

<b>LONDON BOROUGH OF CAMDEN</b>	<b>WARDS</b> All
<b>REPORT TITLE</b> Camden Alcohol Strategy 2025-30	
<b>REPORT OF</b> Director of Public Health	
<b>FOR SUBMISSION TO</b> Health and Wellbeing Board	<b>DATE</b> 10 <sup>th</sup> September 2025
<p><b>SUMMARY OF REPORT</b></p> <p>Whilst some people choose not to drink alcohol, it plays a role in the social lives of many. There are however dangers linked to alcohol consumption, and harmful or dependent alcohol use is a major public health concern with widespread health, societal, and financial costs.</p> <p>Camden Council and partners are committed to reducing harm from alcohol in the Borough and the development of this strategy is central to that aim. In the absence of a current national alcohol strategy, we have developed a local strategy to provide a coherent direction for the development of work the partnership can take around alcohol in terms of prevention, early intervention and care and support, whilst also linking in with community safety and licensing.</p> <p>This strategy aims to raise awareness of the risks of alcohol and to support residents in making choices that are right for them. The strategy focuses on harm reduction to support those Camden residents who drink alcohol to do so safely. We hope it will be helpful and used by a range of partners across the system (for example social care, NHS, trading standards, housing, community safety, treatment services, local businesses, police) but also of interest to residents and their council representatives.</p> <p>The strategy is informed by a recent Drug and Alcohol Needs Assessment and has been shaped through extensive consultation with residents, council colleagues, and service providers. Consultation methods have included focus groups, a resident survey, and expert oversight groups involving key stakeholders, including resident representatives.</p> <p>This strategy sets out clear commitments to action across a variety of areas in the context of alcohol harm prevention, early intervention, and care and support. We acknowledge that, following publication of this report, ongoing cooperation between Camden Council and partners will be essential to progress with strategy recommendations. We therefore advise that an alcohol strategy working group be convened to support the development of detailed action plans to guide the implementation of strategy recommendations. Through this collaborative approach we hope to reduce harm from alcohol for Camden residents.</p>	

## **Local Government Act 1972 – Access to Information**

No documents that require listing were used in the preparation of this report.

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## **RECOMMENDATIONS**

That the Health and Wellbeing Board:

- Note the report
- Note the published alcohol strategy at appendix A.

Signed:



Kirsten Watters  
Director of Health & Wellbeing and Statutory Director of Public Health  
Date: 28/08/2025

## **1. Purpose of Report**

- 1.1. Harmful or dependent alcohol use is a major public health concern with widespread health, societal, and financial costs.
- 1.2. Rates of alcohol dependence are higher in Camden than for London and England, and Camden has higher hospital admissions related to alcohol-specific conditions than the English average.
- 1.3. Harmful and dependent alcohol use are both drivers and consequences of health inequalities, with those in the most deprived groups having more alcohol-related illnesses and deaths than those in the least deprived groups.
- 1.4. In the absence of a current national alcohol strategy, we have developed a local strategy to provide a coherent direction for the development of work the partnership can take around alcohol in terms of prevention, early intervention and care and support, whilst also linking in with community safety and licensing.
- 1.5. This strategy is informed by a recent Drug and Alcohol Needs Assessment and has been shaped through extensive consultation with residents, council colleagues, and service providers. In developing this strategy, we have:
  - Engaged and collaborated with alcohol care and support service (Change, Grow, Live and FWD) staff and clients, Camden Carers staff and clients, primary care colleagues, and young people (aged 16-25 years) in Camden.
  - Engaged with Camden Council colleagues in Community Safety and Community Licensing, colleagues from the North Central London Integrated Care Board (ICB), and colleagues from secondary care services.
  - Carried out a resident survey to better understand the views and perspectives of Camden residents with regards to alcohol, as well as to get a picture of resident drinking patterns.

## **2. Recommendations and proposal**

- 2.1. The strategy recommendations reflect our commitment to action toward reducing alcohol harm across a variety of areas. We have developed our recommendations across four domains:
  - Cross-cutting themes (themes that are relevant to prevention, early intervention, and care and support)
  - Prevention of alcohol harm
  - Early intervention in the context of alcohol use
  - Care and support for those experiencing harmful or dependent alcohol use
- 2.2. Within each recommendation area we have highlighted potential 'quick wins', as well as acknowledging that some changes will require longer timeframes.

Our recommendations include some areas that we acknowledge need further exploration but cannot necessarily be addressed immediately.

- 2.3. The next steps for this project will be to develop and agree detailed action plans to describe how the commitments suggested in this strategy will be implemented, with the ambition of having action plans in place by January 2026.
- 2.4. We would suggest that this will be best achieved through the creation of an alcohol strategy working group, with representation from (but not limited to):
  - Camden Council Health and Wellbeing department
  - Camden Council Mental Health and Adult Social Care colleagues
  - Camden Council Children's Social Care colleagues
  - Commissioned adult and young people's drug and alcohol services (CGL and FWD)
  - Primary care in Camden
  - Secondary care in Camden
  - North Central London Integrated Care Board

### **3. What are the key impacts/risks? How will they be addressed?**

- 3.1. There is a risk that the recommendations in this report will not be progressed, or that progress could be delayed, due to factors such as capacity, financial limitations, and lack of identified leads within each organisation. We have mitigated this risk through our extensive consultation work to ensure that key stakeholders agree with, and are invested in, the report's recommendations. This risk will also be mitigated through the development of an alcohol strategy working group to drive forward this work, with leads identified across organisations, and the development of a realistic action plan.

### **4. Links to We Make Camden**

- 4.1. Alcohol use has a large impact on the health and wellbeing of Camden residents across the life course, as well as being closely linked to inequalities. The recommendations in this strategy support the We Make Camden ambition that Camden communities support good health, wellbeing and connection for everyone so that they can start well, live well, and age well.
- 4.2. This strategy acknowledges the impact of alcohol on families, children and young people. Recommendations therefore also support the We Make Camden ambition that Camden is a borough where every child has the best start in life.

### **5. Consultation/engagement**

- 5.1. Formal consultation / engagement has been undertaken in developing this strategy, as detailed in summary above and in the strategy document (appendix A).

## **6. Timetable for implementation**

- 6.1. We have committed in our report to, alongside key stakeholders, develop detailed action plans for recommendation implementation by January 2026.

## **7. Questions for the board**

- How might alcohol screening and brief interventions be delivered more systematically across all areas of health and care?
  - For acute care organisations, who would be the best point of contact for each organisation in taking this and other strategic work forward?
- Under 18s attending or admitted to hospital due to an alcohol need should be automatically referred through safeguarding channels. How can we ensure this is happening? If improvements are needed how might these be achieved?
- Where are there important opportunities to take immediate action together to progress with strategy recommendations?

## **8. Finance Comments of the Executive Director Corporate Services**

- 8.1. The Executive Director of Corporate Services has been consulted on the contents of the report and has no comments to add to the report.

## **9. Legal Comments of the Borough Solicitor**

- 9.1. The Local Authority is responsible for taking such steps as it considers appropriate for improving the health of the people in its area under Section 2B of the National Health Service Act 2006 (as amended by the Health and Social Care Act 2012).
- 9.2. The Director of Public Health is a 'responsible authority' for the purpose the Licensing Act 2003 and so must be consulted on the Licensing policy and may make representations relating to application for licences. This is set out in Camden's licensing policy for 2025 – 2030 and in particular sets out the role in seeking to reduce the adverse impacts of alcohol on health and wellbeing.

## **10. Environmental Implications**

- 10.1. This report has no direct environmental implications.

## **11. Appendices**

- Appendix A: Camden Council Alcohol Strategy 2025-30
- Appendix B: Alcohol Strategy HWBB Slides

**REPORT ENDS**