QUID DES MISSIONS AU NIVEAU LOCAL ?

Jean-Baptiste POINTEL

« Je crois que cette Nation devrait s'engager à atteindre l'objectif, avant la fin de cette décennie, de faire atterrir un homme sur la Lune et de le ramener sain et sauf sur la Terre. »

UNE QUESTION DE

METHODE

1. De qui doit émaner la vision qui détermine la mission ?

   « Qui décide ? »

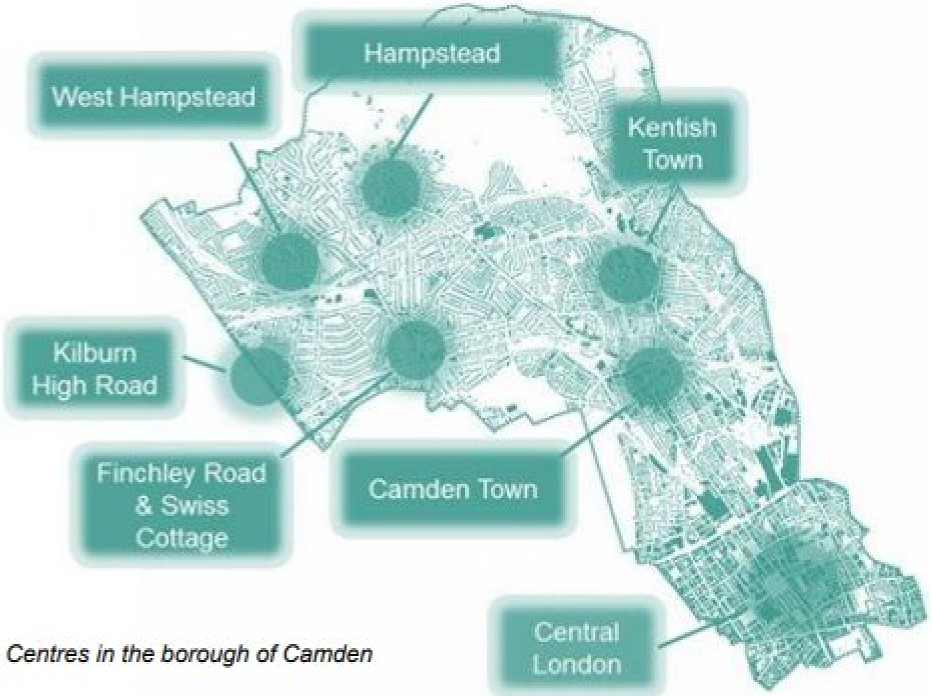
2. Comment emporter l'adhésion et l'approbation générale ?

CAMDEN POP-UP
THINK&DO
COMMUNITY SPACE FOR CLIMATE & ECO ACTION
T&D
IMAGINATION WORKSHOPS
SHARE + REPAIR
Think GLOBAL
Act LOCAL
Thinking SPACE
What's on today
COOK + EAT
Greening UP
Transport HUB
Energy FORUM
THINK

L’EXEMPLE DE CAMDEN

UNE MISSION A L’ECHELON MUNICIPAL

Le borough de **Camden** au cœur de Londres


Hampstead
West Hampstead
Kentish Town
Kilburn High Road
Finchley Road & Swiss Cottage
Camden Town
Central London

Town Centres in the borough of Camden

CAMDEN LOCK

Developing renewal missions in Camden

2021

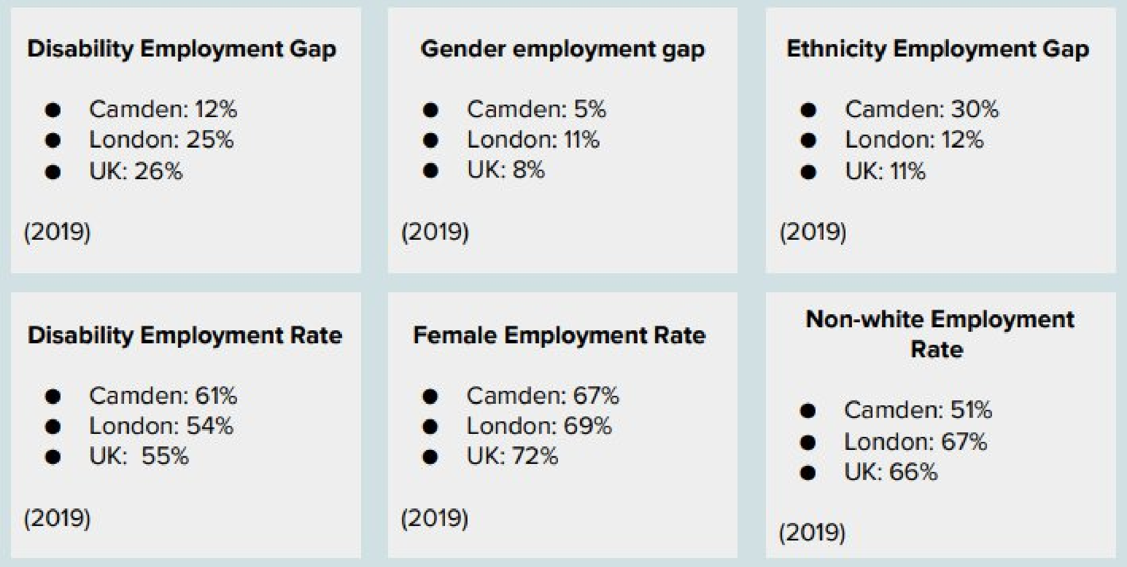
CAMDEN LOCK

Renewal Commission report - **2021** | Page 1 [Back to contents]

UCL IIPP Institute for Innovation and Public Purpose

Camden

1. UNE DEMARCHE SCIENTIFIQUE



Disability Employment Gap

- Camden: 12%
- London: 25%
- UK: 26%

(2019)

Gender employment gap

- Camden: 5%
- London: 11%
- UK: 8%

(2019)

Ethnicity Employment Gap

- Camden: 30%
- London: 12%
- UK: 11%

(2019)

Disability Employment Rate

- Camden: 61%
- London: 54%
- UK: 55%

(2019)

Female Employment Rate

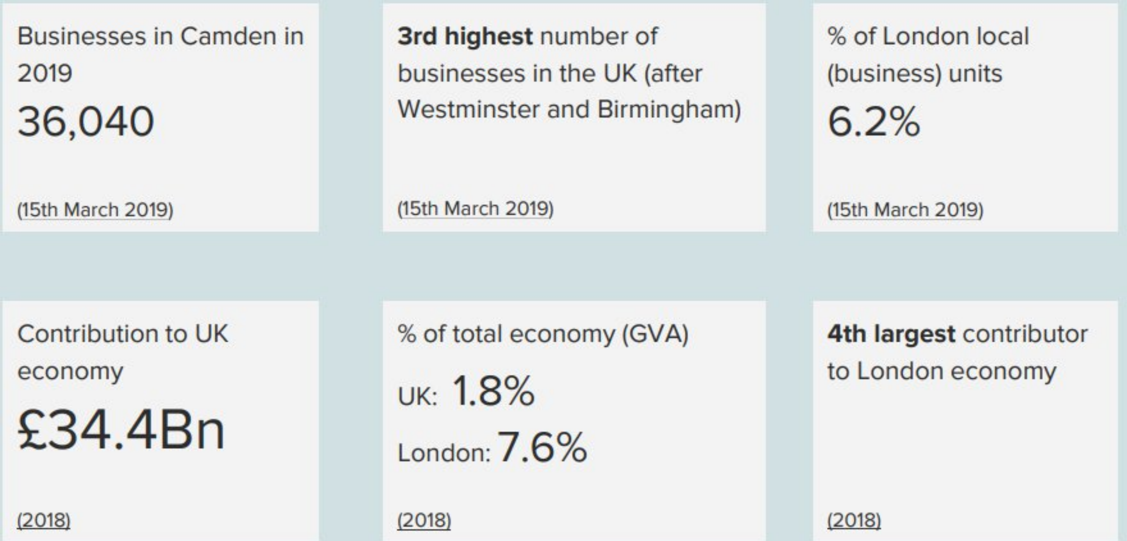
- Camden: 67%
- London: 69%
- UK: 72%

(2019)

Non-white Employment Rate

- Camden: 51%
- London: 67%
- UK: 66%

(2019)



Businesses in Camden in 2019

36,040

(15th March 2019)

3rd highest number of businesses in the UK (after Westminster and Birmingham)

(15th March 2019)

% of London local (business) units

6.2%

(15th March 2019)

Contribution to UK economy

£34.4Bn

(2018)

% of total economy (GVA)

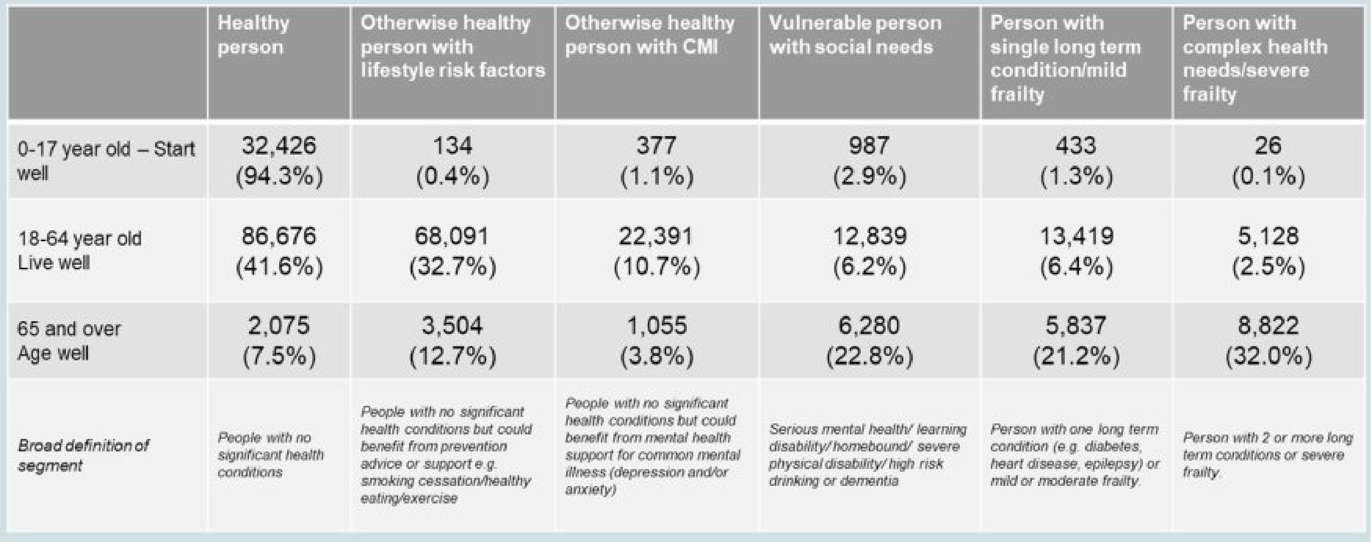
UK: 1.8%

London: 7.6%

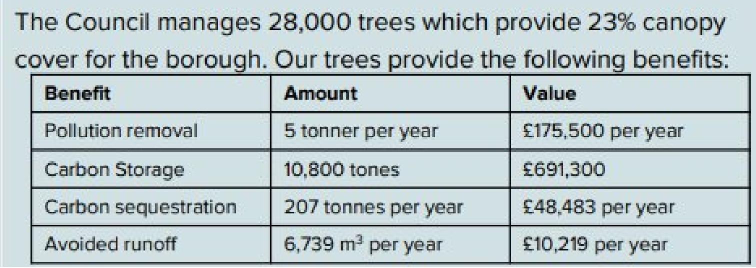
(2018)

4th largest contributor to London economy

(2018)

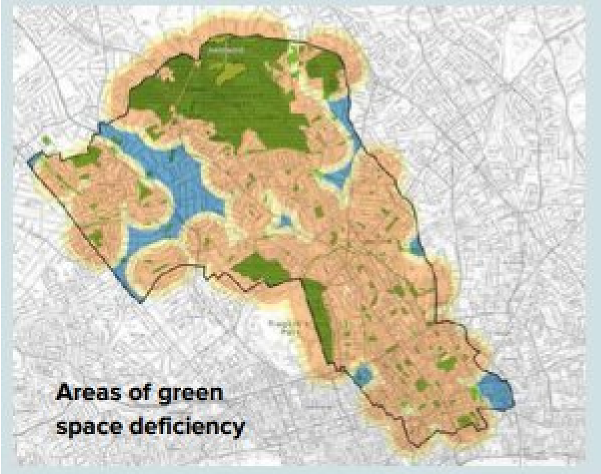


	Healthy person	Otherwise healthy person with lifestyle risk factors	Otherwise healthy person with CMI	Vulnerable person with social needs	Person with single long term condition/mild frailty	Person with complex health needs/severe frailty
0-17 year old – Start well	32,426 (94.3%)	134 (0.4%)	377 (1.1%)	987 (2.9%)	433 (1.3%)	26 (0.1%)
18-64 year old Live well	86,676 (41.6%)	68,091 (32.7%)	22,391 (10.7%)	12,839 (6.2%)	13,419 (6.4%)	5,128 (2.5%)
65 and over Age well	2,075 (7.5%)	3,504 (12.7%)	1,055 (3.8%)	6,280 (22.8%)	5,837 (21.2%)	8,822 (32.0%)
Broad definition of segment	*People with no significant health conditions*	*People with no significant health conditions but could benefit from prevention advice or support e.g. smoking cessation/healthy eating/exercise*	*People with no significant health conditions but could benefit from mental health support for common mental illness (depression and/or anxiety)*	*Serious mental health/ learning disability/ homebound/ severe physical disability/ high risk drinking or dementia*	*Person with one long term condition (e.g. diabetes, heart disease, epilepsy) or mild or moderate frailty.*	*Person with 2 or more long term conditions or severe frailty.*



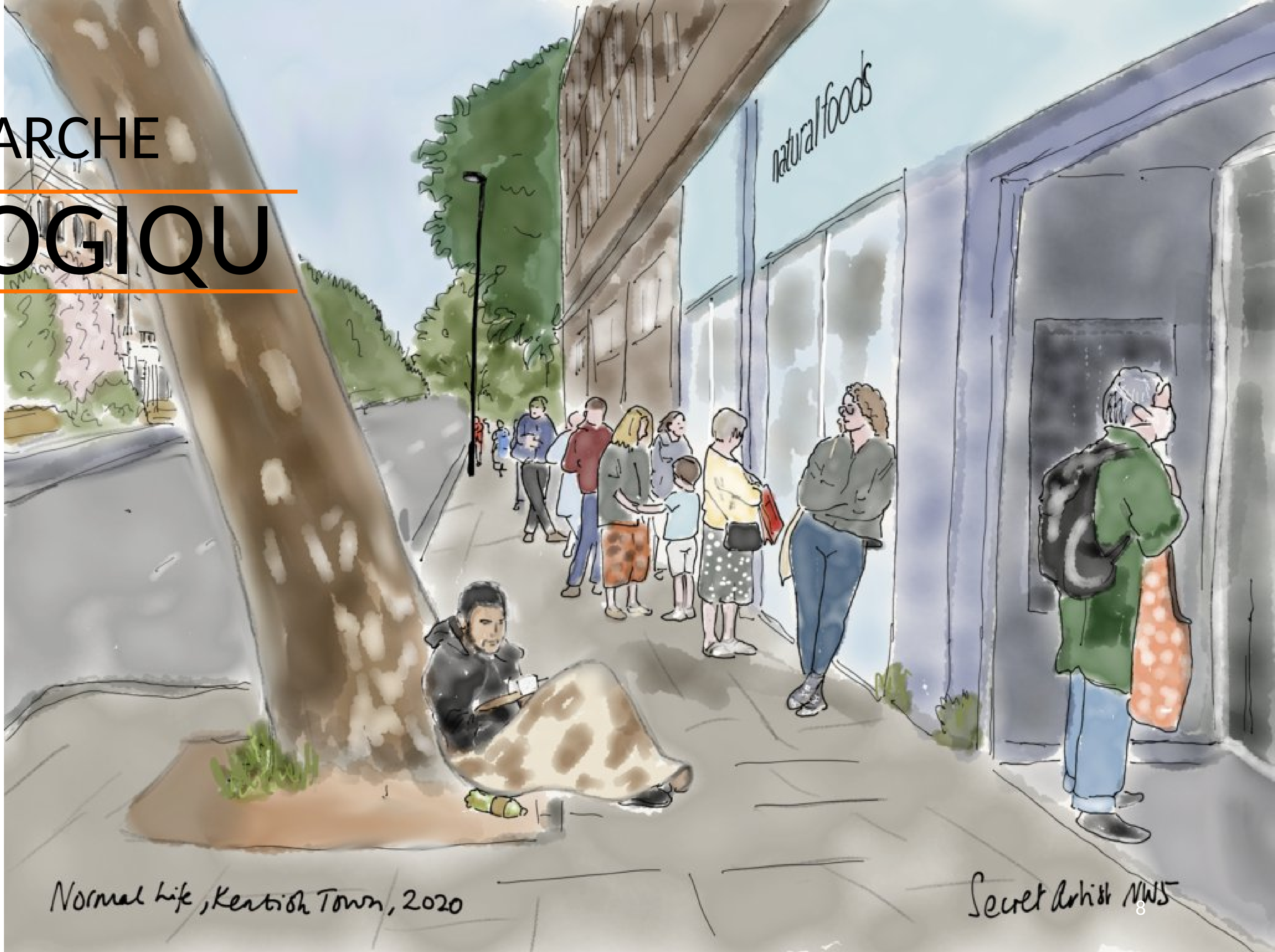
The Council manages 28,000 trees which provide 23% canopy cover for the borough. Our trees provide the following benefits:

Benefit	Amount	Value
Pollution removal	5 tonner per year	£175,500 per year
Carbon Storage	10,800 tones	£691,300
Carbon sequestration	207 tonnes per year	£48,483 per year
Avoided runoff	6,739 m³ per year	£10,219 per year

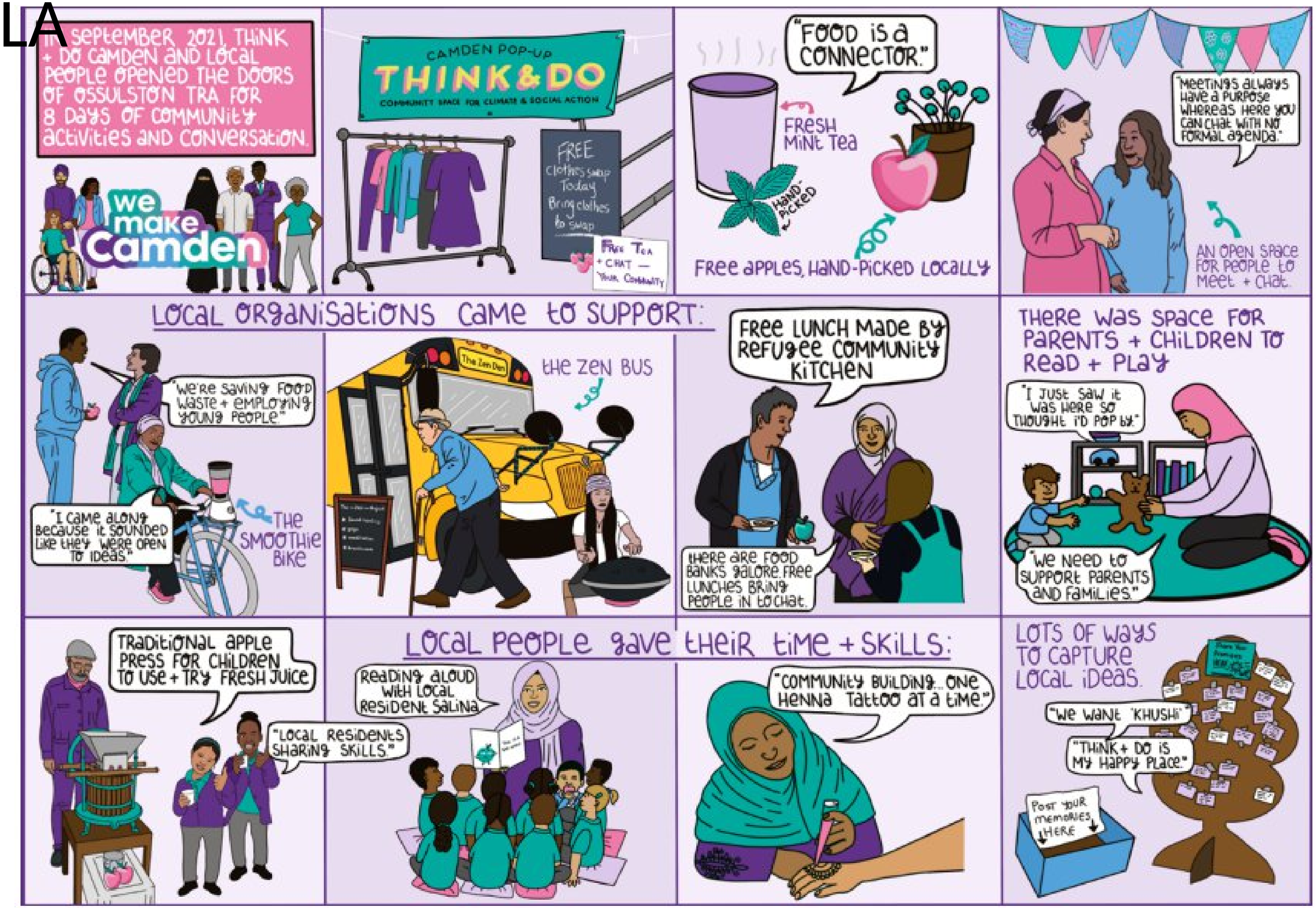


Areas of green space deficiency

UNE DEMARCHE ETHNOLOGIQUE


natural foods
Normal Life, Kentish Town, 2020
Secret Artist NW5

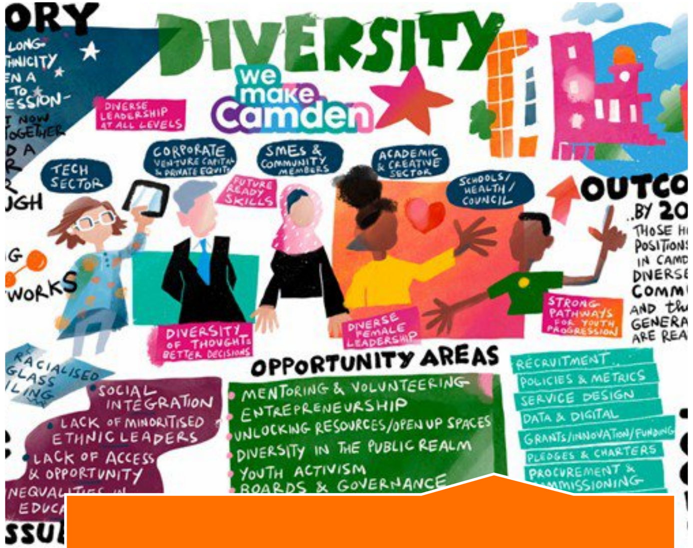
2. UN PORTAGE PAR LA SOCIETE CIVILE


In September 2021, Think + Do Camden and local people opened the doors of Ossulston TRA for 8 days of community activities and conversation.
we make Camden
CAMDEN POP-UP THINK & DO
COMMUNITY SPACE FOR CLIMATE & SOCIAL ACTION
FREE clothes swap Today Bring clothes to swap
Free Tea + Chat — Your Community
"Food is a connector."
Fresh mint tea
Hand-picked
Free apples, hand-picked locally
"Meetings always have a purpose whereas here you can chat with no formal agenda."
An open space for people to meet + chat.
Local organisations came to support:
"We're saving food waste + employing young people."
"I came along because it sounded like they were open to ideas."
The smoothie bike
The Zen Den
The Zen bus
Free lunch made by refugee community kitchen
"There are food banks galore. Free lunches bring people in to chat."
There was space for parents + children to read + play
"I just saw it was here so thought I'd pop by."
"We need to support parents and families."
Traditional apple press for children to use + try fresh juice
"Local residents sharing skills."
Local people gave their time + skills:
Reading aloud with local resident Salina
"Community building... one henna tattoo at a time."
Lots of ways to capture local ideas.
"We want 'Khushi'"
"Think + Do is my happy place."
Post your memories here

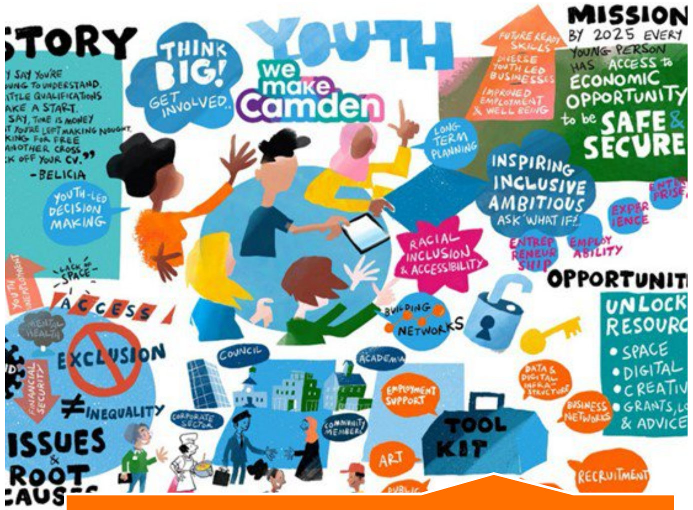
LE RESULTAT :

4 MISSIONS

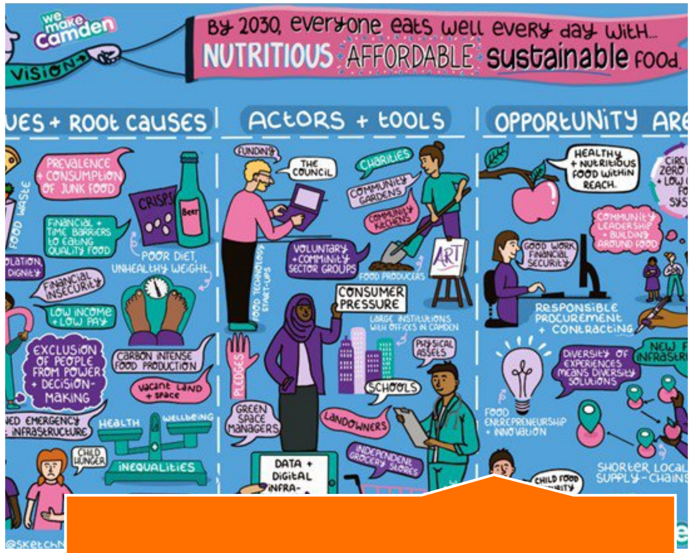
ANCREES LOCALEMENT


DIVERSITY
we make Camden
DIVERSE LEADERSHIP AT ALL LEVELS
TECH SECTOR
CORPORATE VENTURE CAPITAL & PRIVATE EQUITY
SMEs & COMMUNITY MEMBERS
ACADEMIC & CREATIVE SECTOR
SCHOOLS / HEALTH / COUNCIL
FUTURE READY SKILLS
OUTCO
STRONG PATHWAYS FOR YOUTH PROGRESSION
DIVERSITY OF THOUGHT: BETTER DECISIONS
DIVERSE FEMALE LEADERSHIP
OPPORTUNITY AREAS
SOCIAL INTEGRATION
LACK OF MINORITISED ETHNIC LEADERS
LACK OF ACCESS & OPPORTUNITY
MENTORING & VOLUNTEERING
ENTREPRENEURSHIP
UNLOCKING RESOURCES / OPEN UP SPACES
DIVERSITY IN THE PUBLIC REALM
YOUTH ACTIVISM
BOARDS & GOVERNANCE
RECRUITMENT
POLICIES & METRICS
SERVICE DESIGN
DATA & DIGITAL
GRANTS / INNOVATION / FUNDING
PLEDGES & CHARTERS
PROCUREMENT & COMMISSIONING

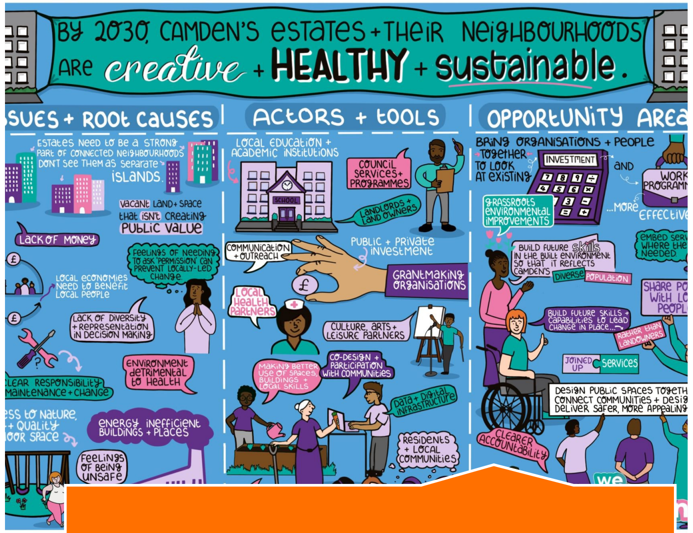
1.DIVERSITE


STORY
THINK BIG! GET INVOLVED
YOUTH
we make Camden
MISSION
BY 2025 EVERY YOUNG PERSON HAS ACCESS TO ECONOMIC OPPORTUNITY TO BE SAFE & SECURE
- BELICIA
YOUTH-LED DECISION MAKING
LONG-TERM PLANNING
INSPIRING INCLUSIVE AMBITIOUS
ASK 'WHAT IF?'
RACIAL INCLUSION & ACCESSIBILITY
ACCESS
EXCLUSION
≠ INEQUALITY
ISSUES & ROOT CAUSES
BUILDING NETWORKS
OPPORTUNITY
UNLOCK RESOURCES
• SPACE
• DIGITAL
• CREATIVE
• GRANTS, LOANS & ADVICE
TOOL KIT
ART
RECRUITMENT

2. JEUNESSE


we make Camden
VISION
By 2030, everyone eats well every day with NUTRITIOUS AFFORDABLE sustainable food.
ISSUES + ROOT CAUSES
ACTORS + TOOLS
OPPORTUNITY AREAS
PREVALENCE + CONSUMPTION OF JUNK FOOD
FINANCIAL + TIME BARRIERS TO EATING QUALITY FOOD
POOR DIET, UNHEALTHY WEIGHT
FINANCIAL INSECURITY
LOW INCOME + LOW PAY
EXCLUSION OF PEOPLE FROM POWER + DECISION-MAKING
CARBON INTENSE FOOD PRODUCTION
VACANT LAND + SPACE
HEALTH INEQUALITIES
THE COUNCIL
CHARITIES
COMMUNITY GARDENS
VOLUNTARY + COMMUNITY SECTOR GROUPS
CONSUMER PRESSURE
SCHOOLS
LANDOWNERS
DATA + DIGITAL INFRA-
HEALTHY + NUTRITIOUS FOOD WITHIN REACH
COMMUNITY LEADERSHIP + BUILDING AROUND FOOD
GOOD WORK FINANCIAL SECURITY
RESPONSIBLE PROCUREMENT + CONTRACTING
DIVERSITY OF EXPERIENCES MEANS DIVERSITY SOLUTIONS
FOOD ENTREPRENEURSHIP + INNOVATION
SHORTER LOCAL SUPPLY-CHAINS

3. ALIMENTATION


By 2030, CAMDEN'S estates + their NEIGHBOURHOODS are creative + HEALTHY + sustainable.
ISSUES + ROOT CAUSES
ACTORS + TOOLS
OPPORTUNITY AREAS
Estates need to be a strong part of connected neighbourhoods, don't see them as separate islands
Vacant land + space that isn't creating public value
LACK OF MONEY
Local economies need to benefit local people
LACK OF DIVERSITY + REPRESENTATION IN DECISION MAKING
ENVIRONMENT DETRIMENTAL TO HEALTH
CLEAR RESPONSIBILITY, MAINTENANCE + CHANGE
ENERGY INEFFICIENT BUILDINGS + PLACES
FEELINGS OF BEING UNSAFE
LOCAL EDUCATION + ACADEMIC INSTITUTIONS
COUNCIL SERVICES + PROGRAMMES
LANDLORDS + LAND OWNERS
PUBLIC + PRIVATE INVESTMENT
COMMUNICATION + OUTREACH
LOCAL HEALTH PARTNERS
GRANTMAKING ORGANISATIONS
CULTURE, ARTS + LEISURE PARTNERS
CO-DESIGN + PARTICIPATION WITH COMMUNITIES
DATA + DIGITAL INFRASTRUCTURE
RESIDENTS + LOCAL COMMUNITIES
BRING ORGANISATIONS + PEOPLE TOGETHER
INVESTMENT
GRASSROOTS ENVIRONMENTAL IMPROVEMENTS
BUILD FUTURE SKILLS
JOINED UP SERVICES
DESIGN PUBLIC SPACES TOGETHER
CLEARER ACCOUNTABILITY

4. CADRE DE VIE

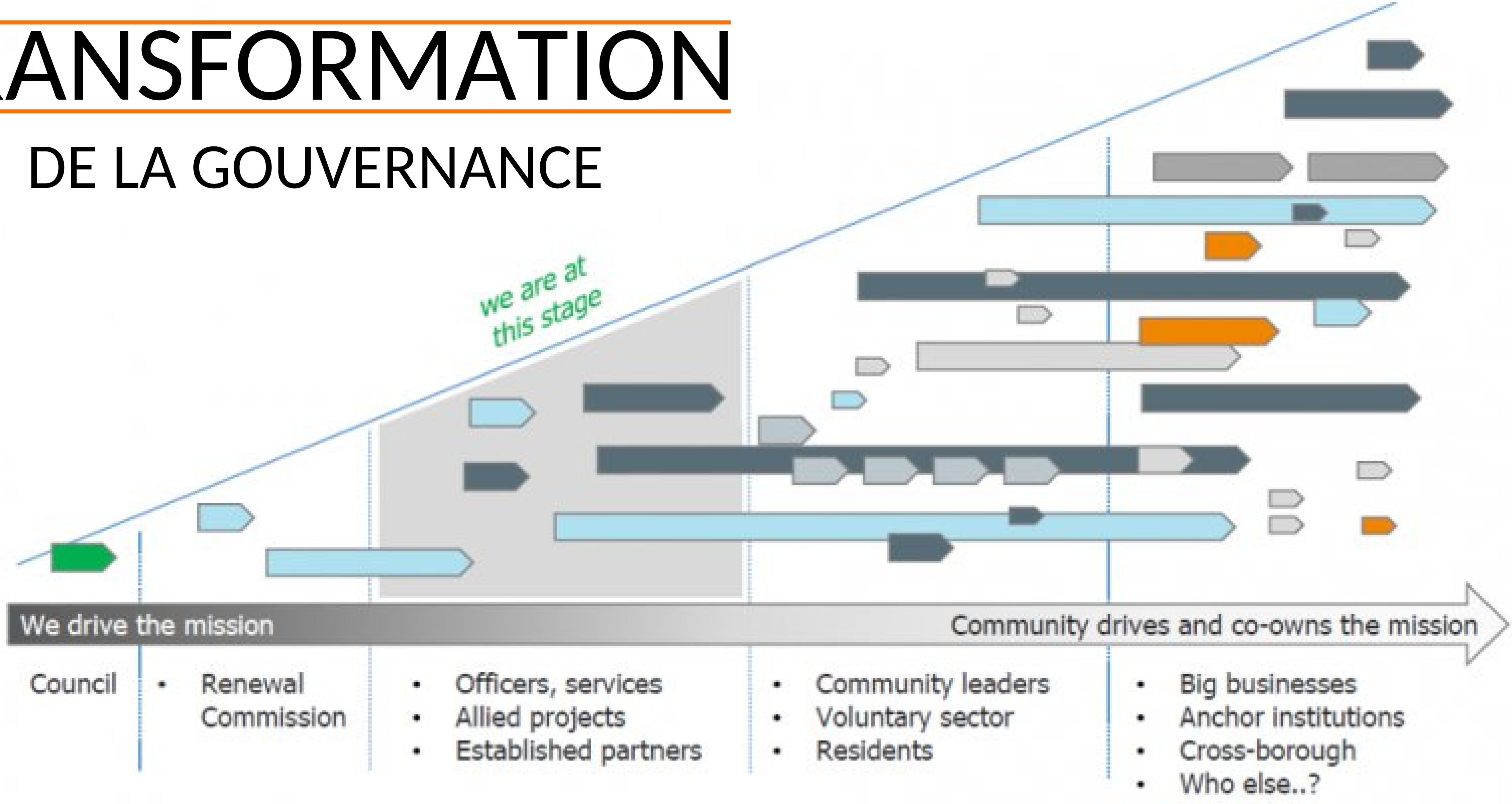
UN FOND GERE PAR LA
POPULATION
ELLE-MEME

Reduce
Reuse
Recycle
CAMDEN

UNE OPPORTUNITE DE

TRANSFORMATION

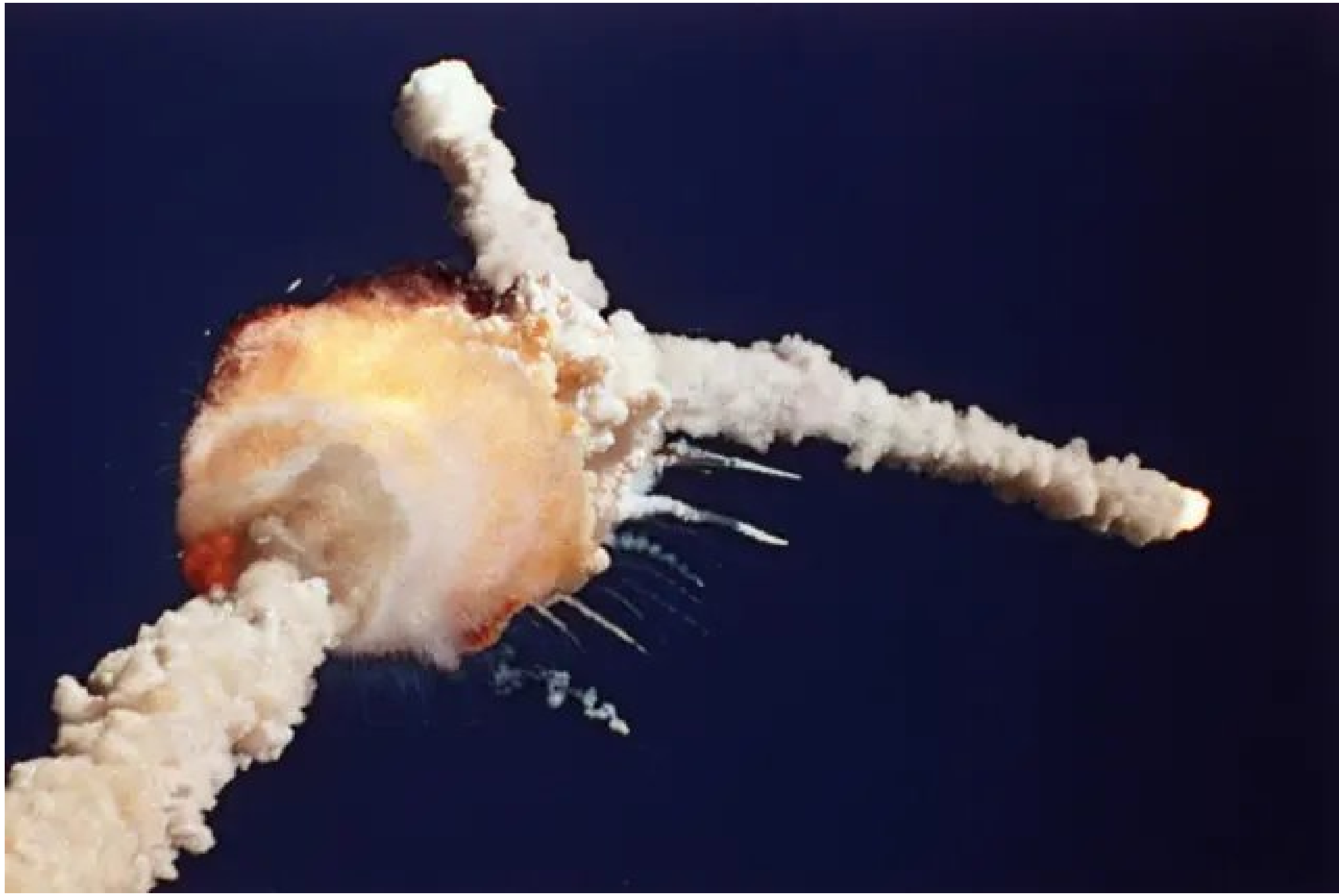
DE LA GOUVERNANCE


we are at this stage
We drive the mission
Community drives and co-owns the mission
Council
• Renewal Commission
• Officers, services
• Allied projects
• Established partners
• Community leaders
• Voluntary sector
• Residents
• Big businesses
• Anchor institutions
• Cross-borough
• Who else..?

EST-CE BIEN REALISTE UNE MISSION A L’ECHELON LOCAL ?

UNE METHODE EXPERIMENTALE

CLYDE
MISSION
GLASGOW
CITY REGION



PROPOSITION DE FACTEURS CLES DE SUCCES

1. Adopter un réel **pilotage par la donnée**

2. **Associer les habitants** dès la phase de conception

3. S'appuyer sur l'**écosystème existant**

MERCI POUR VOTRE ATTENTION

LA 27e REGION

QUID DES

MISSIONS

AU NIVEAU LOCAL ?

Jean-Baptiste POINTEL