

The UK Recovery Walk- Camden 2023.



About Camden

This proposal sets out our ambition to host the UK Recovery Walk 2023 in the London Borough of Camden. We've focused on the Recovery Walk in this document.

Camden is special. With its bustling market, a wealth of music venues, canal-side walks and iconic street art, Camden's uniquely alternative culture has made it one of the most popular attractions in London.

As one of the oldest boroughs of London, Camden is famed in song and story, and boasts a rich and fascinating history. For centuries this area has been a hotbed of creativity: home to literary legends such as John Keats, Charles Dickens, Sylvia Plath and Alan Bennet and outstanding musicians such as Gary Lightbody, Madness, Akala and, famously, the late Amy Winehouse who loved this special borough and made it her home.

This creative legacy will always be part of Camden's character: the buzz of live music, the numerous blue plaques outside residential houses and the smell of world cuisine from the street markets are embedded in the memories of visitors. Unsurprisingly Camden has provided the backdrop for numerous iconic films such as *The Lady Killers*, *Withnail & I*, *The Lady in the Van*, Mike Leigh's *Happy Go-Lucky* and *David Copperfield*.

Camden is the multi-cultural heart of London and one of the city's most diverse boroughs. 34% of Camden residents are from Black, Asian or other minority ethnic groups, and 22% identify as non-British White including those from the EU, other Europe and the rest of the world. The borough has a strong, visible LGBTQ+ community. Data from the 2019 GP Patient Survey found that 8.5% of Camden residents surveyed identified as Lesbian, Gay, Bisexual or 'Other' – above the London average (6.1%) and the national average (3.9%).

Camden is also a borough of contrasts. Business centres such as Holborn, Euston and Tottenham Court Road contrast with exclusive residential districts in Hampstead and Highgate, thriving Belsize Park, the open spaces of Hampstead Heath, Parliament Hill and Kenwood, the musical creativity of Camden Town, houses in Kentish Town and West Hampstead, as well as areas of deprivation.

Bordered by Regents Park and a stone's throw from the West End, Camden Town has an iconic market, musical and cultural history. With a mixture of urban landscape, iconic landmarks, and large green spaces, it offers a diverse and unique backdrop for the Recovery Walk.

Why Camden

Camden is the ideal place for the 2023 Recovery Walk. With almost twenty-two square kilometres in the heart of London, it is one of the most well-known boroughs in the United Kingdom.

We believe Camden is the Recovery Capital of London. With over 1000 residents engaging with Treatment and Recovery services, and over 40 mutual aid groups running weekly, the borough hosts social enterprises, exhibitions & events celebrating recovery and challenging stigma.

Camden is a vibrant and diverse area but has been impacted significantly by addiction and large-scale drug dealing for many years. We can challenge this by working together, celebrating visible recovery, hope, belonging and being part of local communities. The walk will help to educate, raise awareness, and show the work being undertaken both locally and nationally with the most up to date insights and innovation in the sector. It's a way of bringing service users, families, and the wider community together, offering opportunities for participation, creating connections, support and a legacy of good will.



We have the relationships, presence, and experience to celebrate recovery and generate local and London-wide interest in the event and the issues around addiction.

The walk, close to Westminster and the heart of Government decision making on spend for recovery and treatment offers an opportunity to demonstrate the difference the investment makes to communities and the genuine value of this in treatment and recovery.

Recovery Community

Camden's recovery Community hosts peer led activities across the borough, in green spaces such as Calthorpe Community Gardens and other community venues such as the iconic Pirates Castle on the canal. Photographic exhibitions, poetry readings, film making workshops and viewings are all hosted plus talent events for up to two hundred people. These are co-produced with service users and reflect their artistic backgrounds and interests. A stall in Camden Market aims to educate local people as well as offering support to those directly affected and their families. Satellites across the borough work with women, older people, and communities where stigma may be an issue such as Camden's large Bangladeshi community.

Service user representatives who support the bid include 'Moving Forward', a group of committed and highly skilled individuals who are Camden Service User representatives. Moving forward have recently co-produced the specification for new integrated services in the borough, and were an integral part of the panel in evaluating submitted tenders. Service users are key to the success and vibrancy of the walk. Co-production and involvement mechanisms will feature if Camden are successful, from the formation of a planning committee which includes representation from services and service users, as well as the community, to involvement via social media channels, national groups and London wide lived experience forums to ensure that the recovery community are core to the planning and realization of the walk.

Planning and Delivery

The walk will be organised by a cross section of people from the recovery community in Camden. Representatives from Change Grow Live, Moving Forward, service users and carers will all have a role to play. Several other local stakeholders will play a role in delivering a vibrant, successful event:

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| Camden Council | Police and Probation |
| Single Homeless Project | St Mungo's |
| One Housing | Camden Community Safety and Safer Neighbourhood teams |
| University College Hospital Trust | Camden Market management team (Labtech) |
| Royal Parks | London Irish Centre |
| Camden & Islington Forum+ | Terrence Higgins Trust |

Partnering with Camden Town Unlimited, with their expertise in events management will be a valuable partner. Local MP Keir Starmer regularly supports initiatives to protect residents from drug related anti-social behaviour and has visited Change Grow Live services.



Influence and Involvement

Genuine opportunities for authentic co-production will help foster a sense of community and shared purpose, showing what recovery means to different people. There will be connections to the wider community as we want to bring people together from Camden, London and across the country. These relationships and connection are the antithesis of addiction.

There are lots of options for everyone to be involved and in some ways the more the better. People will be able to dip into these as much or as little as they feel able to. We're realistic about the time that people can give so a blend of options will be available, with face to face and digital, community meetings, surveys and focus groups. We'll explore how this will form part of the governance for the development and of the recovery walk. This can include a formal role in decision making.

Representation from communities across Camden, London and beyond will be crucial. Change Grow Live's National Lived Experience Group will help us embed cross community co-production and we'll take best practice from other London services and stakeholders. One of our inclusion leads will offer advice, support, and coordination, for example raising trans and non-binary awareness.

Branding

We'll continue to use the UKRW logo and branding on all merchandise and materials. All supporters and suppliers will reflect the underlying values of the recovery movement and the UKRW charity. A range of sponsorship options may include additional logo and branding opportunities which will sit alongside the UKRW logo. Coordinated messaging will include websites, social media, flyers, posters, adverts, banners, press and all merchandise.

The Route

A proposed walk will start at the Pirates Castle, an iconic landmark on the Regents Canal. This is a 5 minutes' walk from Camden Town underground and will give visitors from out of the area the chance to take in the atmosphere of Camden market on route.

Refreshments and maps of the route will be available in the big hall of the Castle along with information and maps for Camden Town, leaflets about local attractions for visitors, including and things to do/see in the area, and recovery resources such as local 12 step meeting information.

Camden Recovery peers with knowledge of local history, information and recommendations of things to do while in Camden will be on hand, meeting and greeting all joiners.

The walk will proceed down Oval Road into the Gloucester Gate entrance of Regents Park. The walk will be signposted throughout the 410-acre park with stopping places for rest refreshments, and connecting with new people. Signposts will lead the walk to the north of the park and across the Regents Canal into the famous Primrose Hill area where it will conclude, on the summit of Primrose Hill, with its spectacular views of the entire London skyline. Of all the panoramic views of London, Primrose Hill is the city's favorite, inspiring the poet William Blake's, famous words which are inscribed on the viewing platform:

"I have conversed with the spiritual sun. I saw him on Primrose Hill."

We will work with all partners to ensure we have an exceptionally vibrant and colourful finish area with stands, activities and things to do for the participants, community and visitors. Colleagues from health and other agencies will be invited to take part, alongside artists, musicians, and entertainers to make sure the event is something to be remembered such as The Clean Break Theatre Company, Sobriety Films and Club Soda Camden Town Unlimited. Volunteers and other supporters will

help to marshal and signpost the route and we'll work with specific agencies for first aid/paramedic cover and security.

Getting There

With three main-line railway stations (St Pancras, King's Cross and Euston) and extensive bus, tube and suburban rail networks, Camden is incredibly well connected to the rest of London and the UK, making it easy for those outside the borough and the city to visit and take part.