%	33%
London Average	26%	29%

4.92 In March 2025, Camden experienced a cluster of non-fatal drug overdoses in the north and central areas of the borough, with no apparent impact elsewhere in London. Camden's adult drug and alcohol services - [InRoads](#) (Via) and [CGL Camden](#) (Change Grow Live) - responded quickly and collaboratively, supported by [Project ADDER](#). The response included enhanced outreach, extended weekend services with prescribing support, and the distribution of harm reduction tools such as naloxone, nitazene, and fentanyl testing strips. Over 250 service users were directly contacted, with targeted engagement focused on high-risk individuals, including those recently discharged from hospitals or prisons. The coordinated response was supported by twice-daily debriefs, real-time information sharing, and collaboration with local pharmacies, hostels, and outreach teams.

4.93 The incident demonstrated strong operational and partnership responses but also exposed areas for improvement, leading to a set of recommendations now being developed into an action plan. Key priorities include creating a formal emergency and out-of-hours response protocol, reviewing weekend service provision, updating clinical assessments to reflect emerging synthetic opioids, improving information sharing between hospitals and drug services, expanding naloxone access and training, establishing a joint drug alert

protocol with the police, enhancing real-time overdose data sharing, and defining clear criteria for identifying drug-related incident clusters.

Integrated Sexual Health Service

Adult Services

- 4.94 In 2024/25, Camden recommissioned its all-age Integrated Sexual Health (ISH) Service in partnership with the London Boroughs of Barnet, Haringey, and Islington. The new service began on 1st July 2025. Activity is strong in some areas but needs improvement in others. These areas for improvement have also been highlighted through resident engagement work carried out to develop the Sexual Wellbeing and Reproductive Health (SWRH) Work Programme.
- 4.95 Sexual health services are open access, with many residents choosing to receive care from other providers across London or through online platforms. The London Sexual Health Programme (LSHP) was established to standardise both the cost and delivery of sexual health services across the capital. LSHP is currently undertaking the re-commissioning of the pan-London sexual health e-Service, which will offer residents access to online sexually transmitted infection (STI) testing, long-acting reversible contraception (LARC), and Pre-Exposure Prophylaxis (PrEP). The new service is scheduled to begin in August 2026.

	2023/24	2024/25
Number of STI tests undertaken	14,170	20,862
Number of PrEP starts	341	345
Number of LARC	1,833	1,697

Young People Services

- 4.96 [Brook](#) provides Young People Sexual Health Services in Camden and Islington. This service offers comprehensive sexual health treatment, advice, and relationship and sexual education (RSE) within school and youth settings in the borough. It has seen a steady increase in access.

	2023/24	2024/25
Number of Young People seen (in clinic and outreach)	4,271	5,262
Number of Camden Young People tested	2,213	2,952
Number of RSE sessions in Camden	46	67

Camden's Sexual Wellbeing and Reproductive Health (SWRH) System Review and Work Programme 2025–2030

- 4.97 This work outlines our approach to improving sexual and reproductive health outcomes for all residents. The programme aims to ensure that everyone can access high-quality, culturally competent, and trauma-informed care. The review is informed by our [2024 Sexual Health Needs Assessment](#),

alongside interviews, focus groups, and surveys involving over 190 residents most likely to experience poorer sexual and reproductive outcomes or face the greatest barriers to access. It also incorporates feedback from frontline staff as well as local and national research and reports.

4.98 The review and work programme present findings and recommendations related to four key pillars:

- Healthy, Fulfilling, and Safe Relationships
- High-Quality Sexually Transmitted Infection (STI) Testing and Treatment
- Towards Zero HIV Transmission and Living Well with HIV
- Good Reproductive Health Across the Life Course

Pillar 4: The Places and Communities You Live In

Community Champions

4.99 The three Community Champions programmes in Kentish Town, Kilburn, and Regent's Park continued to thrive in 2024/25.

4.100 The Regent's Park Community Champions run a variety of activities to encourage connection and social interaction. This includes engaging young people in fun activities such as game consoles, board games, and peer support sessions at the Cumberland Youth Club. Residents can also take part in health-related workshops on topics such as cooking, nutrition, drug awareness, mental health, and sexual health. As part of their sport and exercise programme, young people participate in a wide range of sports, including badminton, table tennis, and football.

4.101 In summer 2024, 18 young people took part in a Young Placemakers project to improve a play area installed by HS2. The Community Champions in Regent's Park have also transitioned their community kitchens into a more sustainable food co-op. In spring 2025, working in partnership with the Old Diorama Arts Centre, they launched an arts-based story trail through the estate to support wayfinding, improve the area's look and feel, and encourage socialising.

4.102 The Regent's Park Community Champions also run the Young Guardians project. In partnership with Targeted Youth Services and the Police, Young Guardians have led a range of initiatives and worked across generations to improve youth safety on the estate. Highlights from the past year include a youth-designed pavilion unveiled in Camden's HS2 Meanwhile Garden and weekly healthy living drop-in sessions at the Cumberland Youth Club.

4.103 In Kentish Town, organised activities include a weekly coffee morning, women's football, a gardening club, a homework club, and a men's football group with 80 participants. The coordinator has helped increase community access to the Tenants and Residents Association hall and supported improvements to the multi-use games area on the Peckwater Estate.

Through a partnership with Adidas and Arsenal, the pitch has been resurfaced and new goals installed. Arsenal will now deliver sports sessions on the pitch, which had been lacking for children on the estate. The project has also worked closely with the local GP practice to develop activities such as a menopause awareness session held at the local tenants and residents hall.

- 4.104 In Kilburn, regular activities include over-50s football, a knitting club, a DIY publishing project, the Stitch Social sewing club, a community kitchen/cooking club, and Boxercise (a mix of cardio, strength, and fun) for both children and adults. Kilburn Community Champions have also been collaborating on the Thriving Through Together initiative with the Detached Youth Team. In summer 2024, they ran fun days on each of their target estates, bringing residents together and offering sports and arts activities for children living on the estates.
- 4.105 The Community Champions projects were recommissioned at the end of the year and have now expanded to all five neighbourhoods, with Highgate and King's Cross joining the existing three projects. Four Camden residents were involved in evaluating the tenders. Fitzrovia Youth in Action retained their project in Regent's Park, and South Hampstead and Kilburn Community Partnership (SHAK) retained theirs in Kilburn. In Kentish Town, the previous provider chose not to retender, and the project was awarded to NW5. Mind in Camden was successful in Highgate and King's Cross, and the King's Cross Brunswick Neighbourhood Association (KCBNA) will also be delivering work in King's Cross.
- 4.106 We look forward to continuing to support the Regent's Park and Kilburn Community Champions and to mobilising our new partners in Highgate, Kentish Town, and King's Cross.
- 4.107 As part of the new Community Champions programme, there are opportunities to strengthen links with local health providers. This could include delivering more health-related initiatives and activities in community settings.

5. Working Together with the NHS and Local Partners to Deliver Joined Care and Support in Neighbourhoods

- 5.1 In 2025, we strengthened our work with the NHS, voluntary sector, and local partners to deliver more joined-up, person-centred care across Camden's neighbourhoods. By focusing on prevention, local coordination, and building trusted relationships, we are making services more accessible and responsive to the needs of our diverse communities. This partnership approach supports better individual outcomes and helps create healthier, more resilient communities.

Integrated Neighbourhood Teams

- 5.2 Integrated Neighbourhood Teams (INTs) represent a significant partnership endeavour between Camden and the NHS. INTs embody a new model of multi-disciplinary and multi-agency health and care, operating at the neighbourhood level to provide better-coordinated and more holistic care for local people.
- 5.3 Camden's first INT launched as a test and learn pilot in the East Neighbourhood based at Kentish Town Health Centre in September 2024, with staff from adult social care, primary care, and community health services co-located and working as a 'team of teams'. The work also involves professionals from mental health, housing, care agencies, and drug and alcohol services. Together, colleagues work together under one roof, delivering joined up care that prevents local people from needing to navigate a complex system, and ensuring they receive the right interventions at the right time.
- 5.4 The East INT is nearly one year old and is helping us understand the conditions required for teams to thrive when working together in a neighbourhood setting. The work has received national attention, including from the Department for Health and Social Care, and was visited by the Secretary of State in early 2025. It is demonstrating signs of a positive impact, both for staff and for residents with care and support needs. In 2025-26, the full impact of the East INT will be evaluated, and important elements will be scaled out across all neighbourhoods. The aim is to optimise local services to empower everyone in Camden to live healthy, happy, and independent lives.

Child Health Equity

- 5.5 *Raise Camden* is a strategic programme led by the Council's Health and Wellbeing Department, created in response to concerning trends in child health and social mobility. Camden is one of the most unequal areas in the country, and the programme aims to improve outcomes for children born into the most challenging circumstances.
- 5.6 It is built around three core pillars - child poverty, whole-family mental health, and structural racism and inequality - and supported by workstreams that embed equity across council services. It recognises stigma and discrimination as key drivers of inequality.
- 5.7 In May 2025, Camden commissioned an independent audit of child health equity from the UCL Institute of Health Equity. The report, published on 24 May, includes recommendations across areas such as income, housing, education, community safety, and health. Following this, a Raise Camden Taskforce was established, co-chaired by Councillor Richard Olszewski and Professor Sir Michael Marmot, to drive action on the findings. Progress will be reported in 12 months.

- 5.8 A key innovation under Raise Camden is the Family Hubs Pregnancy Grants (FHPGs), launched in May 2025. Funded through the Cost of Living Fund, the scheme provides a £500 grant to pregnant women and birthing people on qualifying benefits. Those accepting the grant are also linked with Family Hubs to explore further support.
- 5.9 The programme, designed and delivered in partnership with the NHS, internal council teams, and research institutions such as Nesta and UCL, aims to support 800 families. It contributes to child health equity by reducing financial stress during pregnancy and encouraging greater engagement with universal services.
- 5.10 FHPGs are based on three principles:
- Reducing barriers to access through proactive identification and simplified processes.
 - Building social capital by offering unconditional support and testing whether trust increases service engagement.
 - Relational support, with Family Navigators following up to connect families to wider services.
- 5.11 An evaluation by Nesta and the Health Intelligence Team will assess the broader impacts of starting child benefits in pregnancy, drawing on lessons from Sure Start.
- 5.12 Raise Camden also works to embed equity into council systems. The Equitable Services Programme supports children's services to address inequalities in access, experience, and outcomes. It promotes collaborative working and provides tools for commissioners and providers to integrate equity into routine practice.
- 5.13 Co-produced workstreams include defining a minimum equity dataset, developing a service standards checklist, and conducting equity deep dives with three service providers. This is supported by toolkits to improve staff understanding and confidence in using equity data.
- 5.14 To promote shared learning, the programme is piloting an insights repository, supporting Communities of Practice, and hosting webinars from September to December to showcase progress and invite wider input into the change agenda.

Mental Health

- 5.15 Camden's new Mental Health Social Work Services launched on 30 June 2025. Guided by the ambitions of We Make Camden, the Camden Health and Wellbeing Strategy 2022-30, and the voices of our residents through the Health and Care Citizens' Assembly, we have developed a new, integrated model of mental health social care. This model works alongside the North London Foundation Trust, Integrated Neighbourhood Teams, and the wider health and care system.

- 5.16 The new Mental Health services are rooted in local relationships, accessibility, and a deep understanding of community needs. They are underpinned by our What Matters approach, which places people at the centre of care, empowering them to lead fulfilling lives by focusing on their strengths and what truly matters to them.
- 5.17 These services mark a significant step forward in enhancing the quality and coordination of adult social care for residents with mental health needs. They also provide stronger oversight and assurance, ensuring that individuals receive timely, person-centred support.
- 5.18 The new service structure includes a Mental Health Social Work Hub, which ensures that people know where to go for mental health social care and can access the right support at the right time.
- 5.19 Three new Neighbourhood Mental Health Social Work Teams, based in the North, East, and South of the borough, will:
- Work closely with individuals, families, and support networks to understand what matters most
 - Collaborate with NHS teams and wider partners to provide coordinated care and support
 - Offer care that is easier to access, closer to home, and focused on personal strengths, recovery, and independence

Relationship with the Voluntary and Community Sector (VCS)

- 5.20 We continue to work closely with our Voluntary and Community Sector (VCS) partners to support the health and social care needs of residents, either through directly commissioned services or through wider influencing, supporting, and market shaping.
- 5.21 A key development this year was the recommissioning of Camden's mental health prevention offer, *Reach Out Camden*. This alliance model, jointly funded by the NHS and Council, brings together four charities under a single contract to deliver cohesive early intervention services. It includes a single point of access and improved navigation, making it easier for residents to access peer support, group activities, or one-to-one help. Lived Experience Advisors are embedded in leadership roles, reinforcing the programme's strong foundation in coproduction.
- 5.22 Reach Out Camden's community-based model is a lifeline for many, combining free practical support, emotional connection, and structured peer groups focused on wellbeing and personal goals. Planning for the next phase is already underway, with ambitions to integrate the model more fully into neighbourhood-based care and support, ensuring wider impact across the borough.

- 5.23 We have also continued our partnership with the Autism Hub, a user-led organisation run by and for Autistic people without a learning disability. Their services include peer support, autism-informed counselling, and practical advice, all delivered by a team largely composed of Autistic and Neurodivergent staff. They play a leading role in shaping inclusive service design through equal partnerships with statutory bodies.
- 5.24 The Autism Hub, supported by Council grant funding, has expanded its peer support and drop-in offer, co-created a sensory/therapy room, and developed internal infrastructure to sustain and grow its impact. The Hub also delivers Autism Acceptance Training, led by Autistic trainers, to raise awareness and improve autism-informed practice across the community.
- 5.25 In addition, Camden Disability Action (CDA) continues to be a vital partner in promoting co-production and equity. CDA provides support and advocacy by and for disabled people and works alongside council services to design inclusive systems. They have contributed to programmes across adult social care and health, helping to ensure services are shaped by the lived experience of disabled residents. Their expertise is also strengthening workforce development, with training and capacity-building that centres disability inclusion and rights-based approaches.
- 5.26 These partnerships show the power of collaborative, community-led approaches in improving health outcomes, strengthening inclusion, and delivering compassionate, tailored support for Camden residents.

6. Collaborative Working and Partnerships Across Sectors

- 6.1 Our dedication to collaborative working and partnership-building continues to be a cornerstone of our approach across multiple sectors and portfolios. By strengthening connections between organisations, we foster a unified and strategic approach to service delivery. This integrated collaboration improves communication, maximises resource sharing, and aligns our efforts to effectively address the varied and evolving needs of our community. Through these partnerships, we are empowered to navigate complex challenges and implement comprehensive, person-centred solutions that advance the wellbeing of all residents.

Anti-Social Behaviour Taskforce

- 6.2 In 2023, we initiated a Camden Council Anti-Social Behaviour (ASB) Review, jointly sponsored by me and my fellow Cabinet Members who have responsibility for community safety and housing, to better understand and manage complex ASB cases, particularly those linked to mental health. The review identified challenges in case management, information sharing, and enforcement protocols.
- 6.3 Officers from across the Council have been working closely together since the initiation of the joint work and have made significant changes to how Camden responds to anti-social behaviour, including addressing long-

standing concerns about fragmented case management and inconsistent enforcement. The Council has created a single point of reporting, invested in five new ASB Officers, introduced a universal risk assessment tool, published a new ASB Policy and Procedure, launched a targeted communications campaign, and brought our Mental Health Service in-house to better integrate with other teams. These improvements give the Council a stronger, more consistent system that is compliant with the Housing Regulator and provides residents with a clearer route to support. We are already seeing positive improvements as a result of this work with more consistent use of formal interventions along with learning about the right action for the case all leading to more effective outcomes and positive feedback from residents.

- 6.4 We are also in a much stronger position to start identifying trends and tailor wider public health prevention work, thanks to major improvements in data quality. For the first time, we will be able to consistently analyse both quantitative and qualitative information on ASB types, demographics, and locations, enabling more targeted and evidence-based interventions.
- 6.5 We have previously explored the use of a data-modelling approach to target ASB prevention work more effectively. This involves combining a range of datasets such as deprivation indices, crime reports, and demographic information; and mapping them geographically to identify priority areas. Next steps now include creating tools to analyse factors known to contribute to ASB alongside existing ASB reports to pinpoint locations where under-reporting is likely. These areas will then be the focus of tenant participation, in conjunction with Participation team, aimed at uncovering barriers to reporting, increasing community confidence, and improving awareness of available support.
- 6.6 Success will be measured by our ability to better connect with hard-to-reach communities, increase reporting levels, and deliver positive case outcomes. This should also help address inequities in ASB reporting and response. Feedback from resident surveys will be used to refine our approach, allowing us to adapt and expand this data-led model into other forms of engagement and prevention work in the future.

Camden's Food Mission

- 6.7 Over the past 12 months, we have made significant strides in strengthening the foundations of Camden's Food Mission. Having focused on system-building, we are now entering a new phase where the emphasis will shift towards implementation, impact, and scaling collaborative action.
- 6.8 The previous phase laid critical groundwork that has enabled us and our partners to work collectively towards transforming Camden's local food system. Key achievements during this system-building period include:
 - Securing long-term funding to support the establishment and sustainable growth of the Camden Food Partnership.

- Developing a robust infrastructure for partnership working, including a dedicated resource to promote the Food Mission, build civic legitimacy, and embed a shared sense of purpose across Camden.
- Initiating a food growing network to support sustainable, community-led growing initiatives.
- Co-developing a tangible, robust, and shared narrative with partners that articulates the change we want to see, helping to socialise the mission both internally and externally, and align stakeholders around a common purpose.

6.9 As a result of this system-building phase, we are already seeing practical and community-driven outcomes:

- In partnership with a community organisation, the North London Waste Authority, and ReLondon, a new café has opened in the 5 Pancras Square Library. The café serves healthy meals made from surplus food collected by local volunteers in Somers Town. It provides skills development and work experience for young people, employs local residents, and offers catering services to the community.
- Our work with local residents on food growing has led to the exploration of a "Right to Grow" initiative, which could shape the governance of food-growing projects across the borough.
- We are delivering a test-and-learn project with Landsec at the O2 Centre, where a retail unit has been offered as a semi-permanent space for food, culture, wellbeing, and community engagement activities.
- The Camden Food Partnership steering group is now established, bringing together diverse expertise from across academia, the food sector, voluntary and community organisations, and regional agencies.
- We have aligned the Food Mission with Camden's Climate Action Plan, ensuring a shared sense of purpose across both agendas and reinforcing the role of food in achieving environmental and social sustainability goals.

6.10 In the months ahead, we will:

- Complete a review of the Food Mission Outcomes Framework to ensure it is streamlined, actionable, and focused. This will help us identify gaps in our current project portfolio and inform future resource allocation.

- Strengthen cross-sector collaboration, using the revised framework to highlight where deeper partnership working is most needed.
- Launch a new phase of funding support to further develop and scale the Camden Food Partnership. This will include:
 - Strategic project funding
 - Core "Food Partnership Catalyst" funding
 - A "Money First" advice and support programme for communities

6.11 We are now well-positioned to move from foundational work to collective action, and to deliver lasting change in how food is accessed, shared, and governed across Camden.

Healthy Weight Acceleration Plan

6.12 Camden launched a Healthy Weight Acceleration Plan in April 2024 in response to the health and wellbeing crisis linked to population levels of overweight and obesity. Reducing and reversing this crisis requires local and national action on a range of factors, including environmental change; support for healthy behaviours (such as eating well, being active, and drinking alcohol in moderation); treatment; and promoting mental wellbeing, drawing together the collective action of a broad range of organisations and sectors.

6.13 The Plan works alongside Camden's Food Mission, which aims to make system changes to enable residents to benefit more from nutritious, affordable, and sustainable food. Significant recent developments in weight loss drug therapy must be welcomed as part of a joined-up approach to prevention, care and treatment of obesity and must not undermine the importance of concerted and ongoing preventative action so that fewer people reach the point where treatment needs to be considered.

6.14 The Plan is overseen by a multi-agency leadership group from across the Council, NHS, schools, and VCS organisations, and has been endorsed by the Health and Wellbeing Board. The Plan has five initial workstreams, focusing on: Early Years; Schools; Organisations and Place Shaping; Weight Management Services; and Population Groups with greater needs. The systems approach that Camden is taking has been commended regionally, and a taste of the significant progress achieved is set out below.

Deep Dive Progress on Workstream for Schools

6.15 Nearly three-quarters of Camden's schools (71%) are actively engaged in the Healthy Schools programme, with all schools participating in some elements. This whole-school approach promotes healthy eating by meeting curriculum requirements, fostering a positive food culture, and encouraging healthy choices at break and lunchtime.

- 6.16 The Magic Breakfast scheme operates in 24 of Camden's most deprived schools, providing free breakfast to 3,340 children daily during the summer term. Since September 2023, all primary school pupils have been eligible for free school meals, extending benefits to more low-income families. In secondary schools, a pilot initiative introduced free fruit and vegetable options at breaktime.
- 6.17 A £500k investment from the Community Infrastructure Levy is being used to improve eating facilities across Camden's ten secondary schools. Proposals for six schools focus on increasing convenience with more "Grab and Go" kiosks, redesigning dining areas, and adding all-weather cover for queues.
- 6.18 The Food and Health Student Champions programme has resumed at Hampstead School after a previous run at Regent High in 2019. Trained student champions lead campaigns to promote healthier eating habits, supported by the school and the Health and Wellbeing Department.
- 6.19 New strategies are being developed to promote physical activity in schools, particularly to counteract the typical decline seen among teenagers, especially girls. The Healthy Schools programme incorporates a whole-school approach to physical activity.
- 6.20 Schools have created their own initiatives, such as Hawley's Year 5 girls' programme focused on enjoyable participation and Torriano's sessions for girls in Years 5 to 7. Year-round schemes like The Daily Mile are also in place. Schools have highlighted opportunities to support activity, including easing transitions between primary and secondary school, offering varied activities for all abilities, providing swimming support, and improving access to local physical activity resources.
- 6.21 Three key active travel behaviour change initiatives are running in schools: 24 schools participate in the "Travel for Life" sustainability programme, 21 schools received Bikeability training, and 774 children completed pedestrian skills training in 2023/24. The Council's Transport Planning team is exploring ways to expand these offers to more schools.

Progress on Workstream for Early Years

- 6.22 Weight management pathways for children and young people are currently being updated, taking into account issues such as access, translation services, transport, and adopting a whole-family approach. A community healthy weight toolkit is being developed, outlining the range of support available in Camden to help parents and families identify what might be helpful for them. The Healthy Movers programme for Family Hubs and Nurseries has been funded through the Youth Sport Trust. Eleven early years settings received training in November, with further training planned to be rolled out.

Progress on Workstream for Organisations and Place Shaping

- 6.23 Long-term, significant funding has been secured to develop Camden's Food Partnership through Camden's Food Mission, enabling food system change. Environmental Health has been funded to restart the Healthier Catering Commitment in Camden for businesses in 2025. Adult Social Care's Food and Healthy Weight plan for 2024/25 includes training staff, identifying and supporting residents at risk of malnutrition upon hospital discharge, optimising the food available through Camden's Day Services, and connecting the VCS food offer to residents to promote their independence.

Progress on Workstream for Weight Management Services

- 6.24 New weight management pathways for children and young people are in development, with a focus on a whole-family approach for those identified as overweight in the National Child Measurement Programme. For adults, existing services are being promoted more widely, with positive engagement from text outreach via general practices and pilot programmes targeting parents through schools.

Progress on Workstream for Populations with Greater Needs

- 6.25 Needs assessments for healthy weight and physical activity revealed higher levels of need among residents from South Asian ethnic groups. In response, a culturally tailored adult weight management service is being piloted in partnership with Kings Cross Brunswick Neighbourhood Association, currently enrolling 12 Bangladeshi women. Additionally, significant funding from the Community Infrastructure Levy has been secured to expand the Community Champions programme in Kings Cross ward, focusing on healthy weight support. Tailored physical activity sessions are also being developed through the Council's leisure centres to better serve this community.
- 6.26 The Learning from Lives and Deaths (LeDeR) report highlighted that people with learning disabilities experience higher rates of overweight, presenting opportunities to promote healthy living. In line with this, the Community Learning Disability Service has developed a healthy weight action plan that includes creating active communities, influencing the food environment, and providing staff training on hydration and nutrition.
- 6.27 Among older adults, many are not fully benefiting from enjoyable activities that fit within their daily lives. Camden's 2024 Active for Life Campaign promoted a variety of free and low-cost activities and provided 12 weeks of support to 600 residents who signed up. Lack of social support was identified as a key barrier to physical activity, but the campaign helped participants build confidence, meet new people, and access clear information about available activities. A physical activity movement for adults aged 60 and over has now been established with voluntary and community sector organisations to develop further opportunities and oversee the campaign's return in 2026.

Suicide Prevention

6.28 The boroughs of Camden and Islington work together to address suicide prevention and published the joint Suicide Prevention Strategy in September 2022. Oversight for delivery of the strategy comes from the Suicide Prevention Partnership, which is comprised of local statutory and voluntary sector services led by the Councils. The four priority areas to deliver the goal of reducing suicide in the borough are:

- Build a partnership for suicide prevention
- Enable a skilled workforce confident to address suicide risk
- Increase support to key high-risk groups
- Improve data collection, monitoring, and insight

6.29 Progress on the action plan was reviewed in May 2025. The process identified gaps in delivery that have since been prioritised according to feasibility and impact. For more information, see 'Next steps' below.

Key achievements

6.30 Support for people bereaved by suspected suicide remains a key focus, with responses to deaths being timely and supportive. There is a clear process for delivering this support, including residents and staff having access to free and confidential specialist support provided by Amparo. The partnership has facilitated referrals to Amparo by raising awareness of the service across the community and among staff. Any potential clusters of suicides are investigated to reduce the risk of further incidents. This is led by the Health and Wellbeing department, using Camden's Cluster Response Plan.

6.31 Membership of the partnership has been refreshed, and gaps filled to ensure inclusion of partners representing at-risk groups such as asylum seekers, domestic violence and abuse victims, substance users, people who identify as LGBTQI+, and Safeguarding Board members. Members have shared best practice on suicide prevention policies and workplace wellbeing. The partnership continues to identify and promote access to useful organisations and resources. There has been closer working with the mental health trust to ensure inclusion of mental health services representing those most at risk. Awareness of the role of key Voluntary and Community Sector (VCS) partners within the mental health pathway for people with suicidal ideation, specifically Listening Place and James' Place, has increased across the partnership, and routine promotion of these services remains ongoing.

6.32 Learning and development across the partnership has focused on men, older adults, and care-experienced children and young people, especially unaccompanied asylum-seeking children. This has facilitated a greater understanding of suicide risk for people with these experiences and improved responsiveness to need, as well as access to relevant specialist expertise and support.

- 6.33 The training offer across the partnership continues to expand. Specific training about older adults and suicidality was delivered for council and VCS staff working with, and commissioning services for, older adults. Specialist training for GPs has been commissioned in partnership with North Central London Integrated Care Board (NCL ICB) colleagues, with delivery scheduled to start in September 2025.
- 6.34 Suspected suicide data, as reported by the London Real Time Suicide Surveillance System (RTSS) database, is reviewed regularly. Learning is shared and informs the investigation of potential clusters.

Next Steps

- 6.35 There will be targeted promotion of the Stay Alive app in partnership with other NCL boroughs and ICB colleagues. The focus will be on areas within Camden where the incidence of death by suspected suicide has been highest since 2020. The app will continue to be promoted across the partnership and through local training.
- 6.36 There will be a focus on workplace wellbeing, recognising the impact that bereavement by suspected suicide has on individuals and wider workforces.
- 6.37 Raising awareness of Amparo across the partnership and encouraging uptake of the service by workforces affected by suicide bereavement will continue.
- 6.38 Efforts to improve learning from suspected suicide data reported by the RTSS database across the partnership will be sustained.
- 6.39 The recently developed relationship with the local Coroner will be nurtured to create closer links, improve learning from deaths, and support promotion of Amparo within coroner communications with bereaved families.

7. Conclusion

- 7.1 This year's report reflects the continued momentum across Camden's health and care system in delivering more integrated, person-centred, and preventative approaches to support healthier, more independent lives. Building on last year's ambitions, we have made further strides in embedding health into all aspects of policy and service design, while maintaining a clear focus on tackling health inequalities and improving outcomes across our diverse communities.
- 7.2 This year has also seen growing collaboration across sectors, particularly between health, social care, and other council and voluntary services that influence the wider determinants of health. This integrated, neighbourhood-based approach continues to show real promise in responding to residents' needs earlier and more holistically, setting the foundations for a more sustainable and equitable local system.

- 7.3 As we look ahead, our success will depend on the strength of our partnerships, the insight of our communities, and the shared determination to innovate in the face of challenge. I want to thank everyone - staff, partners, and residents - who have contributed to this work over the past year. Your dedication and collaboration remain vital to achieving our shared vision for a fairer, healthier Camden.

8. Single Member Decisions

09/10/2024 [Changes to Delivery of Adult Social Care Within Mental Health Services](#)

09/10/2024 [Procurement Strategy for the Provision of an Individual Placement and Support Service for Mental Health Employment](#)

04/12/2024 [Extensions to Contracts for Mental Health Supported Living Services](#)

16/01/2025 [Commissioning Strategy for Learning Disabilities Community Support](#)

Upcoming Decisions:

24/09/2025 Award Report for Mental Health Supported Living – Phase 1

22/10/2025 Award Report for Mental Health Supported Living – Phase 2

9. Finance Comments of the Executive Director Corporate Services

This report has no direct financial implications, as it is a report on the previous year's work by the service. For information, the HASC 2024/25 outturn was net £164.8m against a net budget of £164.1m, giving an overspend of £0.7m.

The continued growth in adults social care identified in the report is a national issue and will continue to be a major risk and resource pressure for the council going forward. The service's work on both prevention and early intervention, with a focus on improved outcomes for service user, is a significant element of the ongoing mitigations to these ongoing pressures.

10. Legal Comments of the Borough Solicitor

The Borough Solicitor has been consulted on the contents of the report and has no comments to add.

11. Environmental Implications

No environmental implications have been identified from the content of this report.