

**OFFICE OF THE POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE  
DECISION RECORD**

Decision Record Number: **DR30/2026**

Title: **Humberside Ketamine Campaign (KET Hole)**

**Executive Summary:**

The Office of the Police and Crime Commissioner is seeking to contribute £10,000 towards a drug awareness campaign, educating on the harms associated with an emerging and concerning trend in ketamine use. The OPCC have collaborated with key stakeholders within the combatting drugs partnerships to produce an impactful Humber wide public awareness campaign, with meaningful long-term engagement and workforce development.

The campaign will help educate against the dangers of ketamine. The PCC's Police and Crime Plan outlines a commitment to addressing crime and community safety issues through a long-term reduction in high-harm crimes through a multi-agency public health approach. This work forms part of a wider public health approach to reducing drug related harms and enabling safer and more resilient communities.

The campaign is being developed by CGL Renew, the OPCC have been connecting across all stakeholders, in collaboration with lived experience, who have been heavily consulted within the development of this co-produced campaign.

**Decision of the PCC:**

Approve the recommendation that the OPCC contribute £10,000 towards the provision of a public awareness campaign to educate on the harms associated with an emerging trend in ketamine use.

**Background Report: Open**

**Police and Crime Commissioner for Humberside**

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

**Signature**



**Date: 03/06/2026**

**POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE**

**SUBMISSION FOR: DECISION**

**OPEN**

**Title: Humberside Ketamine Campaign (KET Hole)**

**Date: 1/6/26**

**1. Executive Summary**

The Office of the Police and Crime Commissioner is seeking to contribute £10,000 towards a drug awareness campaign, educating on the harms associated with an emerging trend in ketamine use. The OPCC have collaborated with key stakeholders within the combatting drugs partnerships to produce an impactful Humber wide public awareness campaign, with meaningful long-term engagement and workforce development.

The campaign will help educate against the dangers of ketamine. The PCC's Police and Crime Plan outlines a commitment to addressing crime and community safety issues through a long-term reduction in high-harm crimes through a multi-agency public health approach. This work forms part of a wider public health approach to reducing drug related harms and enabling safer and more resilient communities.

The campaign is being led and developed by CGL Renew, the OPCC have been connecting across all stakeholders, in collaboration with lived experience, who have been heavily consulted within the development of this co-produced campaign.

**2. Recommendation**

Approve the recommendation that the OPCC contribute £10,000 towards the provision of a public awareness campaign to educate on the harms associated with an emerging trend in ketamine use.

### **3. Background**

- 3.1. Ketamine use is increasing, and so are its harms, this has been a developing concern over the previous 24 months within the combatting drugs partnerships (CDP). As such there is a collaboration across the region and a regional ketamine harms group as a subgroup of the CDP. There are eight times more people going into drug treatment for ketamine use than there were a decade ago. People aged 18-24 have the highest rates of use. However, according to the last school survey, the use of ketamine in children has more than doubled in five years.
- 3.2. Sustained ketamine use is causing serious health issues, painful bladder problems and damage to the urinary tract, leading to incontinence and other complications, some of which can be irreversible. This is an increasing cause for concern among urologists.
- 3.3. Recent intelligence from Regional Organised Crime Unit (ROCU) displayed increased intelligence with regards to supply of ketamine through regional organised crime groups.
- 3.4. The Advisory Council on the Misuse of Drugs published its updated evidence review on the prevalence, health and social harms, pharmacology, and legal controls of ketamine and ketamine analogues in the UK, including recommendations on supporting current classification. Ketamine – an updated review of use and harms: [https://assets.publishing.service.gov.uk/media/6978c7e2128d9c1d09a98c17/ACMD\\_Ketamine\\_Review\\_2026-Report .pdf](https://assets.publishing.service.gov.uk/media/6978c7e2128d9c1d09a98c17/ACMD_Ketamine_Review_2026-Report.pdf)
- 3.5. Considering the above, the OPCC, CDP and Public Health colleagues have been collaborating with people with lived experience from Believe in People Podcast, in partnership on a lived experience campaign to raise awareness and educate the community on the serious dangers of ketamine. The campaign focuses on the delivery of high-quality, public facing film, resources and podcast content, combined with promotion and awareness activity. The campaign will include:
  - A local and national documentary with launch event and media opportunities.
  - A series of short, hard hitting awareness films for social media.
  - And a lived experience training package designed to start conversations, build understanding, and inspire meaningful change.
  - Education about the risk of ketamine and workforce follow up, training to support specialist pathway and intervention. Staff will be alert to risks of ketamine use and harm reduction messaging. The campaign will also include support for concerned parents in terms of how to support and refer.
  - The aim is simple in terms of influencing culture, improve safety, and give a platform to the people whose voices need to be heard most.

### **4. Options**

#### **Option 1 – Do nothing (do not fund)**

There is a concern that without funding the campaign an opportunity will be missed to help reduce serious harms amongst young people in Humberside. The opportunity to display quality local projects and collaboration across partners and service user community will be missed. The PCC contribution will ensure the project goes ahead.

## **Option 2 – (Preferred option)**

Grant the required funding through combatting drugs partnership to support the development of education and awareness campaign. The development of the campaign is an OPCC delivery plan aim, and this funding helps realise OPCC strategic aims.

### **5. Financial Implications**

Consultation with the Deputy Chief Finance Officer has confirmed that is £10,000 is available for this campaign. £20k of the campaign is being funded via partners.

### **6. Legal Implications**

None. The film interviews sector experts, all of whom are factual and evidence based.

### **7. Driver for Change/Contribution to Delivery of the Police and Crime Plan**

The Police and Crime Plan clearly set out within safer communities the outcome to reduce high harm crimes through a multi-agency public health approach. The campaign is included within the OPCC delivery plan as a strategic aim.

### **8. Equalities Implications**

The campaign supports the Public Section Equality Duty by encouraging the fostering of good relations between men and women.

### **9. Consultation**

The campaign has been developed using local co production and lived experience groups across Humberside, with a focus on Hull. The Believing people podcast is a well-respected national lived experience platform, with millions of followers nationally.

### **10. Media information**

Information will be shared publicly on social media channels and the OPCC website as the campaign is launched. There will be a show case event at a local cinema which will generate local interest and awareness. The campaign will be promoted by the Believe in People podcast (Hull) and supported by the national substance misuse service user group. There are well respected local and national platforms to enable promotion of this campaign.

### **11. Background documents**

None.

### **12. Publication**

Open

### **13. DPIA considered**

Screening completed at the start of the process. Confirmation received that a full DPIA is not needed.