



Hampstead Heath, Highgate Wood and Queen's Park Committee

Date: WEDNESDAY, 13 NOVEMBER 2019

Time: 4.00 pm

Venue: COMMITTEE ROOMS, 2ND FLOOR, WEST WING, GUILDHALL

Members: Karina Dostalova (Chairman)
Anne Fairweather (Deputy Chair)
Mark Bostock
Deputy David Bradshaw
Alderman Prem Goyal
Michael Hudson
Alderman Gregory Jones QC
Wendy Mead
Ruby Sayed
Deputy John Tomlinson
William Upton QC
John Beyer (Heath & Hampstead Society)
Councillor Richard Cornelius (London Borough of Barnet)
Sam Cooper (English Heritage)
Rachel Evans (Royal Society for the Protection of Birds)
Councillor Thomas Gardiner (London Borough of Camden)
Adeline Siew Yin Au (Ramblers' Association)
Graeme Doshi-Smith (Ex-Officio Member)
Oliver Sells QC (Ex-Officio Member)

Enquiries: Leanne Murphy
leanne.murphy@cityoflondon.gov.uk

**Supper will be served in the Guildhall Club at the rising of the meeting
N.B. Part of this meeting could be the subject of audio or visual recording**

**John Barradell
Town Clerk and Chief Executive**

AGENDA

Part 1 - Public Agenda

1. **APOLOGIES**

2. **MINUTES**

To agree the public minutes and summary of the meeting held on 11 September 2019.

For Decision
(Pages 1 - 10)

3. **OUTSTANDING ACTIONS**

Report of the Town Clerk.

For Information
(Pages 11 - 12)

4. **OTHER MINUTES**

For Information

a) **Hampstead Heath Consultative Committee**

To receive the draft public minutes of the Hampstead Heath Consultative Committee meeting held on 14 October 2019.

(Pages 13 - 26)

b) **Highgate Wood Consultative Group**

To receive the draft public minutes of the Highgate Wood Consultative Group meeting held on 9 October 2019.

(Pages 27 - 32)

c) **Queen's Park Consultative Group**

To receive the draft public minutes of the Queen's Park Consultative Group meeting held on 9 October 2019.

(Pages 33 - 38)

5. **KENWOOD EVENTS 2019/20**

The Kenwood House General Manager to be heard.

For Information
(Pages 39 - 42)

6. **SUPERINTENDENT'S UPDATE**

Report of the Superintendent of Hampstead Heath.

For Decision
(Pages 43 - 102)

7. **FEES AND CHARGES 2020/21 & 2021/22**

Report of the Superintendent of Hampstead Heath.

For Decision
(Pages 103 - 116)

8. **QUEEN'S PARK CAFÉ - ENGAGEMENT AND CONSULTATION EXERCISE**

Report of the Superintendent of Hampstead Heath.

For Decision
(Pages 117 - 148)

9. **MANAGEMENT FRAMEWORK UPDATE**
Report of the Superintendent of Hampstead Heath.
For Information
(Pages 149 - 168)
10. **THE CITY OF LONDON CORPORATION'S DRAFT SPORT AND PHYSICAL
ACTIVITY STRATEGY FOR 2020-25**
Report of the Head of Corporate Strategy and Performance.
For Information
(Pages 169 - 192)
11. **BREXIT PLANNING**
The Director of Open Spaces to be heard.
For Information
12. **FUNDAMENTAL REVIEW UPDATE**
The Director of Open Spaces to be heard.
For Information
13. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE**
14. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
15. **EXCLUSION OF THE PUBLIC**
MOTION: That under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A of the Local Government Act.
For Decision

Part 2 - Non-Public Agenda

16. **NON-PUBLIC MINUTES**
To agree the non-public minutes of the meeting held on 11 September 2019.
For Decision
(Pages 193 - 196)
17. **NON-PUBLIC SUPERINTENDENT'S UPDATE**
The Superintendent of Hampstead Heath to be heard.
For Information
18. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE
COMMITTEE**
19. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND
WHICH THE COMMITTEE AGREE SHOULD BE CONSIDERED WHILST THE
PUBLIC ARE EXCLUDED**

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HAMPSTEAD HEATH, HIGHGATE WOOD AND QUEEN'S PARK COMMITTEE **Wednesday, 11 September 2019**

Minutes of the meeting of the Hampstead Heath, Highgate Wood and Queen's Park Committee held at Parliament Hill Conference Room, Parliament Hill Staff Yard, Parliament Hill Fields, Hampstead Heath, NW5 1QR on Wednesday, 11 September 2019 at 3.00 pm

Present

Members:

Karina Dostalova (Chairman)
Anne Fairweather (Deputy Chairman)
Mark Bostock
Michael Hudson
Wendy Mead
Deputy John Tomlinson
John Beyer
Adeline Siew Yin Au

Officers:

Colin Buttery	- Director of Open Spaces
Bob Warnock	- Superintendent of Hampstead Heath
Katherine Radusin	- PA to Superintendent of Hampstead Heath
Richard Gentry	- Constabulary and Queen's Park Manager
Jonathan Meares	- Highgate Wood, Conservation & Trees Manager
Edward Wood	- Chief Solicitor, Comptroller & City Solicitors
Graham Nickless	- Senior Accountant, Chamberlain's Department
Declan Gallagher	- Operational Services Manager
Yvette Hughes	- Business Manager Hampstead Heath
Gerry Kiefer	- Business Manager, Open Spaces Department
Karyn Burnham	- Deputy Head of Facilities Management, City Surveyors
Abigail Tinkler	- Head of Learning, Open Spaces Department
Carl Locsin	- Media Team, Town Clerk's Department
Leanne Murphy	- Town Clerk's Department

1. APOLOGIES

Apologies were received from Rachel Evans, Councillor Thomas Gardiner, Councillor Richard Cornelius, Oliver Sells QC, Graeme Smith, Deputy David Bradshaw, Alderman Prem Goyal and William Upton QC.

2. MEMBERS DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THIS AGENDA

There were none.

3. MINUTES

RESOLVED, that the public minutes of the meeting held on 5 June 2019 were approved as a correct record.

4. OUTSTANDING ACTIONS

Members noted the various outstanding actions and the updates provided thereon.

Members were advised that Action 1 would be carried over to the November meeting.

With regards to Action 2, the Chairman advised that the Town Clerk sought legal advice concerning the request to change to the Committee's Terms of Reference to include a disability representative. In principle, there were no legal reasons preventing a dedicated disability representative to the Committee and Officers agreed to progress with this addition and begin looking suitable charities to approach.

Concerning Action 4, the Chairman confirmed that the Committee's views regarding the City of London Corporation Sport and Physical Activity Strategy were expressed through the further consultation process. It was noted that the Strategy would be discussed at the upcoming Hampstead Heath Sports Advisory Forum meeting and the Corporate Strategy Manager would be in attendance.

A motion would also be put forward at the Court of Common Council meeting the following day concerning the City Corporation's commitment around sport and physical engagement and the Chairman welcomed support from Members attending Court.

The Chairman advised that Action 5 was complete and that a response from English Heritage had been received confirming they noted the responses to consultation and would not be supporting a memorial in the proposed location in Kenwood. Members were pleased with this outcome.

5. **HAMPSTEAD HEATH CONSULTATIVE COMMITTEE MINUTES**

The draft public minutes of the Hampstead Heath Consultative Committee meeting held on 8 July 2019 were received.

6. **SUPERINTENDENT'S UPDATE**

Members considered a report of the Superintendent providing an update on matters concerning Hampstead Heath, Highgate Wood and Queen's Park. The following points were made:

Management Framework

- Members were advised that the Measurement Framework had been embedded into the Hampstead Heath Management Strategy 2018-2028 and would be the next area of focus for the Superintendent.

City Surveyor's Cyclical Work Programme

- The Superintendent highlighted current projects within the Cyclical Work Programme including the Heath Extension changing rooms and public

toilets. A planning application for the refurbishment of the Parliament Hill public toilets has been submitted to the London Borough of Camden.

East Heath Car Park (A DP5)

- The Superintendent advised that the project had reached Gateway 5 but was now frozen due to the Fundamental Review. It was noted that there would be an opportunity to bid for capital funds in November based on a criterion of five set characteristics and the Open Spaces Department was currently prioritising all of its capital projects.
- The Director of Open Spaces stated that the majority of capital bids were currently on hold and the Department was keen for all projects with health and safety implications to be prioritised. All cases put forward in the annual bidding round would be based on a strong business case.
- Members were concerned that by the significant risks of rain on the East Heath Car Park and agreed that pressure was needed to ensure this project was completed as a matter of urgency.
- The Chairman and Deputy Chair highlighted the need for projects with health and safety to be prioritised as leaving them had potential reputational and liability concerns for the City Corporation. The Chairman requested clarity on the bidding process.
- A Member cautioned against the reliance on classifying projects as having health and safety implications noting that this was the Health and Safety at Work Act. He regarded most of these concerns as public liability or safety issues and recommended seeking legal advice when preparing bidding cases.
- It was noted that the Chairman of the Policy and Resources Committee had stated that necessary projects should not be held up. The Chairman agreed to clarify with the Chairmen of the Projects Sub Committee, Resource Allocation Sub Committee and Finance Committee what the next steps were for funding projects.

Planning

- **Jack Straws Castle 2017/2064/P, 2017/2211/L, 2017/2171/P.** Members were advised that the developer had withdrawn their appeal.
- **North Fairground Site 2017/4346/P.** The Superintendent advised that the Public Enquiry would be recommenced on 3 October 2019. The Applicant's request to submit additional evidence was rejected.
- **South Fairground Site.** It was noted that the Public Inquiry had been concluded and all parties were awaiting the Inspector's decision.

- **55 Fitzroy Park 2018/3672/P.** Members were advised that the case was ongoing, and the City Corporation had submitted a representation concerning the impact of the development adjacent to the Heath.
- **The Water House, Millfield Lane. 2017/3692/P.** The Superintendent advised that a decision concerning the representation submitted against the construction of a boundary fence was still to be determined.
- **Jack Straws Castle – change of use application.** The Superintendent advised that he would be meeting the Headteacher the following day to discuss the change of use application.
- **Athlone House.** Members were advised that a new, more suitable gate design had been submitted following the City Corporation's representation against the original elaborate design.
- In response to a query regarding wayleave agreements, the Superintendent confirmed that this would be reviewed. Members felt that a payment of £10 per year was not enough and suggested increasing this to £25-50 per year in line with other Local Authorities.
- A Member thanked the City Corporation who were an unsung hero for the significant work they do protecting the Heath from ongoing development issues.

Grazing

- Members were advised that the grazing trial was a success receiving positive feedback and publicity. A review would take place and inform future grazing projects on the Heath.
- The Superintendent gave thanks to the project partners, the Heath & Hampstead Society, Mudchute Farm, the Rare Breeds Survival Trust, Heath Hands and Historic England.

Swimming

- The Superintendent stated that there was increasing pressures on the Team during extreme weather events, which was having knock on effects when the ponds and Lido were operating at capacity.
- The Chairman thanked all staff and lifeguards for their hard work and noted the email sent to Members providing an update on the significant pressures at the Heath over the summer months.
- The Deputy Chair did not see the issues as unique to the Heath and requested that Members receive a lessons learnt update to support staff.

- In response to a query regarding the leak at the Lido, the Superintendent that the gel treatment of the pipes had not worked and options for excavation and resealing were being considered by the City Surveyor.

Heath Extension Meeting Room

- The Superintendent sought Members thoughts on how to progress with the Heath Extension meeting room proposing that the space be let to local sports clubs in the short term followed by wider consultation for long term use and income, e.g. a tea hut or sports offer.
- The Chairman queried whether consultation with the community should encompass the wider provision of sports facilities across the Heath. This would link to the projects identified in the Asset Management Plan or whether this should remain an independent work stream.
- Members supported that the room be let on a temporary basis to ensure the City Corporation was receiving an income straight away and for a decision to be made long term following consultation.

Playgrounds

- The Superintendent advised that a planning application had been submitted for the Adventure Playground. The planning application for the refurbishment of the Vale of Health and Preachers Hill Playgrounds was being finalised.

Events

- The Chairman congratulated the Events Team on a successful year of events. The Night of the 10,000m Personal Bests was highlighted as a key international event for the Heath noting that next year it would be used as the trials for the Olympics.

Waste & Recycling

- Members were advised that new bins were being introduced in a phased process following the huge volume of waste during June and July. It was noted that the behaviour of the public was monitored, and introduction of three separate recycling streams had led to much less contamination.
- The next focus for Team was messaging and communications for the public visiting the Heath to take their rubbish home. The Chairman suggested engaging with local press concerning the waste issues to publish a story.

30th Anniversary

- The Chairman advised that all Members were invited to attend a tree planting to celebrate 30 years of the City Corporation's custodianship of

the Heath would take place on 12 October 2019 during the HHCC walk.

- The Chairman noted that a Freedoms ceremony would take place before the close of the year presenting nominated people with close connections to the Heath with the Freedom of the City.

Queen's Park

- The Chairman was disappointed that the Public Toilet and Sandpit Refurbishment projects had been put on hold due to the Fundamental Review after over two years of planning and saw this as an unacceptable reputational risk. The Chairman agreed to discuss this project with the relevant Committee Chairmen.
- Members were advised that Queen's Park Day would take place on Sunday 15 September 2019 and were encouraged to attend.

Oak Processionary Moth (OPM)

- The Deputy Chair was pleased to note that OPM nests had significantly reduced from the previous year and commended the pest management operations of the Tree Team.
- The Director of Open Spaces stated that the Forestry Commission have been providing messaging on the management of OPM across London and the pilot study and change of method trialled at the Heath had been a success story.

RESOLVED – That:-

- Members agree the proposed phases for the future use of the meeting room on the Heath Extension (paragraphs 27-28);
- The Chairman to liaise with the Chairmen of the Projects Sub Committee, Resource Allocation Sub Committee and Finance Committee regarding the next steps for funding capital projects.

7. LARGE & MAJOR EVENT APPLICATIONS FOR HAMPSTEAD HEATH

Members considered and approved a report of the Superintendent of Hampstead Heath in relation to two major events: The Affordable Art Fair and the Highgate Harriers Night of 10,000m Personal Bests.

Members were advised that each of these events has been assessed by the Officer Event Group and considered by the Hampstead Heath Consultative Committee. Members regarded both as key, well established events in the Hampstead Heath events calendar.

RESOLVED: That:-

- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee approve the Affordable Art Fair 2020 event (appendix 1);
- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee approve the Highgate Harriers Night of 10,000m Personal Bests 2020 event (appendix 2).

8. **HIGHGATE WOOD AND QUEEN'S PARK CAFÉ UPDATE**

Members considered and approved a report of the Superintendent of Hampstead Heath providing Members with an update on the tendering of the Highgate Wood Pavilion and the Queen's Park Cafés.

Members were advised that the new tender process ensured that the best opportunity was found for the community. The Queen's Park Manager confirmed that there had been interest in bidding for the lease and that Groundwork London had been appointed to undertake user consultation and engagement. The outcome of the engagement would inform the tender process with an aim for a new tenant by spring 2020. A temporary option would be in place during the winter months.

A Member recommended that as part of the negotiations it was preferable to offer a reduced rent during the establishment phase rather than a rent-free period.

RESOLVED – That Members agree the revised tendering timeline, as set out in Para 9.

9. **ANNUAL UPDATE**

Members considered and approved a report of the Superintendent of Hampstead Heath concerning the Annual Update for 2018-19.

Members were advised that the annual update was a commitment from the Management Strategy agreed by the Committee in November 2018. This detailed the progress made during its first year and set out the priorities for 2019-20.

It was noted that development of a Management Framework was in progress and HHCC Members had provided feedback on the draft at their last meeting. members were happy with the draft wording.

RESOLVED – That Members approve the Annual Update 2018–2019.

10. **BREXIT PLANNING**

Members received a verbal update from the Director of Open Spaces concerning Brexit planning.

Members were advised that the City Corporation had three priorities: 1) to represent and promote the best interests of the City; 2) to continue to deliver its statutory duties and 3) to ensure the continued success of the organisation.

The Director of Open Spaces confirmed that the City Corporation was carrying out significant work on an operational and Departmental level in preparation for Brexit. With regards to the Open Spaces Department, work was ongoing with DEFRA to ensure a continuance of working across the City Corporation's Open Spaces and safeguarding EU grants that were previously agreed.

In response to a query concerning potential delays in equipment, materials, spaces, etc, caused by no-deal Brexit, Members were advised that there were weekly Chief Officer meetings which included discussions regarding supply lines, vehicles, fuel supply, etc, and there had been fundamental preparation and emergency planning to cover all eventualities of Brexit. It was noted that it was difficult to prepare for something that was uncertain.

11. THREE-YEAR REVIEW OF THE OPEN SPACES DEPARTMENT'S 'GREEN SPACES, LEARNING PLACES' PROGRAMME

Members received a report of the Director Open Spaces providing Members with a review of the Open Spaces Department's three-year (2016 to 2019) learning programme delivering learning, play and volunteering opportunities to local children and adults at Hampstead Heath, West Ham Park, Epping Forest and Queens Park. This review provides a measure of success against the original ambitions of the programme and the lessons learnt that will inform the future programme.

Members were pleased that funding had been secured to continue this programme. The Deputy Chair suggested inputting into local Boroughs and other forums to expand and gain wider acknowledgement of this important work.

RECEIVED.

12. CYCLICAL WORKS PROGRAMME BID - 2020/21

Members received a report of the City Surveyor concerning the Cyclical Works Programme Bid for 2020/21.

Members were advised that the draft cyclical project list for 2020/21 totalled £778,200 but £144k was added following consultation to keep up with statutory inspections. The Chairman added that HHCC Members had noted that all the statutory inspections were not included and had now been added to the list.

RECEIVED.

13. OPEN SPACES DEPARTMENTAL BUSINESS PLAN 2018/19 - YEAR END PERFORMANCE REPORT

Members received a report of the Director of Open Spaces providing Members with a review of the Open Spaces Department's delivery of its 2018/19 Business Plan.

Members were advised that progress had been made against the Department's fifteen programmes and projects and that performance against the 31 performance measures was comparable with previous years and only 19% of

targets were missed by more than 10%. It was noted that there was a £13k overspend across the total local risk budget of £12million.

RECEIVED.

14. QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE

There were no questions.

15. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT

There was no other business.

16. EXCLUSION OF THE PUBLIC

RESOLVED, that under Section 100A(4) of the Local Government Act 1972 the public be excluded from the meeting for the following items of business on the grounds they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A of the Act.

17. NON-PUBLIC MINUTES

RESOLVED, that the non-public minutes of the meeting held on 5 June 2019 were approved as a correct record.

18. NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE COMMITTEE

There were two questions.

19. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE COMMITTEE AGREE SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED

There were no urgent items.

The meeting ended at 4.59 pm

Chairman

Contact Officer: Leanne Murphy
leanne.murphy@cityoflondon.gov.uk

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Hampstead Heath, Highgate Wood and Queen's Park Committee

Actions Sheet

	Date	Action	Officer responsible	Progress Update
1.	13 March 2019	The Kenwood House General Manager to give a presentation of the events programme consultation meeting feedback, local concerns and how Kenwood addressed them at the next meeting.	Kenwood House General Manager	Presentation at November 2019 meeting
2.	11 Sept 2019	The Chairman to liaise with the Chairmen of the Projects Sub Committee, Resource Allocation Sub Committee and Finance Committee re: the next steps for funding capital projects.	Chairman	Update at November 2019 meeting
3.	11 Sept 2019	Members to be sent details for the tree planting during the HHCC walk on 12 October 2019.	Town Clerk	Done
4.	11 Sept 2019	The Chairman to liaise with the relevant Chairmen re: the toilet project at Queen's Park and the reputational risk to the COL.	Chairman	Update at November 2019 meeting

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HAMPSTEAD HEATH CONSULTATIVE COMMITTEE **Monday, 14 October 2019**

Minutes of the meeting of the Hampstead Heath Consultative Committee held at Parliament Hill Conference Room, Parliament Hill Staff Yard, Parliament Hill Fields, Hampstead Heath, NW5 1QR on Monday, 14 October 2019 at 7.00 pm

Present

Members:

Karina Dostalova (Chairman)
Anne Fairweather (Deputy Chairman)
Ray Booth (Barnet Mencap)
Nick Bradfield (Dartmouth Park Conservation Area Advisory Committee)
John Etheridge (South End Green Association)
Matthew Frith (London Wildlife Trust)
Colin Gregory (Hampstead Garden Suburb Residents' Association)
Michael Hammerson (Highgate Society)
Dr Gaye Henson (Marylebone Birdwatching Society)
Helen Payne (Friends of Kenwood)
Thomas Radice (Heath and Hampstead Society)
Susan Rose (Highgate Conservation Area Advisory Committee)
Steve Ripley (Ramblers' Association)
Richard Sumray (London Council for Recreation and Sport)
David Walton (Representative of Clubs using facilities on the Heath)
John Weston (Hampstead Conservation Area Advisory Committee)
Simon Williams (Vale of Health Society)

In attendance:

Dr Merlin Fox
Jon Sheaff

Officers:

Colin Buttery	- Director of Open Spaces
Bob Warnock	- Superintendent of Hampstead Heath
Jonathan Meares	- Highgate Wood, Conservation & Trees Manager
Declan Gallagher	- Operational Services Manager
Richard Gentry	- Constabulary and Queen's Park Manager
Paul Maskell	- Leisure and Events Manager
Yvette Hughes	- Business Manager
Kate Radusin	- PA to Superintendent of Hampstead Heath
Carl Locsin	- Media Team, Town Clerk's Department
Leanne Murphy	- Town Clerk's Department

1. APOLOGIES

Apologies were received from Cindy Galvin (represented by Dr Merlin Fox), Ellin Stein, Harunur Rashid, Simon Taylor and Sharlene McGee.

The Chairman advised Members that Ellen Solomons had stepped down as Vale of Health Society representative and thanked her for her contribution to the Committee. The Chairman welcomed Simon Williams who was the new Vale of Health Society representative.

The Chairman thanked the Heath & Hampstead Society for hosting an enjoyable party on 11 September 2019 celebrating 30 years of the City Corporation's custodianship of the Heath.

2. **DECLARATIONS BY MEMBERS OF ANY PERSONAL AND PREJUDICIAL INTERESTS IN RESPECT OF ITEMS ON THIS AGENDA**

There were none.

3. **MINUTES**

The public minutes of the meeting held on 8 July 2019 were approved as a correct record subject to one typo.

4. **OUTSTANDING ACTIONS**

Members noted the various outstanding actions and the update provided thereon.

With regards to action 1, Members were advised that the Superintendent had been liaising with the Head of the Education Commissioning & Schools Organisation for Camden and had set out what was required from a representative for local schools. Discussions included the possibility of the role being undertaken by a Youth Council representative. The Superintendent was awaiting suggestions and feedback from the London Borough of Camden.

5. **HAMPSTEAD HEATH, HIGHGATE WOOD AND QUEEN'S PARK COMMITTEE MINUTES**

The public minutes of the Hampstead Heath, Highgate Wood and Queen's Park Committee (HHHWQPC) meeting held on 11 September 2019 were received.

6. **HAMPSTEAD HEATH SPORTS ADVISORY FORUM MINUTES**

The draft public minutes of the Hampstead Heath Sports Advisory Forum meeting held on 16 September 2019 were received.

Members were advised that the City of London Corporation's Sport and Physical Activity Strategy was heavily discussed and useful feedback on the Heath was provided. The Forum hoped that they would be given the opportunity to review the new draft of the Strategy before it was finalised.

The Chairman stated that the new draft would be revisiting a number of Committees for feedback before being approved and would first go to the Public Relations and Economic Development Sub Committee (PRED) in November, of which the Chairman and the Deputy Chair were both Members. It was agreed the draft would be circulated to the Forum in advance of the next HHCC meeting in January for comments.

Proposal from the Hampstead and Highgate Angling Society (HAHAS)

Members were advised that a proposal had been received by the HAHAS regarding the reintroduction of angling from the north bank of the Highgate Men's Bathing Pond to allow float fishing only, which presented no danger to swimmers.

The proposal was discussed at the Swimming Forum and during the recent Committee walk. It was noted that the Highgate Men's Pond Association had voted against the proposal at their recent AGM and that the Swimming Forum representatives gave mixed feedback in relation to the proposal.

The Superintendent confirmed that the local swimming community, users and forums would need consultation regarding the proposal. Officers would explore the range of options and issues concerning float fishing, including a possible offer for schools on an arranged basis, extreme weather protocols, consideration of how appropriate float fishing was in a swimming pond and whether other ponds were more appropriate. Members agreed that all options needed to be explored before any decision was made.

In response to a Member (Friends of Kenwood) seeking reassurance that the wildlife would not be affected, the Superintendent confirmed that this work would be captured in the Ponds and Wetland Strategy.

A Member (Highgate Society) queried how the stock of fish in the Men's Pond compared to other ponds. Members were advised that the Men's Pond contained a varied of species of fish.

It was agreed the proposal would be brought back for consideration following further exploration of the options by Officers.

7. SUPERINTENDENT'S UPDATE

Members considered an update report of the Superintendent and the following points were made:

Management Framework

- The Superintendent confirmed that the Management Framework was being updated following feedback from Members and would be circulated for Members consideration at a future meeting.

Awards

- The Superintendent was pleased to advise that Hampstead Heath had retained its Green Flag award and Green Heritage status.

City Surveyors Cyclical Work Programme

- The Superintendent updated Members on current projects within the Cyclical Work Programme including the Heath Extension changing

rooms and public toilets. A planning application for the refurbishment of the Parliament Hill public toilets was out to consultation by the London Borough of Camden.

East Heath Car Park (A DP5)

- The Superintendent confirmed that an application had been made to the City Corporation's Annual Programme for Capital Bids to fund this project and it was hoped the funds would be secured based on public safety grounds. A bid had also been made seeking funding for the Parliament Hill Athletics Track resurfacing project.

Planning

- **North Fairground Site, 2017/4346/P.** It was noted that this Public Inquiry had been postponed until December 2019.
- **South Fairground Site.** The Superintendent advised that the appeal had been dismissed and the Enforcement Notice upheld. The City Corporation will be able to claim for a proportion of the costs accrued from the Appellant.
- **55 Fitzroy Park, 2018/3672/P.** Members were advised that additional information had been submitted to the London Borough of Camden by the Applicant and the City Corporation was responding as necessary.
- **The Water House, Millfield Lane. 2017/3692/P.** The Superintendent advised that the works were ongoing, and a meeting would take place the following evening where an update on the work progress would be provided. It was noted that a Risk Assessment would need to take place to inform a code of conduct for vehicle use of the lane following the completion of the works.
- **Jack Straws Castle, 2017/2064/P, 2017/2211/L, 2017/2171/P.** Members were advised that a planning representation had been submitted by the City Corporation.
- **Athlone House.** The Superintendent advised that following the representation made against the proposed gate design, a revised application was submitted and subsequently approved.
- In response to a query concerning 'Harry's Land', Members were advised that a letter had been drafted to the owner concerning the control of Japanese Knot Weed. The owner would be invited to meet to Chairman to discuss how the land will be managed in future.

Grazing

- Members were advised that following the small grazing trial, Officers were exploring new sites for a further trial in 2020, with proposals to follow.

Swimming

- Members were informed that the Health and Safety Executive (HSE) had sent two letters concerning the fatality of a swimmer at the Highgate Men's Bathing Pond on 1 June 2019. The letters confirmed the HSE had determined that the death was not a 'work-related' incident and would not fall to the HSE to investigate further. The HSE provided some points of advice concerning matters found during the course of their enquiries.
- Members were advised that the heatwave in July and August saw the swimming facilities operating at maximum capacity which presented significant challenges to staff. This had a knock-on effect with members of the public entering other ponds which are not Lifeguarded or safe to swim in. A review of the issues, which arose during the 2019 summer season has been undertaken and discussed with both the Swim Forum and the Sports Advisory Forum.
- The Superintendent noted that the number of swimmers accessing the three Bathing Ponds had increased by 100% since 2010/11.
- With regards to a query concerning contactless payments, Members were advised that offering multiple payment options through "The Journey to Payment Project" remained a priority.
- A Member (London Council for Recreation and Sport) stated that the issues experienced at the Bathing Ponds during the summer also needed to be factored into a review, which should look at swimming as a whole. Relevant parties would need to be involved in the review to ensure a positive impact.

Playgrounds

- It was noted that planning applications for the Adventure, Preachers Hill and Vale of Health Playgrounds had been submitted and additional information has been requested by the London Borough of Camden prior to validating the planning applications.

Heath Extension Meeting Room

- Members were advised that the meeting room on the Heath Extension had been prepared for use. Hourly rental fees for hiring the room have been included in the Fees & Charges Report. A consultation seeking views on future catering provision at the site would commence shortly.

Forest Schools

- Members were advised that a number of enquiries had been received relating to forest school activities through the Events Applications procedures.
- The Superintendent confirmed that the carrying capacity for the Heath would need to be established, and that zones for where Forest School activities could be undertaken would need to be identified. This would address concerns such as the impact on flora and fauna, compaction, erosion and the impact on other visitors.
- It was recommended that forest school activities already operating on the Heath should be put on a short-term licensing agreement while the carrying capacity and zones were established. Following further consultation, the aim would be to introduce the new licensing arrangements ahead of September 2020.
- Members were keen to ensure that commercial activity (including Forest Schools) did not have a detrimental impact on wildlife, the natural habitat and other users. It was agreed that balance was needed between children exploring nature and the Heath being overrun by large groups of children.
- A Member (Highgate Society) felt that a condition was needed to prevent deadwood being moved around the site as this would affect fungi and invertebrate.
- It was noted that some Forest Schools encouraged children to go to the toilet outside. It was agreed this would not be acceptable and would be covered in license arrangements.

Events

- The Leisure and Events Manager advised Members that it had been a successful year for events. He highlighted recent events including Give it a Go! day on 14 July 2019 which had over 6,000 visitors and the 21st Heath Duathlon on 1 September 2019, which had an increase in the number of applicants from previous years.
- Members were advised that in 2019 the Showman's Guild had taken on responsibility for the running of the three traditional fairs (Easter, Whitsun and August Bank Holiday) at the Heath which had gone well.
- Members were consulted on initial proposals from the Showman's Guild in relation to the 2020 and 2021 fairs. The Showman's Guild proposed that the Whitsun Fair should not take place and that instead the Easter Fair be extended to cover two weekends with the proposed new arrangements to start in either 2020 or 2021. It was hoped this would improve attendance and make the fairs more viable. It was noted that a

change in the Showman's Guild Fair timetable would allow for a second event linked to the Affordable Art Fair (AAF) to be considered for 2021.

- A Member (Highgate Society) voiced concern for the fabric of the Heath if a Fair was to remain over a longer period of time (two consecutive weekends). Members were advised that the Fair would be restricted to using the Fairground site.
- Members were generally supportive of the principle to have a longer Easter Fair and no Whitsun Fair. However, it was felt that the change should be implemented in 2021, as there was not sufficient time to consider and review the changes for 2020.

Waste & Recycling

- The Superintendent advised that key messaging for the public to take waste home and recycle properly was being developed.
- The Superintendent stated that Euro bins were currently being trialled at Parliament Hill along with a new waste collection system. A new vehicle, which could pick-up and empty Euro and wheelie bins across the site, would need to be purchased or leased.
- It was noted that recycling contamination had reduced since separate recycling bins for glass, plastics, cans and paper had been trialled.

RESOLVED – That Members:-

- Members feedback on the 2019 grazing trial;
- Members provide feedback following the Superintendent's verbal update on Swimming;
- Members provide feedback and views on the conclusions and next steps in relation to the Golders Hill Park Accessible Car Park Survey (appendix 3);
- Members provide feedback and views following the presentation on the outcomes from the recent engagement and consultation exercise relating to dog walking.

7.1 Appendix 1 - Divisional Plan Q2 update

Members received the Divisional Plan 2019/20 and the following comments were made:

- The Superintendent advised that extra information had been incorporated concerning veteran trees and the zoo as requested by Members.

- It was noted that priority A DP4 Asset Management Plan (AMP) for Hampstead Heath was marked as completed. The Superintendent confirmed that the high-level AMP itself was completed but he would provide further details on the next steps of the project.
- A Member (Hampstead Garden Suburb Residents' Association) queried why projects D DP4 and D DP6 were behind schedule. Members were advised that the Communications and Engagement Plan (D DP4) was currently in draft and would come to the next meeting. The project to provide contactless payments (D DP6) was behind schedule due to technical issues relating to connectivity, security and ensuring the equipment and software is compliant with financial procedures. The Chairman and Deputy Chair were particularly keen for contactless payments to become a feature at the Heath and were pushing for these issues to be resolved.

RECEIVED.

7.2 Appendix 2 - Hampstead Heath Wildlife Camera Trap Survey 2018

Members received a report from the 2018 Hampstead Heath wildlife camera trap survey.

Members were advised the survey findings indicated that the Heath was an important location for hedgehogs. Foxes, rabbit, muntjac deer and a badger were also recorded.

RECEIVED.

7.3 Appendix 3 - Golders Hill Park Accessible Car Park Survey Report

Members considered the Golders Hill Park Accessible Car Park Survey Report and the following comments were made:

- Members were advised that there were significant traffic management problems in the area. A discussion around the difficulties in opening the car park at weekends under the current operating procedures had taken place on the Committee walk.
- It was noted that only 42 survey responses were received.
- With regards to Blue Badge parking in the local area around the Park, the Superintendent confirmed that allocated Blue Badge parking spaces were provided on the roads around and adjacent to the Park.
- A Member (London Council for Recreation and Sport) stated that the report did not describe the issues experienced at the car park during weekends, meaning that those completing the survey would not understand all of the problems.

- It was noted that the criteria for Blue Badge holders changed in August 2019.
- The Superintendent noted the next steps of the project would be to commence an Equality Impact Assessment and appoint a specialist design consultant. In the meantime, increased parking compliance checks would be undertaken by staff to ensure only Blue Badge holders are using the car park. Members agreed that wider consultation was required on any proposed changes to the access arrangements.
- Members were advised that the Heath had been approached by the London Borough of Camden regarding a Park and Stride scheme. This scheme encourages parents and carers to use local car parks and then walk the last part of the journey to school. Members felt the emphasis should be on ensuring public transport provision was sufficient and suitable. It was also felt that encouraging parking schemes across the Heath car parks would create capacity, pollution and safety issues for Heath visitors. Members encouraged positive engagement with the London Borough of Camden with the emphasis being on developing non-car-based options only, e.g. walking and cycling.

RECEIVED.

8. **CODE OF CONDUCT PRESENTATION**

Members received a presentation by Jon Sheaff concerning the survey results in relation to developing a dog walking (and personal fitness trainer) code of conduct at Hampstead Heath, Highgate Wood and Queen's Park. The following comments were made:

- It was agreed that there were a higher number of dogs visiting the Heath than before with individuals bringing a number of dogs. This meant that a clear framework comprising of a Code of Conduct and licensing system was needed.
- The Hampstead Heath bylaws were written in 1932 and do not include any provisions concerning faeces.
- There were consistent themes across the London open spaces that had dog licensing in place including waste, behaviour, dog numbers and restraint.
- Two outdoor consultation events took place in July. Views were sought from dog owners, non-dog owners and commercial dog walkers to ensure a good range of opinions.
- An online questionnaire was developed asking 10 key questions and 1,346 responses were received providing a strong dataset.

- It was noted that a cap on the number of dogs each individual can walk could present an animal welfare issue if commercial dog walkers left dogs in a vehicle and swapped them based on the capped number.
- Members agreed the key issues were how to publicise the benefits of a Code of Conduct to encourage good behaviour and the need to provide a structure to support this, e.g. bins, information, messaging, bags.
- The Code of Conduct was planned to be launched in 2020 following further consultation
- It was noted that some flea treatments contained chemicals which were highly toxic to aquatic plants and animals. Therefore, it was important that access to water bodies on the Heath was controlled.
- A Member (Friends of Kenwood) was disappointed that the survey was conducted in July, August and early September when a high proportion of people go away and noted that a number of individuals in the Kenwood area still wished to input.
- It was queried (Highgate Conservation Area Advisory Committee) whether introducing a licensing scheme would impact on other open spaces, as commercial dog walkers sought alternative sites which did not have a licensing scheme in place.
- Members were advised that all 32 London Boroughs were looking at dog licensing and agreed that commercial dog walkers should pay a licensing fee. The charges for the Licensing scheme would be based on benchmarking.
- A Member felt there were fragmented approaches to dog licensing across London and a unified approach was needed across the board. It was agreed that education and communications by the City Corporation was key to the success of the initiative and the Chairman confirmed that messaging would follow once the final outcomes were finalised.
- A Member was interested in the balance of strong inputs between dog owners versus non-dog owners and highlighted the need to capture all views for buy-in by all.
- The Director of Open Spaces advised that Burnham Beeches had been operating dog control orders for six years and had defined dog walking areas and a Code of Conduct in operation due to its high conservation value as a Site of Special Scientific Interest.
- A Member (Hampstead Conservation Area Advisory Committee) felt that faeces was a huge problem and it was impossible to watch more than one dog at all times, especially in a woodland or forest setting.

- With regards to potential dog zone areas, a Member (Hampstead Conservation Area Advisory Committee) highlighted that this would not be enforceable unless the areas were fenced off.
- A Member (London Council for Recreation and Sport) stated that the safety of children was the biggest risk concerning dogs and needed to be considered carefully.

RECEIVED.

9. **FUNDAMENTAL REVIEW UPDATE**

Members received a verbal update by the Director of Open Spaces providing Members with an update on the Fundamental Review. The following comments were made:

- Members were advised that whilst there was pressure on budgets, the Fundamental Review provided a focus for looking at efficiency, innovation and income generation across all Departments.
- The Chief Officers of each Department have been asked to prepare options and prioritisation which would be submitted for review by the Policy & Resources Committee (P&R) in November 2019.
- Members were advised that the efficiency was the focus for the Open Spaces Department and powers under the Open Spaces Act would be utilised to advance opportunities for income generation which were not feasible before.
- The Director was concerned regarding impacts to service delivery after April 2020 but did not feel that this would have a significant effect in the first year.
- Members voiced concern that they would not have time to review the options being presented to P&R in November 2019.
- A Member (Hampstead Garden Suburb Residents' Association) felt that a balance was required between commercial activity and other activity stating that the Committee needed to be actively consulted as this was where Members could offer the most help.
- The Chairman and Deputy Chair confirmed they were involved in all central discussions as Members of P&R. It was agreed that a summary of the efficiencies and impacts be brought to the next meeting.

10. **FEES & CHARGES 2020-21**

Members received a report of the Superintendent of Hampstead Heath setting out the proposed fees and charges for a range of sports facilities and services provided at Hampstead Heath, Highgate Wood & Queen's Park for 2020/21 along with the proposed fees and charges for Weddings and Civil Ceremonies for 2021/22.

Members were advised the fees for football, rugby, cricket and the hire of changing rooms were held at the 2019/20 rates as these charges were all at the higher end of fees when compared to comparators. It was also hoped that the new room hire charges would be implemented from November 2019, pending agreement from the Hampstead Heath, Highgate Wood & Queen's Park Committee.

An increase to car parking charges by 8% for 0-2 hours & 2-4 hours and 9% for the additional hours was recommended as the current costs were significantly below current benchmarking. It was noted that car parks would remain less expensive than local comparators despite the increase.

A Member (Representative of Clubs using facilities on the Heath) noted that there were 16 different price lines for athletics and 29 for swimming and questioned if this was necessary.

In response to a query (Friends of Kenwood) on the local benchmarking for car parks, Members were advised that car parks at the Royal Free Hospital and within the London Borough of Camden were used.

RESOLVED – That:-

- The Hampstead Heath Consultative Committee, Highgate Wood Consultative Group and Queen's Park Consultative Group discuss the proposed fees and charges for 2020/21 and 2021/22, as set out in Appendix 1 of this report;
- The views of the Hampstead Heath Consultative Committee, Highgate Wood Consultative Group, and Queen's Park Consultative Group be conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee at their 13 November 2019 meeting.

11. QUESTIONS

There were none.

12. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT

The Chairman reminded Members of the following upcoming event dates:

- London Youth Games – 18 November 2019
- Southern Counties Cross Country Championship – 25 January 2020

13. DATE OF NEXT MEETING

The date of the next meeting on 27 January 2020 at 7.00pm was noted.

The meeting ended at 9.00 pm

Chairman

Contact Officer: Leanne Murphy
leanne.murphy@cityoflondon.gov.uk

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HIGHGATE WOOD CONSULTATIVE GROUP Wednesday, 9 October 2019

Minutes of the meeting of the Highgate Wood Consultative Group held at Highgate Wood Offices, Highgate Wood, Muswell Hill Road, N10 3JN on Wednesday, 9 October 2019 at 4.00 pm

Present

Members:

Anne Fairweather (Deputy Chair)
Deputy John Tomlinson
Stephanie Beer (Muswell Hill & Fortis Green Association)
Jan Brooker (Highgate Conservation Area Advisory Committee)
Peter Corley (Tree Trust for Haringey)
Councillor Bob Hare (London Borough of Haringey)
Alison Watson (Friends of Queen's Wood)
Michael Hammerson (Highgate Society)

Officers:

Alistair MacLellan	- Town Clerk's Department
Bob Warnock	- Superintendent of Hampstead Heath
Jonathan Meares	- Highgate Wood, Conservation & Trees Manager

1. APOLOGIES

Apologies were received from Karina Dostalova, Councillor Julie Ogierhor (Muswell Hill Ward) and Lucy Roots (Muswell Hill Friends of the Earth).

Anne Fairweather was in the Chair.

2. DECLARATIONS BY MEMBERS OF ANY PERSONAL AND PREJUDICIAL INTERESTS IN RESPECT OF ITEMS ON THIS AGENDA

There were no declarations.

3. MINUTES

RESOLVED, that the minutes of the meeting held on 3 April 2019 be approved as a correct record, subject to Alison Watson being deleted from the list of apologies, and Stephanie Beer marked as present.

4. MINUTES - HAMPSTEAD HEATH, HIGHGATE WOOD AND QUEEN'S PARK COMMITTEE

RESOLVED, that the public minutes and non-public summary of the Hampstead Heath, Highgate Wood and Queen's Park Committee meeting held on 11 September 2019 be received.

5. OUTSTANDING ACTIONS

Members considered a report of the Town Clerk regarding outstanding actions from previous meetings and the following points were made.

1 – Walking Guides

- Members noted that the Highgate Society would liaise with the Highgate Wood Manager and agreed therefore, that this action could be closed.

2 – Contact TfL regarding old line between Finsbury Park and Alexandra Palace

- The Highgate Wood Manager noted that a homeless person had chosen to camp on the land in question, an issue which had been the main focus of Highgate Wood staff to date.
- Members felt that there was potential, if TfL were minded to dispose of the land, that it could be turned into a wildlife corridor that would protect the Wood from encroaching development.
- The Superintendent agreed to contact TfL to establish their position on disposals.

3 – School Representative on the Group

- The Superintendent noted that the Head Teacher of Highgate Primary had been invited to the meeting but had been unable to attend that day.

4 – Oak Processionary Moth Risk

- The Highgate Wood Manager noted that he would provide an update under Item 6 (Superintendent's Update – Highgate Wood).

RESOLVED, that the report be received.

6. SUPERINTENDENT'S UPDATE - HIGHGATE WOOD

Members considered an update report of the Superintendent regarding Highgate Wood and the following reports were made.

Roman Kiln Project

- The Highgate Wood Manager noted that the cost of the extension and conversion of the information building was higher than anticipated and stood at £150,000. An application would be submitted by the Friends of Highgate Roman Kiln to the Heritage Lottery Fund in May 2020.

Green Flag and Green Heritage

- The Highgate Wood Manager noted that the Wood had undergone its Green Flag and Green Heritage inspection on 7 June 2019. One of the inspectors was on the Board of Directors for the Forest Schools Association, who had particularly welcomed the City's efforts to increase the number of Forest Schools using the Wood.

Sustainability

- The Highgate Wood Manager drew Members' attention to efforts to reduce the level of food waste at the café facility.

Volunteer Activity for 2018/19

- The Highgate Wood Manager placed on record his thanks to Heath Hands for their work following the summer holiday period to pull thistle from the meadow area on the southern edge of the sports field.

Tree Disease and Biosecurity Issues

- The Highgate Wood noted that the Wood was, alongside the Heath, subject to a target-based approach to combating identified Oak Processionary Moth (OPM) nests. 110 nests had been found in the Wood, of which half had been removed.

Forest Schools and Events

- A Member commented that it would perhaps be useful for the Superintendent to develop a baseline of officer capacity against which to measure the likely impact of events within the Wood. The Member added that officers should be mindful of ensuring that a diverse range of stakeholders should be able to access the Wood as possible, balanced against the likely impact of noisy activity in open areas e.g. the sports field versus the Wood proper.
- The Highgate Wood Manager noted that the Community Heritage Day had been a success and well attended. The Day had featured a Climate Change Hub with a number of stalls representing Population Matters and Extinction Rebellion.

Sports Field

- The Highgate Wood Manager noted that the football pitch had been affected by a combination of compaction, poor drainage and damage by dogs resulting in a letter of complaint from a long-standing football team. The Highgate Wood Manager had undertaken to commission an independent assessment of the pitches by the Institute of Groundsmen. In response to a question, the Highgate Wood Manager noted that likely mitigation measures would include re-seeding and aeration of the soil, with a potential review of the efficacy of the existing drainage systems.

RESOLVED, that the report be received.

7. FEES AND CHARGES 2020/21 & 2021/22

Members considered a report of the Superintendent regarding Fees and Charges 2020/21 & 2021/22 and the following points were made.

- The Superintendent noted that proposed increases were in response to the Retail Price Index (RPI). That said, fees for sports activities had been frozen following a benchmarking exercise against similar sports venues within London.
- The Superintendent noted the consultations he was undertaking regarding the introduction of licences for commercial dog walking. Measures under consultation included whether an individual walker could walk four or six dogs.
- The Superintendent undertook to circulate the findings of those consultations to Members of the Group.
- The Superintendent advised that the increase in charges for engraved benches at the Pergola & Hill Garden reflected the fact the benches at these locations were more ornate compared with other locations on the Heath.

RESOLVED, that the views of the Highgate Wood Consultative Group be conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee at its 13 November 2019 meeting.

8. **HIGHGATE WOOD AND QUEEN'S PARK CAFÉ UPDATE**

Members considered an update report of the Superintendent regarding the Highgate Wood and Queen's Park Café's and the following points were made.

- The Superintendent noted that the Highgate Wood Café was currently operated by Hoxton Beach under a tenancy at will. Longer term, a tender would be launched offering a longer lease period. The methodology for assessing bids could be shared with the Group, and there was potential for members of the Group to be involved in the tender interview process.
- The Superintendent noted that the Queen's Park Consultative Group had at its meeting earlier that day highlighted the risk of tenders providing an excellent presentation but then failing to deliver on their promised level of service.
- In response to a comment, the Superintendent agreed to liaise with a counterpart at the Barbican Centre regarding their catering offer.
- In response to a question, the Superintendent noted that a longer tenancy period would allow for more investment from the successful tenant.
- The Superintendent noted that a ban on single use plastics had been included in the tender brief.

RESOLVED, that the report be received and the revised tender timeline (concluding March 2020) be noted.

9. **QUESTIONS**

There were no questions.

10. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

There was no other business.

11. **DATE OF NEXT MEETINGS**

Members noted the provisional dates of the next meetings on 22 April 2020 and 21 October 2020.

The meeting ended at 5.01 pm

Chairman

Contact Officer: Alistair MacLellan / alistair.maclellan@cityoflondon.gov.uk

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QUEEN'S PARK CONSULTATIVE GROUP **Wednesday, 9 October 2019**

Minutes of the meeting of the Queen's Park Consultative Group held at Park Manager's Office, Queen's Park, London NW6 on Wednesday, 9 October 2019 at 11.15 am

Present

Members:

Karina Dostalova (Chairman)
Virginia Bonham Carter (Ark Franklin Primary School)
John Blandy (Queen's Park Area Residents' Association)
Helen Durnford (Queen's Park Area Residents' Association)

Officers:

Alistair MacLellan - Town Clerk's Department
Bob Warnock - Superintendent of Hampstead Heath
Richard Gentry - Constabulary and Queen's Park Manager

1. APOLOGIES

Apologies were received from Anne Fairweather, Ruby Sayed, Cllr James Denselow, Cllr Neil Nerva, Cllr Eleanor Southwood, Giovanna Torrico and Vicky Zentner.

The Chairman welcomed those present to the meeting and apologised that she had not been able to attend Queen's Park Day on 15 September 2019 but noted that she planned to attend Queen's Park Day 2020. The Chairman added that nearly 20,000 people had attended the day, and thanked the Queen's Park Area Residents' Association for organising the event.

2. DECLARATIONS BY MEMBERS OF ANY PERSONAL AND PREJUDICIAL INTERESTS IN RESPECT OF ITEMS ON THIS AGENDA

There were no declarations.

3. MINUTES

RESOLVED, that the minutes of the meeting held on 27 March 2019 be approved as a correct record.

Matters Arising

Superintendent's Update - Operational Management

- The Park Manager noted that the two roles of Team Leader and Animal Keeper & Engagement Assistant had been recruited to. Great feedback had since been received from the general public on the operation of the Animal Farm.

- The Town Clerk agreed to circulate a pdf of the suggested Woodland Walk layout.

Questions – Planting in Staff Yard

- The Park Manager noted that conversations were ongoing regarding the potential planting of trees or shrubs in front of the barn in the Staff Yard.

Any Other Business – Friends of Queen’s Park Group

- The Chairman noted that any Friends of Queen’s Park Group would be best placed as a separate charitable group from the Queen’s Park Residents’ Association or the City of London Corporation – for example, it would make charitable grant applications more straightforward.
- A Member commented that it would be best to seek to build towards the formation of a formal Friends of group from a more informal working group.
- Members agreed that the proposal should be discussed at the next meeting of the Queen’s Park Residents’ Association to gauge appetite from local residents.

3.1 Minutes - Hampstead Heath, Highgate Wood and Queen’s Park Committee

RESOLVED, that the public minutes and non-public summary of the Hampstead Heath, Highgate Wood and Queen’s Park Committee meeting held on 11 September 2019 be received.

4. OUTSTANDING ACTIONS

Members considered a report of the Town Clerk regarding outstanding actions and the following points were made.

1 – Oak Processionary Moth Risk

- Members agreed that this action could be closed.

2 – Woodland Walk

- Members agreed that this action could be closed.

3 – Queen’s Park Café Christmas Tree

- Members agreed that this action could be closed.

4 – Friends of Queen’s Park Proposal

- Members noted that this had been discussed under Matters Arising and agreed that this action could be closed.

RESOLVED, that the report be received.

5. **SUPERINTENDENT'S UPDATE - QUEEN'S PARK**

Members considered an update report of the Superintendent regarding Queen's Park and the following points were made.

Operational Management

- The Park Manager noted that he had reviewed the draft consultant's report on the Woodland Walk and would share the report with the Group in early 2020.

Projects

- The Superintendent noted that the redevelopment of the Playground Toilet and Sandpit was now on hold due to the Fundamental Review. A new annual capital projects bidding process had been adopted by the City of London Corporation which the project would now be subject to, although projects with statutory implications such as health and safety would take precedence. The Sandpit would also be separated from the Playground Toilet project in order to save £90,000.
- In response to a question, the Superintendent noted that he would liaise with the Town Clerk to establish how the project could be best monitored by the Group.
- The Superintendent noted that the project plan would identify where volunteers could add additionality to the project.
- The Park Manager noted that the tennis courts had been repainted and relined, but Court 6 required repair following the court being painted as cracking had been found, and would potentially not be repainted until Spring 2020.

Visitors and Community

- The Park Manager noted that two wedding ceremonies had taken place in the Park over the summer, and another wedding was scheduled for 2020. Work continued to promote the Bandstand as a Wedding and Civil Ceremony venue.
- In response to a question, the Park Manager replied that brass bands had been reintroduced at the Bandstand as the Park had been subject to complaints as a result of amplified music in previous years.
- The Chairman requested that the Park Manager consider contacting local schools to offer the use of the Bandstand to young musicians. The Park Manager noted that Brent would be the London Borough of Culture

2020 and a member of the local community was seeking funding from Brent Borough of Culture fund to hold an opera in the Park in 2020.

- A Member noted that she would contact a local music educational establishment in Kensal Rise to highlight the potential for artists to play at the Bandstand.
- Members discussed the proposal to host John Parnham Children's Funfair for ten days (including two weekends) in May 2020. A Member was wary of the length of time the funfair would be present in the Park and queried whether its presence would detract from overall public enjoyment of the open space. Another Member proposed including the funfair in the forthcoming playground consultation. The Park Manager reminded Members that the income from the funfair would be reinvested back into the Park. The Superintendent undertook to review the application in light of comments made, when the application was submitted to the City for consideration.

RESOLVED, that the report be received.

6. HIGHGATE WOOD AND QUEEN'S PARK CAFÉ UPDATE

Members agreed to vary the order of items on the agenda so that Item 7 – Highgate Wood and Queen's Park Café Update was considered next, and the following points were made.

- The Park Manager noted that the Urban Leisure Group had terminated their lease with effect from 2 October 2019, and that Groundwork London were now undertaking user engagement and consultation. Their report would be submitted to the Hampstead Heath, Highgate Wood and Queen's Park Committee in November 2019, with a planned timeline of call-for-tenders in mid-November 2019, and a tender report to the Hampstead Heath, Highgate Wood and Queen's Park Committee in March 2020. As a temporary solution, Hoxton Beach were currently operating the café under a tenancy at will. A similar programme for retender was being carried out for Highgate Wood Café.
- The Park Manager concluded by noting that he would welcome engagement with the Group on the tenders received in January 2020.
- In response to a question, the Park Manager noted that Officers from across the City of London Corporation would review and evaluate tenders received. These could be anonymised and shared with the Group.
- Members cautioned against taking marketing material submitted during the tender process at face value, noting that previous tenders had advertised services such as ice cream delivered by bicycle, which had not materialised.

- The Superintendent noted that a generic questionnaire for tender applicants could be developed, and that once tender scores had been compiled, the four highest scorers could be invited to present to officers and representatives of the Group.
- The Superintendent noted that under the Open Spaces Act 2018, the City was now able to offer a longer lease for the café which could encourage investment by the successful tenant. The City would also focus its appointment on quality and service outcomes, rather than a property-based lease.

RESOLVED, that the revised tendering timeline be noted, and the report be received.

Karina Dostalova left at this point of the meeting. John Blandy was in the Chair.

7. **FEES AND CHARGES 2020/21& 2021/22**

Members considered a report of the Superintendent regarding Fees and Charges 2020/21 & 2021/22 and the following points were made.

- The Superintendent noted that all charges would increase by 2.6% in line with Retail Price Index (RPI) apart from the Pitch & Putt.
- In response to a question, the Superintendent noted he was reviewing the use of the Park by physical training instructors as part of his review into commercial activity, which included commercial dog walkers.
- In response to a question, the Superintendent agreed to review the potential for allowing marquee receptions for weddings within the Park.

RESOLVED, that the comments made by submitted to the Hampstead Heath, Highgate Wood and Queen's Park Committee at its 13 November 2019 meeting.

8. **QUESTIONS**

Woodland Walk

In response to a question, the Superintendent agreed to consider the potential to provide name-tags on trees along the Woodland Walk.

9. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

There was not other business.

10. **DATES OF NEXT MEETINGS**

Members noted the provisional dates of the next two meetings, on 1 April 2020 and 7 October 2020.

The meeting ended at 12.27 pm

Chairman

Contact Officer: Alistair MacLellan / alistair.maclellan@cityoflondon.gov.uk

Kenwood Events 2019/20

Summary

In 2019, English Heritage developed a significant outdoor event programme for the second year, following its return to Kenwood after an interval of 5 years since concerts were last held on the Pasture ground. A detailed overview of these events has been provided along with this Summary of activities and agreed actions for 2019.

Event Type	No of Days	Visitors	Days of Closure
music events	4	23,500	31
Fairs	3	9,500	22
Cinema	3	1,900	0
Theatre	1	400	0
TOTAL	11	44,900	53

Actions agreed following consultation with local residents in October 2018:

Kenwood holds two meetings each year, as a condition of its license, to received feedback after each season (October) and then to present plans for the coming year. The following key improvements were presented in February:

Planning

- Appointment of a Concerts Manager
- A reduced programme (1 weekend)
- 7 days of events on the pasture ground (9 last year)

Event Management

- One production company:
- Improved access/egress
- Bowser for the South Terrace

On the Estate:

- Better grounds care during the year
- Commitment to further improve pasture ground

Overview of 2019 Events

Event	Date	Organiser	Location	Visitors (est.)	Noise levels recorded	Crowd/traffic	Condition of Estate	Days closure
Heritage Live! Piano Guys	14 th June	GCE	Pasture Ground	3,000	Stage position/sound system created issues with vibration levels recorded in house.	No issues	Rain caused difficult conditions – soft ground for standing crowd	15 days (viewpoint, Pasture Ground, Henry Moore field)
Heritage Live! Madness	15 th June	GCE	Pasture Ground	10,000	Stage position/sound system created issues with vibration levels recorded in house.	Egress for larger crowd at concert caused queues which need to be better handled next year.	Continued use of South Terrace required watering with bowser	
Heritage Live! Jose Carreras	16 th June	GCE	Pasture Ground	Event cancelled	NA	NA	Very Poor conditions prevented set up of seating – event cancelled	
House Festival	4 th July	Soho House	Pasture Ground	10,000	Within noise levels at measured points – no issues with vibration in House		Dry conditions. Ground maintenance required to areas covered by trackway after June/July events	16 15 days (viewpoint, 1000 pound pond, Pasture Ground, Henry Moore field)
The Favourite	16 th July	Luna Cinema	Flower Garden	500	No issues	Signage on entry could be improved to ensure guests find the flower garden and East Lodge	Good	0
Moulin Rouge	17 th July	Luna Cinema	Flower Garden	300	No issues	Signage on entry could be improved to ensure guests find the flower garden and East Lodge	Good	
Bohemian Rhapsody	18 th July	Luna Cinema	Flower Garden	1,200	No issues	Signage on entry could be improved to ensure guests	Good	

						find the flower garden and East Lodge		
A Mid-summer's Night Dream	25 th Aug	The Lord Chamberlain's Men	Half Moon Lawn	400	No issues	Capacity could be increased for 2020. Admissions improved from 2018	Good	0
FT Festival	7 th Sept	Financial Times	Pasture Ground	3,500	No Issues	No issues	Good	11 Days (viewpoint, Pasture ground)
How the Light Gets In	21/22 nd Sept	IOAI	Pasture Ground	3,000	No Issues	No issues	Good	11 Days (viewpoint, Pasture ground)

Events Programme (Provisional) 2020

Event	Date	Organiser	Location	Visitors (est.)	Days closure (est.)
Heritage Live! Concerts	17 th – 21 st June	GCE	Pasture Ground	Up to 15,000 per event	21 (5 th -24 th)
House Festival	2 nd July	Soho House	Pasture Ground	10,000	11
Family Day	11-12 th July	TBC	Pasture Ground	10,000	12
Luna Cinema	22-24 th July	Soho House	Pasture Ground	1,200	0
Theatre event	23 rd July	The Lord Chamberlain's men	Half Moon Lawn	800	0
FT Festival	7 th Sept	Financial Times	Pasture Ground	3,500	11
How the Light Gets In	21/22 nd Sept	IOAI	Pasture Ground	3,000	11
Illuminated Event	December 2020 (1-23 rd)	tbc	Woodland Paths	100,000	0

Committee	Dated:
Hampstead Heath, Highgate Wood & Queen's Park Committee	13 November 2019
Subject: Superintendent's Update	Public
Report of: Superintendent of Hampstead Heath	For Decision
Report author: Bob Warnock – Open Spaces Department	

Summary

This report provides an update to Members of the Hampstead Heath, Highgate Wood & Queen's Park Committee on management and operational activities since September 2019.

Recommendations

It is recommended that:

- Members agree the proposed next steps in relation to the Golders Hill Park Accessible Car Park as detailed in para 20.
- Members provide feedback and views in relation to the outcomes of the recent dog walking consultation exercise (appendix 3).
- Members agree the proposals in relation to Forest Schools as set out in paras 27-28.

Main Report

Management Framework

1. This report aligns with the Hampstead Heath Management Strategy 2018 - 2028 Outcomes.

A: The Heath is maintained as a flourishing green space and historic landscape.

Awards

2. Golders Hill Park and the Hill Garden and Pergola have received Gold Awards for London in Bloom. The garden at Keats House which is managed by the staff from Golders Hill Park in partnership with Heath Hands was awarded Silver Gilt.

City Surveyors Cyclical Work Programme

3. The Superintendent will provide an update on current projects within the City Surveyors Cyclical Work Programme.

Capital Project Funding Bids

4. Following the introduction of the new Corporate Annual Capital bidding process, the Director of Open Spaces will be submitting capital project bids for the resurfacing of East Heath Car Park and the Parliament Hill Athletics Track. Capital Project Briefs are being prepared by the Superintendent in consultation with colleagues in the City Surveyors Department.

Planning

5. The Superintendent will provide an update on the following planning applications:
 - North Fairground Site 2017/4346/P
 - South Fairground Site
 - 55 Fitzroy Park 2018/3672/P
 - The Water House, Millfield Lane. 2017/3692/P
 - Jack Straws Castle – Change of use application

Oak Processionary Moth (OPM) Management

6. The Heath Tree Team identified a total of 957 nests in 368 oak trees across Hampstead Heath. Contractors removed 428 nests from 87 trees in high target areas, at a cost of £14,300.
7. In addition, the Tree Team removed 23 nests from 16 high risk trees using an industrial vacuum.
8. A successful OPM inspection pilot has been completed by volunteers from Heath Hands. This involved training and equipping four volunteers who inspected the oak trees on the Heath Extension. This will be rolled out again next year. Parasitism and predation on the OPM nests has been recorded this year.

Tree Works undertaken

9. There was one incident of summer limb drop on veteran oak on the Heath Extension. Other works have included:
 - Veteran tree works across the Heath Extension, The Vale and South Meadow.
 - Dead willow felled on East Heath Road.
 - Large Massaria limb removals from plane trees at South End Green and Gospel Oak.
 - Dead tree removal at Keats House.
 - Reduction of leaning horse chestnut at Golders Hill Park Swan pond.
 - Lifting perimeter ash trees on the Heath Extension.

Tree Inspection

10. Inspections have been completed in the following areas:
 - Spaniards Road
 - East Heath Road
 - South End Green
 - West Heath Road
 - Hampstead Way/Wildwood Road
 - West Heath Avenue
 - Dams

- Swimming Ponds
- Golders Hill Park

Humanitarian Aid Workers Memorial proposal – Kenwood Estate

11. Following the Chairman writing to English Heritage to convey the views of Members, English Heritage have replied to confirm that the proposed location for the Memorial would no longer be pursued. Another location within the grounds of the Kenwood Estate may still be considered, however.

Hampstead Heath wildlife camera survey

12. A report from the 2018 Hampstead Heath wildlife camera trap survey has recently been produced by the Institute of Zoology. This indicates that the Heath is an important location for hedgehogs in London. Fox, rabbit, muntjac deer and even a badger were also recorded. A copy of the report can be sent to Members on request.

B: Improved quality of life for visitors.

Swimming

13. The Superintendent has commenced a review of the summer 2019 swimming season which is attached at appendix 1. The issues have been discussed with the Hampstead Heath Sports Advisory Forum, the Hampstead Heath Swim Forum and the Hampstead Heath Consultative Committee.

Playgrounds

14. The Superintendent will provide an update on the Adventure Playground, Preachers Hill Playground and the Vale of Health Playground.

Heath Extension Meeting Room

15. Following Members agreement, the meeting room has been prepared for hire and proposed hire charges have been included as part of the Fees & Charges report, which forms part of the meeting agenda pack.
16. An engagement and consultation exercise commenced on 23 October and will run until 20 November 2019. Following the completion of the consultation, a report setting out draft proposals, timelines and next steps will be prepared for discussion with the Hampstead Heath Consultative Committee. A final report will then be prepared for Members of this Committee to consider.

C: The Heath is inclusive and welcoming to a diverse range of visitors.

Golders Hill Park Accessible Car Park

17. For safety reasons, the accessible car park is currently only available to visitors on weekdays. A survey has been undertaken to collate feedback from users about their current experiences using the facility and to seek their views on extending the opening arrangements to include weekends and bank holidays.
18. The report outlining the results of the survey is attached as appendix 2.

19. In line with the report recommendations, it is proposed that a specialist consultant is appointed to develop options to facilitate weekend access in consultation with users. A report setting out options will be prepared for discussion with the Hampstead Heath Consultative Committee. Following this, a further report will then be prepared for Members of this Committee to consider.
20. The Superintendent will increase the staff patrols of the accessible car park to ensure compliance with the existing Blue Badge parking scheme.

Licencing (A DP 6)

21. An engagement and consultation exercise in relation to the dog walkers code of conduct has been carried out with two pop-up events taking place, one at Parliament Hill Fields and the other at East Heath, facilitated by an external consultant.
22. The online survey generated 1,300 hits with 958 completed surveys.
23. The data will be used by the Superintendent to support the development of a Code of Conduct, and a Licensing Scheme for commercial dog walking across Hampstead Heath, Highgate Wood and Queen's Park. The proposals will be discussed with the Hampstead Heath Consultative Committee, Highgate Wood Consultative Group and the Queen's Park Consultative Group before being presented to this Committee for approval.
24. A report setting out the findings of the consultation exercise has been prepared as appendix 3.

Forest Schools

25. The Superintendent has started to engage with the existing Forest Schools that operate on the Heath. In addition, the Officer Events Group have started to receive applications for new Forest Schools.
26. Whilst, initially it was proposed to manage these activities through the Events Policy, taking account of the learning from Highgate Wood and the number and scale of applications received, it is proposed that a specific licencing scheme is developed for Forest School activities. This will involve determining the carrying capacity of the Heath and establishing zones where Forest School activities may be undertaken. This is necessary to address issues such as impact on flora, fauna, compaction, erosion and other Heath users.
27. It is proposed that Forest School activities already operating on the Heath should be put on a short-term licensing agreement while the licencing scheme is developed and consulted upon.

D: Greater number and diversity of people taking care of the Heath.

Hampstead Heath Constabulary

28. The Hampstead Heath Constabulary are in the final stages of producing protocols and policies for the deployment of Body Worn Video Cameras (BWV). The Constables will be using BWV overtly within the next few weeks. The use of

BWV equipment has been evidenced to improve safety, reduce crime and anti-social behaviour as well as improving the delivery of services through improved efficiency, and better management of complaints and investigations. Internal Information Technology (IT) issues have delayed the deployment of this equipment.

29. The newly acquired Constabulary Electric Hybrid vehicle is now being used for patrols and has been well received by Heath visitors.
30. The Constabulary are once again focusing evening patrols across the Parliament Hill area due to a small increase in the number of reported robberies. Officers continue to support the efforts of the Metropolitan Police Service and have been involved in the arrest of suspects.
31. A male was recently convicted at court for offences of illegal driving on the Heath and abusive aggressive behaviour towards a Heath Ranger. The matter had been contested however, a guilty verdict was recorded together with a fine and costs totalling £480.
32. A female was recently convicted at court for a cycling offence, failing to stop for a Constable and abusive behaviour. The matter was dealt with in her absence and she was found guilty. The Bench imposed a fine and costs totalling of £795.

Waste & Recycling

33. The Superintendent will provide an update at the meeting.

30th Anniversary

34. The City of London Corporation wishes to thank the Heath & Hampstead Society for hosting an event to mark 30 years of the City Corporation's custodianship of the Heath. The party on the 11 September 2019 at the Parliament Hill cricket ground proved a wonderful celebration of the Heath, an opportunity to thank staff, acknowledge the partnership work between the City Corporation and the Society and reflect on the successes achieved over the last 30 years.

Highgate Wood

Roman Kiln Project update

35. The Friends of Highgate Roman Kiln (FOHRK) are now focusing on submitting a capital grant application to City Bridge Trust to cover the costs of the extension of the information building, the restoration and installation of the kiln and the interpretation material. FOHRK have delayed the application to NHLF in order to await confirmation from City Bridge Trust, and plan to submit their application in May 2020.
36. The Highgate Wood Manager is currently obtaining final costings for the extension and conversion of the information building, planning application requirements and the role of City Surveyors Department.

Conservation

37. Bird and bat numbers were mixed this summer with the Sparrowhawks breeding successfully again this year and increased numbers of blue tit, great tit and

nuthatch during the bird nesting season, but bat numbers are down in the most recent September survey which is disappointing.

Queen's Park

Capital Project Funding Bid

38. Following the introduction of the new Corporate Annual Capital bidding process, a capital project bid for the replacement of the Queen's Park public toilets is being prepared by the Superintendent in consultation with colleagues in the City Surveyors Department.

Staffing

39. Following a successful recruitment campaign, a Grounds Maintenance & Projects Team Leader and an Animal Keeper & Engagement Assistant have joined the Team. Both members of staff bring with them a wealth of experience and knowledge from their previous roles.
40. The current full-time establishment at Queen's Park remains eight staff, and Staff at the Park continue to be supported by colleagues from across Hampstead Heath, Highgate Wood & Keats House.

Paddling Pool

41. The Paddling Pool has suffered a leak over the summer months, which was discovered after the pool was commissioned and reopened in May 2019. Further works will be required to repair the leak ahead of the 2020 season.

Weddings & Civil Ceremonies

42. Two wedding ceremonies were held on the bandstand over the summer. Further promotion of the venue will take place through a publication which is produced by the London Borough of Brent. These events support the Park with income generation assisting with the ongoing maintenance of the green space.

Awards

43. We are delighted to report that Queen's Park has retained their London in Bloom Gold Award.

Appendices

- Appendix 1 – 2019 Swimming Season review
- Appendix 2 – Golders Hill Park Accessible Car Park Survey Report
- Appendix 3 – Dog Walking consultation and engagement exercise findings

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Hampstead
Heath

Registered Charity

Hampstead Heath Review of the Summer 2019 swimming season

Parliament Hill Fields Lido

- Increase visitor experience for everyone
- Improve communications
- Review ticketing and booking arrangements
- Review access, egress and physical security
- Staff health, safety and welfare





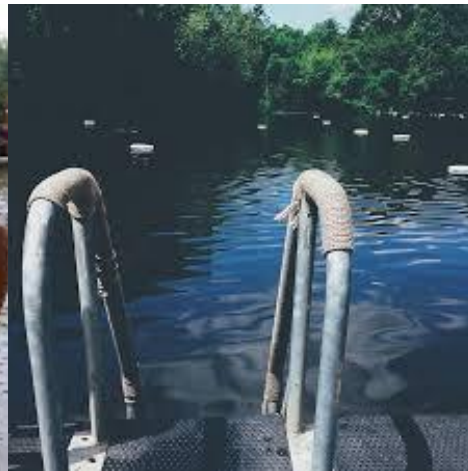
Hampstead
Heath

Registered Charity

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Hampstead Heath Bathing Ponds

- Increase visitor experience for everyone
- Improve communications
- Managing the bathing load
- Review access, egress and physical security
- Staff health, safety and welfare
- Discuss payment compliance
- Review fishing arrangements at the Men's Pond



Non-Lifeguarded Ponds

- Review physical measures, staffing and communications to prevent visitors accessing non-lifeguarded ponds



**Golders Hill Park,
accessible car park survey results**

August 2019

Preamble

Idacs certifies that it has carried out the work with due care and diligence to its best belief and knowledge based on the information available. Thus, any reliance placed on the advice and/or information given in this document should be considered in the light of the information available and/or accessible at the time of inspection.

IDACS (UK) Ltd 2019

Document History

Date	Revision	Checked	Authorised	Comments
30/08/19	00	JM	MM	1 st draft for client comments
03/09/19	01	JM	MM	Amended to include survey start date.
23/09/19	02	JM	MM	Amended following client comments.

Consultant: Martin McConaghy MSc MCIOB NRAC Consultant

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1.0 Introduction

1.1 Context

Hampstead Heath's Golders Hill Park has a small car park, for the use of disabled people only. At present the facility is open Monday to Friday during park opening hours and closed at the weekends. We understand that the facility is not opened on a weekend as a result of safety concerns following a previous fatality on site. In essence, we are advised that the demand for parking and pedestrian access at weekends is such that it causes traffic issues and presents excessive safety risks which prevent the parking facility from being freely accessible on a weekend.

In addition to the safety concerns at the weekend, there are concerns that weekday use of the facility is oversubscribed/abused leading to a poor and uncertain experience for users.

The Open Spaces Team, who manage the park, have a desire to open the parking facility at weekends to increase access to the park for disabled people. Therefore a survey of existing users was undertaken to collate feedback from users about their current experience and opinions on extending operation into the weekend and / or providing controlled access.

1.2 Methodology

A draft questionnaire was produced by idacs (UK) Ltd. which was then developed by the City of London's Open Spaces Team. The survey was converted into an online format, known as 'survey monkey' and hardcopy versions were made available by post on request or from within the café at Golders Hill Park.

Posters were displayed on site at the car park to advise users of the consultation, providing a website address for the online survey, a telephone number to request a copy by post and to advise hard copy was available in the café. The survey was also promoted through the City of London Corporation Hampstead Heath Facebook and Twitter feeds.

The survey period ran from 19th April 2019 to the 18th July 2019.

Appendix A contains the hardcopy responses. Appendix B contains the online survey responses.

2.0 Summary of survey results

Overall response and data issues

There were 28 respondents to the online survey and 14 hardcopy responses provided. The total responses to the survey was therefore was 42 which is a relatively low response.

It is important to note that whilst 42 responses were received, a number of users chose not to answer all questions and effectively skipped some questions. In addition a number of questions permitted multiple responses. For these reasons the responses should not necessarily add up to 100%. Further details on this is provided where relevant in the discussion of the results for each question.

It was noted that there are some discrepancies between the questions provided on the hardcopy and online versions, namely the availability of 'other' options. This is raised within each relevant question that follows.

Q1 Do you currently use the Golders Hill Park accessible car park?

Out of a possible 42 responses to the survey, 40 responses were received for this question.

1 online and 1 hardcopy respondents skipped the question.

Of the responses received to this question:

- 78% confirmed they currently use the access car park
- 22% confirmed they did not use the car park

This confirms that the survey did reach beyond the existing user group to an extent.

Q2 Which best describes you as a user of the accessible car park? (please tick all that apply)

Out of a possible 42 responses to the survey, 36 respondents provided answers for this question. It did however permit multiple answers.

2 online and 4 hardcopy respondents skipped the question.

Of the 36 responses received to this question:

- 59% of respondents were companions of blue badge holders
- 35% were blue badge holders
- 3% used the facility for collection or drop off of a disabled person

- 3% responded using 'other'.

As would be expected, this means that 97% of the responses came from disabled people or the companions (carers/family members etc).

Q3 How often do you use the Golders Hill Park accessible car park?

Out of a possible 42 responses to the survey, 35 respondents provided answers for this question.

2 online and 5 hardcopy respondents skipped the question.

Of the 35 responses received to this question:

- 9% responded daily
- 23% responded 2 or 3 times a week
- 26% responded 2 or 3 times a fortnight
- 23% responded 2 or 3 times a month
- 20% responded 'other' (however the hardcopy didn't provide this option)

From these responses it can be seen 80% of respondents visit the car park several times a month, with 32% visiting more than once a week.

Q4 On which days do you usually use Golders Hill Park accessible car park? (please tick all that apply)

Out of a possible 42 responses to the survey, 32 respondents provided answers for this question.

5 online and 5 hardcopy respondents skipped the question.

Of the 32 responses received to this question:

- 81% used the facility on Monday
- 78% used the facilities on Tuesday
- 78% used the facilities on Wednesday
- 81% used the facilities on Thursdays
- 81% used the facilities on Fridays

From these responses it can be that usage is spread reasonably evenly throughout the week.

Q5 When do you usually use the Golders Hill Park accessible car park? (please tick all that apply)

Out of a possible 42 responses to the survey, 33 respondents provided answers for this question.

4 online and 5 hardcopy respondents skipped the question.

Of the 33 responses received to this question:

- 58% used the facility in the morning
- 39% used the facility at lunchtime
- 79% used the facility in the afternoon
- 18% used the facility in the evening
- 6% responded using 'other'

From these responses it can be seen that there is widespread use throughout the day, peaking in the afternoon and reducing in the evening.

Q6 How long do you usually stay when using the Golders Hill Park accessible car park? (please tick all that apply)

Out of a possible 42 responses to the survey, 33 respondents provided answers for this question.

4 online and 5 hardcopy respondents skipped the question.

Of the 33 responses received to this question:

- 18% used the facility for less than 1 hr
- 58% used the facility for between 1 and 2hrs
- 18% used the facility for 2 to 4 hrs
- 3% used the facility for 4-6hrs
- 6% responded using 'other'

From these responses it can be seen that most users visit for between 1 and 2hrs and few users stay longer than 4hrs.

Q7 During which season(s) do you use the Golders Hill Park accessible car park?(please tick all that apply)

Out of a possible 42 responses to the survey, 33 respondents provided answers for this question.

4 online and 5 hardcopy respondents skipped the question.

Of the 33 responses received to this question:

- 61% used the facility in Spring
- 61% used the facility in Summer
- 55% used the facility in Autumn
- 33% used the facility in Winter
- 48% used the facility all year round (however the hardcopy didn't provide this option)

From these responses it can be seen that there is widespread use throughout the seasons, with almost half of all users appearing to use the facility throughout the year (despite the lack of such option on the hardcopy version).

Q8 What is the purpose of your visit when using the Golders Hill Park accessible car park? (please tick all that apply)

Out of a possible 42 responses to the survey, 34 respondents provided answers for this question.

4 online and 4 hardcopy respondents skipped the question.

Of the 34 responses received to this question:

- 97% for visiting Golders Hill Park
- 15% for accessing Hampstead
- 21% for Accessing the Hill Garden and
- 82% visiting Golders Hill Café
- 56% visiting the Gardens
- 32% visiting the Zoo or Butterfly House
- 47% meeting friends and family
- 9% visiting the playground
- 12% advised 'other'

From these responses it can be seen many respondents have several purposes for using the facility, the majority (82%) use the café, over half (56%) visit the gardens and nearly half (47%) are meeting friends and family.

12% responded with 'other' and comments included general walking, outdoor pursuits and getting older family members out for fresh air.

Q9 Do you currently use alternative parking facilities to visit Golders Hill Park?

Out of a possible 42 responses to the survey, 37 respondents provided answers for this question.

3 online and 2 hardcopy respondents skipped the question.

Of the 37 responses received to this question:

- 43% advised the currently used alternatives facilities
- 57% advised they did not use alternative facilities

Neither version of the survey offered the respondent the chance to add any comments on this matter, however the hardcopy responses included the following comments:

“Only when space nearby”

“If I can’t get into the car park”

“Disabled bay at top of Hampstead Way”

Q10 Would you use Golders Hill Park accessible car park if it was open at the weekend?

Out of a possible 42 responses to the survey, 36 respondents provided answers for this question.

4 online and 2 hardcopy respondents skipped the question.

Of the 36 responses received to this question:

- 94% advised they would use the facility if it was open on a weekend
- 6% advised they would not use the facility if it was open on a weekend

This represents overwhelmingly positive response to the potential of opening the facility at weekends.

Q11 Do you currently experience any problems when using the Golders Hill Park accessible car park?

Out of a possible 42 responses to the survey, 34 respondents provided answers for this question.

4 online and 4 hardcopy respondents skipped the question.

Of the 34 responses received to this question:

- 56% responded that they did experience problems when using the facility
- 44% responded that they did not experience problems when using the facility

The responses are fairly evenly split.

Q12 What problems do you experience using Golders Hill Park accessible car park?

Out of a possible 42 responses to the survey, 24 respondents provided answers for this question.

10 online and 8 hardcopy respondents skipped the question.

Of the 24 responses received to this question the responses where:

- 94% Availability of parking spaces
- 17% Accessing the car park
- 8% Exiting the car park
- 42% Non-Blue Badge holders parking there
- 29% Queuing for parking spaces
- 13% Double parking restricting access or exit
- 8% Pedestrians and other Park users

The responses clearly indicate a lack of availability of spaces is an issues, however it is worth noting only 56% of respondents suggest they currently experience a problem accessing the facility (Q11), hence the high number of 'skipped' respondents to this question. The second most common responses was use of the bays be non-badge holders, suggesting an issue with monitoring/enforcement.

Q13 Do you have any ideas on how we can maintain safe access to the accessible car park, particularly at weekends?

Out of a possible 42 responses to the survey, 25 respondents provided answers for this question.

12 online and 5 hardcopy respondents skipped the question.

Of the 24 responses received to this question the responses where:

"More signs to the let pedestrians be aware"

"Build a separate entrance and exit for cars"

"Maybe clear signage for pedestrians to use walkways and beware of cars on weekends esp. on busy days. Also signs for cars to drive slowly and beware of pedestrians. At present park is out of bounds to my disabled mum on weekends as walking from another car parking spot further away isn't possible."

"Need to provide more blue badge spaces"

"Have someone check people have a blue badge in their car"

"Safe access?? – I didn't know there was a problem!"

"Special permit limited to those over 85 based on Barnet Residency"

"Should be open everyday for disabled blue badge holders"

"it would be welcomed to park inside the park at weekends, especially for my husband who has a blue badge. A code for blue badge holders accessing the car park for disabled blue badge holders might be a good idea"

"It works ok during the week so you should keep it open at weekends and holidays when it is much more difficult to park"

"Laying humps to slow down traffic. Putting in a barrier to keep pedestrians safe. I appreciate it will be difficult though and the park is already suffering from staff shortages to manage things."

"Install another pedestrian entrance from the street nearer cafe or other side of cafe. Or add a fence, ((maybe with a gate as a visual deterrent) between pedestrian walkway and car entrance."

"More enforcement. Especially at School times 2-3? Is there a demand at weekends? Would it be too busy to use the Parking? Ask for more Disabled bays outside the park. Lots of pedestrians to manoeuvre around? Ensure Coaches are not allowed or make them book at weekends. Enforcement is best. It will not be easy!"

"Will not be easy at weekends. Too much activity? Will need enforcement. Is there a demand?"

"I am not aware of any problems about safe access if you drive carefully. We rarely find the car park full though this might be a problem if it was open at weekends. We keep away then."

"Consider disabled spaces in part of what is now the staff yard with access in along the existing delivery vehicle access off West Heath Avenue. Keep the existing disabled car parking provision but giving those who can walk a bit further a choice of an alternative parking location would take some of the pressure off. This would

reduce conflict with pedestrians also. You would need to rationalise the layout of the staff yard - do you really need the polly tunnel?"

"Like it the way it is!"

"To-date I don't have a problem."

"Widen pavement on the side"

"Someone at entry gate to help. Bigger entrance/exit Ice cream van not parked near entrance - can cause a crowd/running children & obstructing road view sometimes"

"as it is during the week"

"By paying the staff to open the car park and not penalising blue badge holders at weekends. I was shocked that there is NO disabled parking at weekends when families including disabled people gather to have fun."

There are a number of comments which seem unrelated to the question posed, however there are a number which suggest typical safety improvements such as signage, speed humps and further separation of entrances/routes for pedestrians.

Q14 One potential option would be to use electric gates to manage access to the accessible car park. The gates would be programmed to open when an authorised car approaches. This could be controlled by a phone or online booking system or through a registered users' scheme. Do you have any views on these options?

Out of a possible 42 responses to the survey, 28 respondents provided answers for this question.

10 online and 4 hardcopy respondents skipped the question.

Of the 28 responses received to this question the responses are set out below:

- 1) "my opinion – is phone only"
- 2) "not necessary"
- 3) "I am against"
- 4) "A good idea but not everyone is online and occasional visits would not be aware of this"
- 5) "Sounds too complicated, particularly for people who don't use mobile phones"

- 6) "not necessary if more space provided for blue badge holders, even if just outside the entrance"
- 7) "access scheme is good but not online booking as most visits spontaneous"
- 8) "I would not want electric gates or to use phone. I do not know sometimes when I am going to the park or could be a last minute decision. Do not have access to a online booking"
- 9) "totally cumbersome and unnecessary to impose restrictions on disabled and elderly people"
- 10) "with an old person you can't make forward arrangements. Depends on how my mother feels on the day, very last minute. Nobody wants permission at sunset Usually noon to 4pm is the more people want to visit."
- 11) "Yes, I think that would be a very good idea, and stop people who do not have blue badges taking advantage of parking in spaces which they are not allowed to do"
- 12) "could be ok"
- 13) "Quite complex and expensive to introduce. Is there a way of blue badge holders having to be buzzed in via an intercom system as used at Kenwood for access to the cafe area with blue badge?"
- 14) "Visiting park is a spontaneous activity and having to book in advance would be inconvenient as would electric gates if a card had to be used to activate. A user 'scheme could work but would have to be free and conditions fair. Number key pad access could work."
- 15) "Enforcement is best. Check the badge photo -make this part of your conditions of entry. Elderly people, electric gates? It will be dangerous."
- 16) "Electric gates not needed. An online system for older people will not work. What happens to those with blue badge but not registered? Occasional visitors?. Enforcement best. Insist on seeing the photo. Just keep the 2.45 to 4pm slot enforced to stop school parents?"
- 17) "I would regret this. I do not use a smart phone which I imagine might be needed. Maybe this is a generational thing. We are in our 70s"
- 18) "Registering in advance is too complicated and takes away the ability to just turn up and use the park like anyone else."
- 19) "This seems expensive and complicated."

- 20) "No"
- 21) "Doesn't allow spontaneity"
- 22) "Not a good idea. It would take too long to get in and out and also some handicapped people may have difficulties operating the system."
- 23) "This does not work if the blue badge holder is not a driver. My mother is blind and travels in different cars, online booking does not allow for this or a spontaneous visit"
- 24) "Good idea (as long as it works!)"
- 25) "This sounds good"
- 26) "Don't like this idea too complicated to book or phone in advance. Sometimes just come spontaneously / drop in as passing etc"
- 27) "Too complicated"
- 28) "Why can't you just open the gates and let people park without making it so difficult (oh silly me you want to CHARGE for the parking)"

The comments provided can be considered as either positive, negative or neutral. Whilst this is subjective in some instances we would consider comments 11, 24, 25 as clearly positive. Comments 2, 3, 5, 6, 8, 9, 10, 16, 17, 18, 19, 20, 21, 22, 23, 26, 28 are clearly negative. Comments 1, 4, 7, 12, 13, 14, 15 are largely neutral, or pose further questions about the detailed operation of a potential scheme.

Overall we would suggest the view is negative based on concerns around complexity, impact on spontaneity and the need to use the internet/smartphones.

Q15 Do you have any other comments about using the accessible car park at Golders Hill Park?

Out of a possible 42 responses to the survey, 29 respondents provided answers for this question.

11 online and 2 hardcopy respondents skipped the question.

Of the 29 responses received to this question the responses are set out below:

- 1) "Yes I do. This is blatant discrimination. The car park is only available (Monday to Friday) access must be available 7 days a week otherwise action is going to be taken legally!!"
- 2) "I think it should kept for disabled people only every day"
- 3) "It is very convenient, and helpful and as weekends get busy, the idea of having use of the car park at weekends is very helpful and less stressful."
- 4) "An excellent amenity especially for disabled people"
- 5) "I would like to use it at weekends"
- 6) "I think the car park should be just for disabled people & should be open at the weekends as this is probably the only time that people who are working can bring disabled friends and family."
- 7) "Our son is severely disabled and a bleu badge holder. He stays with us at weekends and we really like to take him to the Golders Hill Park so it really annoying not to be able to use the car park at weekends. Often difficult to find nearby parking spaces, even with a blue badge. It would be really good if we could use the accessible car park at weekends."
- 8) "There really are no enough spaces for blue badge holders – could have another four spaces if the space were better placed. Thank you for giving this survey. Very good idea."
- 9) "Yes – most definitely should be available at weekends."
- 10) "I am visually impaired and my husband has Parkinson's, however we do not qualify for a blue badge so we would love to use the car park and would be prepared to pay for it – PS. We think the park is a special area – gardens and other amenity really great."
- 11) "Get rid of that blasted hedge that stops me escorting my mother in a direct line to the café. At least allow a gap for a wheelchair. Provide access to Hill Garden from car park for disabled/elderly in wheelchairs. Create a path up a slope from gate to Golders Hill park to Hill Garden"
- 12) "Should be more disabled parking spaces nearby"
- 13) "Yes, I see several people that park there, sometimes early in the morning, who are not blue badge holders, but dog walkers taking their dogs for walk. Also the signage is very bad at the park, as people are not keeping their dogs on leads, and there are so many dog walkers allowing their dogs to run wild and do poos all over the place, which is upsetting when children roll on and play on the grass. Please put up more signage, Also by the step down to the pond there are

no hand rails, this is very dangerous in icy and wet weather, and could cause accidents, do you have public liability insurance to cover for accidents here. A hand rail would be personally a vital extra."

14) "keep it simple"

15) "Please patrol the car park and challenge misuse of blue badges to park. It is illegal after all but increasingly prevalent in London. My wife often walks the dog here in the morning and says she sees it all the time. It's very obvious but people just don't seem to care."

16) "It is disappointing we can't take disabled mother to park at the weekends. We have to avoid park at busy times of year knowing the car park is so small. Investing in a much bigger car park for disabled would be appreciated."

17) "Could there be another accessible park at the other end down the hill? And a small Cafe? Current system works for us." "We get enormous benefits from our easy access to Golders Hill Park in terms of moderate exercise, access to the open air and green space etc. This kind of facility reduces the risk of our becoming house bound as my wife health deteriorates and any obstacles to access, such as requiring the use of a smart phone, would risk damaging our quality of life. Please leave it as it is."

18) "Great park, well worth visiting."

19) "Usually find a space when we need it."

20) "It would be lovely, if it could be extended a little."

21) "Regrettably I think there needs to be more checking of correct usage of disabled car park. I saw a perfectly able women get off the bus then get into her parked car by the front of Golders Hill Park."

22) "Would welcome increase in parking spaces"

23) "Great we have it. Any chance of more spaces - but just as wide. Wider entry/exit opening?"

24) "Very helpful for those with limited mobility"

25) "That's the point it is not accessible to disabled people at weekends or bank holidays."

The comments provided in this section range from threat of legal action through to statements of how important and special the park is. There are some repeat issues which arise including the need for more accessible bays and better monitoring/enforcement of such as well as other accessibility concerns which should be considered.

3.0 Conclusions and next steps

More than 50% of respondents experience problems accessing the existing bays, with the largest reason stated as 'availability of bays' which appears, at least in part, to be as a result of misuse by non-badge holders. Regardless of weekend access, this matter should be considered further. Provision of additional bays would be beneficial as would increase monitoring/enforcement of the existing provision.

There is almost unanimous support for providing access to the parking facility on a weekend, with users expressing clear views about its importance for working families and the benefits for users. Views on how to achieve this safely are mixed. Some people are unaware of the existing problems and believe the gates should just be opened as they are in the week. There are some who acknowledge the potential for it to be too busy. Some respondents offer suggestions to consider including additional signage, speed humps, further separation of the pedestrian routes and staff to monitor / supervise the facility.

There is clear opposition to the idea of a gated system and it appears this is largely due to the perception of its impact on spontaneity and potential complexity of such a system. It should be noted that no significant details or options for such a system have been put forward at this stage and different options may elicit more favourable responses. For example a scheme that just requires a vehicle registration to be put on the system once a year is likely to be more acceptable than a system requiring booking for each session of use. However, this would not necessarily address the misuse issue identified nor would it address the lack of sufficient number of bays without additional monitoring and provision of more bays.

In the first instance we are of the opinion that a competent designer should review the arrangements on site to determine if there are any improvements that can be made to allow ungated safe access, in itself a complex issue requiring further discussion and consideration. This coupled with monitoring/enforcement and provision of a few more bays would be a significant improvement. If the only solution available is via a gated access system, further discussions with users about how such a system should work would be advisable. Any such scheme must allow multiple methods to access it and be as simple as possible.

There is a risk that introduction of gated access during the week, particularly using a complicated system, may lead to dissatisfaction and the allegation that access has been made worse during the week, which clearly needs to be avoided. Moving forward, we recommend a consulting with users and designers to discuss potential options further, and in more detail, with the objective of providing safe access seven days a week.

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**Code of Conduct and Licensing Scheme
for dog walkers, commercial dog walkers**
Engagement and consultation process

Interim report: October 2019

Version	Date	Author	Checked by	Approved by Director
A1788 V1	23/10/2019	Jon Sheaff	Rhona Harley	Jon Sheaff
A1788 V2	31/10/2019	Jon Sheaff	Rhona Harley	Jon Sheaff

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1 Introduction

Introduction

In February 2019, the City of London Corporation (City Corporation) procured the services of Jon Sheaff and Associates to research and deliver proposals for a Codes of Conduct and Licensing Schemes for dog walkers commercial dog walkers and for commercial fitness trainers using the City Corporation's Open Spaces at Hampstead Heath, Highgate Wood and Queen's Park.

To inform the development of a new Code of Conduct and Licensing Scheme, the project brief included a requirement to carry out an engagement and consultation process with dog walkers, commercial dog walkers, fitness instructors and everyday users of Hampstead Heath, Highgate Wood and Queen's Park. The project brief sets out the following set of project requirements:

- To engage with and consult users through various means
- Following user engagement and data gathering, the production of draft strategies

- The development of final strategies (responsible behaviour policy, Code of Conduct for dog walkers, licensing scheme for commercial dog walkers and fitness instructors), presented to Hampstead Heath Management Committee by Officers for approval
- To support the embedding of the strategies into the divisional way of working
- To consider a future engagement strategy with existing and other user groups

In response, the tender submission from Jon Sheaff and Associates proposed the following deliverables:

- Briefings for the Consultative Committees/Groups for each site
- Four publicised 'pop up' events
- Two Focus Groups/Workshops
- An online and paper questionnaire

In parallel, Jon Sheaff and Associates has undertaken research into current best practice in respect of Codes of Conduct and Licensing Schemes for

1 Introduction

dog walkers, commercial dog walkers and fitness instructors.

This report documents the outcome of the consultation and engagement process. This information will be combined with research into best practice to inform the development

of new Codes of Conduct and Licensing Schemes that will be considered by the City Corporation and Consultative Committees/Groups in due course.



2 Pop-up events

Pop-up events:

- 20th July 2019: 9am to 12pm
Parliament Hill Fields Cafe
- 25th July 2019: 5pm to 8pm
East Heath Car Park

Weather: Fine, warm

A pop up tent was set up at each location and an exhibition of seven consultation boards set up (see Appendix 1).

The boards covered the following themes:

- Principles – how we all collectively care for the Heath, how it enriches our lives and the role of dogs in this context
- The City Corporation's current guidance on dogs being brought onto the Heath
- Hampstead Heath's current by-laws
- What other authorities do - the Royal Parks, Lee Valley and Wandsworth Borough Council
- How to get involved in the consultation process

Two members of staff from Jon Sheaff and Associates were present at each event and engaged members of the public in discussion around

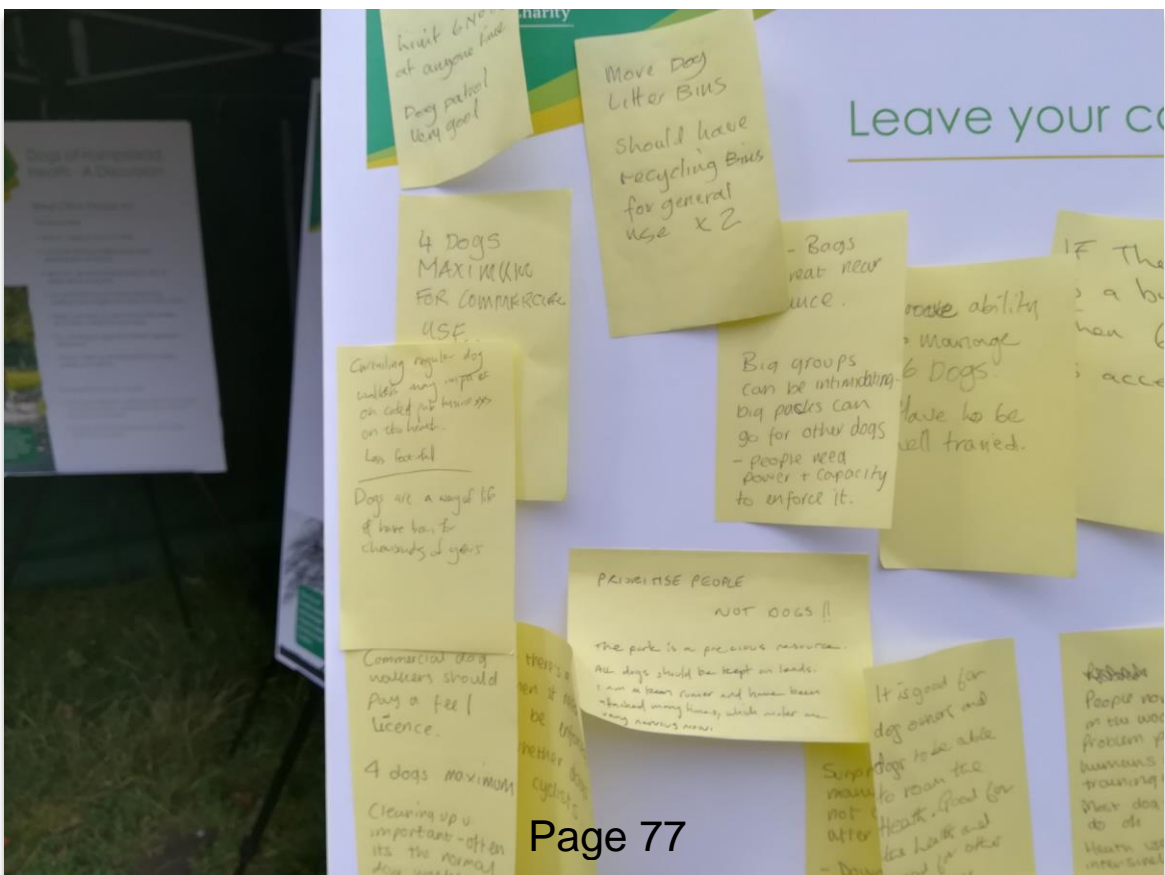
these issues, encouraging participants to leave comments. Comments left are reproduced in full in Appendix 2.

A number of significant themes emerged from these discussions:

- Licencing is considered to be a good idea.
- Opinions vary in respect of the number of dogs that can be reasonably managed by one person. Most suggested 4-6. One interviewee suggested a maximum of two dogs per person.
- Some interviewees suggested the creation of specific areas where dogs can run free and dog owners need not worry about BBQs and picnics.
- Several interviewees wanted to know how licensing would practically and effectively be enforced. It was suggested that patrolling of dog walking 'hot spots' could support effective enforcement.
- Several interviewees suggested that people walking large packs of dogs can be intimidating.

2 Pop-up events

- Many people expressed the view that a single person cannot control multiple dogs.
- Dogs off lead are considered to be intimidating for small children and present a problem for runners.
- Dog bag provision at entrances to the Heath is considered to be very good. Some dog walkers with large packs cannot always notice when a dog in their care is fouling.
- Some interviewees expressed the view that dogs on the Heath undermine the achievement of ecological objectives.
- A view was commonly expressed that dogs are part of the life of the Heath and make it a safe place to be for all users.



3 Focus group/workshop 1

A focus group/workshop was held at the offices of the City Corporation at Parliament Hill Fields between 6.30pm and 8pm on 1st August.

There were 11 attendees and the group included dog owners, commercial dog walkers and non-dog owners. The purpose of the workshop was to consider issues affecting how dog owners and commercial dog walkers use the Heath. Consideration was given to how dogs owners and commercial dog walkers impacted on other users of the Heath.

An initial presentation by Jon Sheaff and Associates introduced the project and described the current guidelines issued by the City Corporation in respect of the use of open space by dogs and their owners. A precis of the Codes of Conduct that have been adopted by managers of similar portfolios of public spaces (the Royal Parks and Lee Valley) was also presented.

Attendees were then divided into two groups, with each group including commercial and non-commercial dog walkers and everyday users of the Heath. The objective was to ask group members to consider the viewpoint

of others so that a rounded and balanced position could be developed that reflected a broad spectrum of views.

The two groups were asked to consider two questions:

- 1) What is your experience of dogs on Hampstead Heath? What's good? What's bad?
- 2) Are the current rules fit for purpose? If they need to change, how should they change? Should there be a distinction between commercial dog walkers and non-commercial dog walkers in respect of how these rules are applied?

A full set of responses is included in Appendix 3 of this report.

The following broad themes emerged from the workshop.

Q1 – general experience of dogs:

- the Heath offers plenty of space if used well. It is a great resource offering positive physical and mental health outcomes for city dogs and their owners. Good dog walkers/owners want to care for the Heath.

3 Focus group/workshop 1

- there seems to have been a proliferation of commercial dog walkers recently, with greater numbers during the summer. Some dog owners do not train their dogs properly. Some commercial dog walkers do not seem to be able to control animals in their care.

- the number of dogs on the Heath is now acting as a disincentive to some general users making visits to the open space. Dogs can be intimidating to some users (especially children).

- Uncontrolled dogs are having a negative effect on wildlife.

Q2 – are the current rules fit for purpose?

- the current rules are generally satisfactory but the issue is a lack of enforcement

- commercial dog walkers should not be allowed to congregate with other commercial dog walkers as this brings many animals together in the same place at the same time.

- dogs can be left in vehicles (which is an animal welfare issue). The imposition of a ceiling on the number of dogs permitted at any one time would proliferate this problem.

- a new Code of Conduct should be adopted. This should not distinguish between individual dog owners and commercial dog walkers.

- the adoption of a new Code of Conduct should be accompanied by an education and information campaign.



4 On-line questionnaire

An on-line questionnaire was developed to gather views on issues around dogs and dog walking on Hampstead Heath, Highgate Wood and Queen's Park. The survey was opened for a period of 8 weeks (22nd July to 15th September).

The survey link was publicised by the City Corporation in the following ways:

- By creating social media feeds (Twitter, Facebook and Instagram)
- By developing City Corporation website content
- By putting up posters in 'high traffic' areas such as the Parliament Hill café and at Kenwood House

The questionnaire contained 17 questions, 11 of which were specifically addressing issues relating to dogs and dog walking. A further 6 questions were in respect of general demographic information.

Questions relating specifically to dog issues were structured so questions relating solely to people with dogs and commercial dog walkers were given a different pathway to general questions about issues relating to dogs on the Heath and other spaces.

Two questions invited specific comments from people completing the survey.

A full copy of the on-line survey questions appears as Appendix 4. The survey had 1,346 'hits' over the specified period. 956 of the 'hits' delivered completed surveys (71% of the total). 390 'hits' delivered partially completed surveys (29%). 91% of respondents were local residents. In the context of a typical outcome for surveys of park-related issues, this 'hit' rate represents a significant sample.

The full results of the survey appear as Appendix 5. The headlines of the survey process are as follows:

- The percentage of respondents who brought dogs onto the open space sites in question was highest for Hampstead Heath (58%) and lowest for Queen's Park (17%).
- The preponderance of people (92%) completing the survey were not commercial dog walkers
- There were high levels of support for the following propositions:
 - People should clean up after their dogs (97% strongly agree)

4 On-line questionnaire

- People walking multiple dogs should have them properly under control (83% strongly agree)
- people walking dogs need to have access to bins for waste (81% strongly agree)
- Exercise is crucial to a dog's physical and mental wellbeing (77% strongly agree)
- the City of London's open spaces are for everyone (74% strongly agree)
- all dog walkers should adhere to a Code of Conduct (70% strongly agree)

A number of propositions stimulated low levels of support:

- There should be areas where dogs can run free and areas where they are kept on lead (38% strongly agree)
- Some people find dogs intimidating (40% strongly agree)

Respondents were invited to make specific comments about commercial dog walking on Hampstead Heath in Highgate Wood and Queen's Park.

As might be expected from such a large sample, a broad spectrum of comments was received. But analysis of responses has revealed a number of over-arching themes.

1) Many respondents were content with the use of the City Corporation's sites by dog and dog walkers, irrespective of whether they were private owners or commercial dog walkers. This group did not see the need for any change to the current status quo in terms of patterns of use or approaches to regulation and enforcement.

A minority within this group was categorically opposed to any change in the regulatory environment.

2) A significant number of respondents advocated a restriction on the number of dogs being brought onto City Corporation sites at any one time. There was no consensus around the maximum number of dogs that would be permitted with most proposals ranging from 2 to 6. The most popular figure was 4.

A minority of respondents suggested that dog walkers should be banned altogether.

4 On-line questionnaire

3) A significant number of respondents suggested that dogs needed to be kept under control. Many commented that it was difficult to control individual dogs when part of a larger group.

Several respondents commented on some users of the City Corporation's sites being intimidated by dogs. This was a particular issue for parents with young children and people with mobility issues.

4) The need for dog owners and walkers to clear up dog faeces was a consistent thread. Many respondents suggested that dog walkers controlling large numbers of animals would not be able to pick up after all of them.

5) A relatively small number of respondents commented on the impact of dogs on wildlife and bio-diversity, with some suggesting that dogs should be excluded from some areas of the City Corporation's sites with particular ecological sensitivity

5 Summary of findings

The engagement and consultation exercise revealed a number of key themes which will enable the City Corporation to develop strategies to support their management of the Hampstead Heath, Highgate Wood and Queen's Park.

City Corporation's open spaces within the Hampstead Heath Division are for everyone.

The value of the open spaces are recognised for their health and wellbeing outcomes for those walking their dogs.

Dog walkers should clean up after their dogs.

Dogs should be under proper control.

Dog walkers should have access to bins for disposal of waste.

All dog walkers should adhere to a Code of Conduct.

6 Conclusions and recommendations

The majority of consultees strongly agreed that people walking dogs should have them under proper control. It is recommended that the City Corporation take into consideration the number of dogs one person has under their control enabling dog walkers to effectively control their dog(s). This figure can be benchmarked against other local authorities.

Most respondents agree that the provision of dog bins by the City Corporation supports the effective management of dog faeces and that this practice should continue. This will enable dog walkers to dispose of dog faeces (waste) responsibly.

It is strongly agreed that a Code of Conduct if adopted, should be adhered to. The City Corporation should consider the appropriate level of engagement and education following the introduction of any code of conduct.

There was little support for dog only designated areas within the open spaces under the City Corporation's control.

The City Corporation should consider educational opportunities for dog walkers, focusing on issues such as walker / dog training needs, helping to reduce the misconception of intimidating breeds with dog walkers managing their dog's environment to keep people.

The City Corporation, working with their Ecologist, should give consideration to areas where dogs may impact on the wildlife and biodiversity. On occasion, it may be appropriate and justifiable to exclude dogs from entering certain areas of the Heath.

7 Next Steps

The recommended next steps in the process are as follows:

- Taking into consideration the comments and feedback from the users of the open spaces, develop final strategies (responsible behaviour, code of conduct for dog walkers, licensing scheme for commercial dog walkers and fitness instructors.)
- Consult further with focus group/workshop on dog code of conduct/licence.
- Formalise a workshop for discussion about fitness instructors Code of Conduct/ licence.
- Adopt a new code of conduct for dog walkers
- Adopt a new Code of Conduct for fitness instructors
- Adopt a licensing scheme for commercial dog walkers and fitness instructors
- Develop an engagement and education programme



A1 Appendices

Pop-up consultation boards



Hampstead Heath
Registered Charity

Dogs of Hampstead Heath - A Discussion

Principles

- Together, we protect and conserve the Heath
- The Heath enriches our lives – the Heath is good for physical and mental health. Dogs are also good for physical and mental health
- The Heath is inclusive and welcoming – the Heath welcomes people with dogs and people without dogs
- We all care for the Heath – people who use the Heath to provide a service should make a contribution to the cost of sustaining the Heath



The City of London protects and manages 14 green spaces in and around London.



Hampstead Heath
Registered Charity

Dogs of Hampstead Heath - A Discussion

City of London's Current Guidance

- Clean up after your dog
- Keep your dog under control and be prepared to put it on a lead if necessary
- Follow rules on Hampstead Heath notices
- Be considerate of other people and be aware that some people find dogs intimidating
- Do not walk more than six dogs at once



The City of London protects and manages 14 green spaces in and around London.



Hampstead Heath
Registered Charity

Dogs of Hampstead Heath - A Discussion

Hampstead Heath Byelaws

- Keep your dog under proper control and effectively restrained from injuring or disturbing other people and animals
- Keep your dog from running on flower beds or injuring trees, shrubs or plants
- Keep your dog from entering any lake, river or pond with a notice or sign which prohibits dogs
- Keep your dog on a lead and muzzled in an area where signs state you must do so
- Do not train or race any dogs



The City of London protects and manages 14 green spaces in and around London.



Hampstead Heath
Registered Charity

Dogs of Hampstead Heath - A Discussion

What Other People Do

The Royal Parks:

- Max of 4 dogs at any one time
- Commercial Dog Walkers must carry identification armband
- Must not use areas where there is a risk of areas being over-used
- Not permitted to use areas where dog walking has a negative impact on other users
- Dogs must wear a collar and a dog walker must have a lead for each dog
- Do not bring in dogs that exhibit aggressive behaviour
- Always clear up all dog waste from dogs under your control

Wandsworth Borough Council

- A license required if walking more than 4 dogs at a time (number defined for each site by Dog Control Orders)
- Always clear up all dog waste from dogs under your control



The City of London protects and manages 14 green spaces in and around London.

A1 Appendices

Pop-up consultation boards



A2 Appendices

Pop-up event comments boards

Thousands of dog owners on the heath every day 10 years and the Council discussed putting dogs on leads in Camden and it was turned down
More aggressive dogs after xxx? Dog users have left. Limit 6no. dogs at any one time. Dog patrols are good.
Move dog litter bins. Should have recycling bins for general use x 2
Too many dogs. Should be regulated. Restrict to certain hours off lead. Have an area just for dogs (person, likes dogs).
Restrict to 2 dogs at most. Dog compound area. No commercial dog walkers. Pollution issues to ponds. Leaching into ponds.
4 dogs maximum as a rule would be good. Licencing would be good. Restricting pack size.
Fabulous the way it is!
4 dogs maximum for commercial use.
Really good the park can be used for dogs. Shame to lose what we have.
Dog bags - great near entrance. Big groups can be intimidating, big packs can go for other dogs, people need power and capacity to enforce it (licencing).
Provide ability to manage 6 dogs. Have to be well trained.
If there is a bylaw then 6 is acceptable.
Dogs off lead are a problem for runners. Know someone who has been bitten / run into when running. Don't see dogs till they hit you. Issue with some occasional dog walkers letting dogs run free. How can you control large packs of dogs? Dog training if off lead.
No dogs. It is not sustainable or ecologically sound to maintain and support an animal with no effective purpose. P.S companionship is not a purpose. Go hang around with other people.
People should pick up the dog mess. Today we came across some and often we have told dog owners who did not pay attention that their dog was pooing. Areas where dogs swim and shake themselves afterwards should be far from the pavement.
Curtailling regular dog walkers may impact on xxx pub business on the Heath. Less footfall. Dogs are a way of life and have been for thousands of years.
Prioritise people not dogs! The park is a precious resource. All dogs should be kept on leads. I am a team runner and have been attacked many times, which makes me very nervous now.
It is good for dog owners and dogs roam the Heath. Good for the Heath and good for other Heath users because the number of dog walkers keeps the Heath safe.
People now BBQ in the woods. Problem with peat soil - humans need more training! Most dog walkers do ok. Heath used more insensitively.
We love seeing different and happy dogs running freely on the Heath. The dog users we've met have been fine.
Please follow through better controls.
Surprised how many people are not cleaning up after their dogs. The green area down by the pond is very bad.
Dog walkers with 4/5/6 do not always notice to pick up poo.
Licensing would be a good idea. Most of the time ok but occasionally see a dog out of control and feel powerless.
Specific areas for dogs and dog-free areas. A place/ field in the summer where dogs can be let off the lead. Agree to limit dog numbers but how do you control them.
Fenced off dog area would be good. Particularly in the summer when people are picnicking.
To many dogs, some uncontrollable
Conflict cyclists and dog walkers. Please make cycle paths clearer say with a blue line. Lack of dog bins at King's Wood Area.
Bring in more cycle lanes
Hardly any bins at the woods. Design is confusing!
Great the Heath is available for <u>everyone</u> , whether you have a dog or not
Good to have a few enclosed areas with picnic tables - safe picnic areas. Some people are fearful.
More semi-wild areas - keep some mystery / wildness of the Heath. Budaper Mound should be more of a picnic area.
Some people are culturally scared of dogs and fear passes onto their children. Therefore dog-free picnic areas would be good.
Need more dog bins to encourage people to clean up after their dog. Would like a dog area for dogs to share - in a designated area to have fun. Most people are respectful of the Heath. Commercial dog walkers sometimes miss cleaning up after one of the dogs.

A3 Appendices

Workshop 1 discussion responses

1. Avoids the Heath because of large number of dogs on the heath.
2. Runs business on Heath
3. Concerns about dogs being out of control
4. Increasing numbers of dogwalkers
5. More disturbance of wildlife.
6. Dog disturbances are not necessarily caused by pro dog walkers
7. Problems w/ inexperienced dog walkers
8. Danger to wetlands, ponds, dogs in water, reduced # of birds
9. Professional dog walkers want to contribute to looking after the heath
10. Dogs knocked over a child - Intimidation
11. Owners don't train dogs properly
12. The Heath represents an amazing access for dog owners, dog walkers
13. Exposure to natural spaces brings positive emotional/physical health to City Dogs.

- | +VE | -VE |
|-------------------------------------|--|
| PUT DOGS ON LEAD | LET DOGS GO AMONG CHILDREN |
| LEAD 2 ON TO POO
2 BY 2 | TALKING ON PHONE
NOT WATCHING DOGS |
| I KNOW THEIR DOGS | POO ON PITCH |
| JUMPY DOGS - KEEP ON LEAD TIL EMPTY | CONGREGATING ON PITCH |
| NOT OFF LEAD IF DUCKS | OWNERS LEAVE 900 |
| PLENTY OF SPACE IF USED WELL | SHOULD BE LEGISLATION? 1996 for animal officer |
| | PACK MENTALITY - SPOOKED |
| | WORRIES BYSTANDERS WALKERS |
| | KNOCKED OVER BY DOGS
7 PACKS TOGETHER |
| | PROBLEM WORSE IN SUMMER |
| | DON'T BLAME DOGS = OWNER |
| | DOGS LOVE WATER |
| | VEHICLES LEFT IN |
| | PICK UP ENT LONDON |

1. Dog welfare Issues - limiting #s might result in walkers leaving dogs in vans.
2. Guidelines are not enforceable
3. Possible need for Professional Code of Conduct
4. Reducing #s of dogs to less than 6 would greatly adversely affect business hugely
5. More enforcement?
6. Publicity - more signs, better signage
7. L7 Pinned at Responsible Dog Owners
8. Education & Outreach to non-dogowners on how to safely be in a space w/ dogs
9. Dog free Areas - Nature Reserve
10. Specific hours of operation for Professional Dog Walkers so the public no what to expect

- Current rules are broadly okay.
But, the problem is enforcement.
- It was agreed there should be a licence
 - Maximum of 6 dogs per walker
 - There should be a revocation of licence if "good practice" is not followed
 - It was felt that dog walkers (professional) should try and avoid other dog walkers with large numbers of dogs. Perhaps this can be a new law?
 - Maybe there could be an area(s) for dogs to drink - dog fountain?? low elevation
 - There should not be a distinction between professional + non-professional dog walkers (on responsibility)
 - Publicity Campaign to remind dog-walkers of their responsibilities around wild birds esp ducks + swans. i.e. a dog chasing birds is not a game

A4 Appendices

On-line questionnaire

Dog Survey

We want to ensure that the Heath, Highgate Wood and Queens Park are spaces that everyone can enjoy.

We are currently trying to gather as much information as possible about how dog walkers and in particular commercial dog walkers use our open spaces.

We've devised a questionnaire to gather this information. The questionnaire will be available for a period of 6 weeks, closing on August 31st. In parallel, we'll be holding a number of events both drop in and workshops to gather more views and opinions.

We really value your input. Please do take the time to complete this survey. It should take around 10 minutes of your time.

Thank you for your participation

Q.1) How often do you visit the following open spaces?*

	Day Every	ce a More	ek Once a	ght Once a	a At least	few Every	ar Once a	Never
Hampstead Heath	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highgate Woods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queen's Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Dog Survey

Q.4) When visiting how many dogs do you bring to the following open spaces?*

Hampstead Heath:

Highgate Woods:

Queen's Park:

Q.5) Do you walk dogs for other people?*

☐ Yes

☐ No

Q.6) Are you a commercial dog walker?*

☐ Yes

☐ No

Q.7) Are you aware of the City of London's basic guidelines for dog walkers?*

☐ Yes

☐ No

Q.8) Please read the following statements in relation to dog walking on Hampstead Heath, Highgate Woods and Queens Park and tell us how strongly you agree or disagree.*

Dog Survey

Q.2) Do you walk dogs on the following open spaces?

	Yes	No
Hampstead Heath	<input type="checkbox"/>	<input type="checkbox"/>
Highgate Wood	<input type="checkbox"/>	<input type="checkbox"/>
Queen's Park	<input type="checkbox"/>	<input type="checkbox"/>

If you replied YES please go to Q.3.

If you replied NO go to Q.7

Q.3) How often do you bring dogs to the following open spaces?

	Every Day	More than once	Once a week	Once a fortnight	At least once a	Once every few	Once a year	Never
Hampstead Heath	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highgate Woods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queen's Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Dog Survey

	Strongly	Agree	Neutral	Disagree	Strongly	Don't
The City of London open spaces are for everyone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dogs support peoples physical and mental well being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise is crucial to a dog's physical and mental wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

A4 Appendices

On-line questionnaire

Dog Survey

It's important that people clean up after their dogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some people may find dogs intimidating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There should be areas where dogs can run free and areas they are kept on leads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People walking multiple dogs should properly control all of their dogs in their charge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It's important that dog walkers have access to enough bins for waste disposal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All dog walkers should adhere to a code of conduct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial dog walkers should have a specific code of conduct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial dog walkers should be easily identifiable whilst on Hampstead Heath, Highgate Woods or Queen's Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.9) Thinking about commercial dog walking on Hampstead Heath, Highgate Woods and Queen's Park what is the one thing you would really like to change?*

Q.10) Do you have any other comments or suggestions you'd like to share with us about commercial dog walking on Hampstead Heath, Highgate Woods and Queens Park.

Q.11) Are you a commercial dog walker?*

Yes

No

DEMOGRAPHICS

Please answer the following questions to help us ensure that all members of our community are being served properly.

Q.12) Are you:*

A local resident

Work locally

Visiting

Q.13) Gender:

Male

Female

Other

Q.14) Age:

5-15 years

16 - 19 years

20 - 44 years

45 - 64 years

65 years +

Prefer not to stay

Q.15) What is your ethnic group? Please choose one of the options below.

White

English /Welsh / Scottish / Northern Irish / British

Irish

Traveller

Any other White background

Mixed / Multiple Ethnic Groups

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A4 Appendices

On-line questionnaire

☐ White and Black Caribbean

☐ White and Black African

☐ White and Asian

☐ Any other mixed / multiple ethnic background

Asian / Asian British

☐ Indian

☐ Pakistani

☐ Bangladeshi

☐ Chinese

☐ Any other Asian background

Black / African / Caribbean / Black British

☐ African

☐ Black British

☐ Caribbean

☐ Any other Black / African / Caribbean background

Other Ethnic Group

☐ Arab

☐ Any other ethnic group

Q.16) What is your main language?

☐ English

☐ Other - please specify:

Q.17) Do you consider yourself to have a disability?

☐ Yes

☐ No

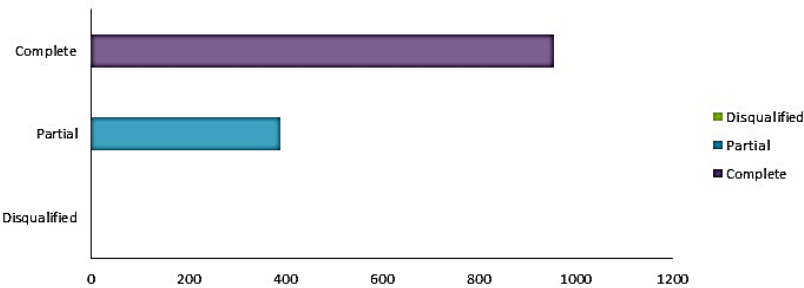
☐ Prefer not to say

Thank you again for taking the time to complete our survey. Your response is very important to us.Thank You!

A5 Appendices

On-line questionnaire data

Response Statistics



	Count	Percent
Complete	956	71
Partial	390	29
Disqualified	0	0
Totals	1,346	

1.How often do you visit the following open spaces?

	Every Day		More than once a week		Once a week		Once a fortnight		At least one a month		Every few months		Once a year		Never		Total Checks
	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	
Hampstead Heath	346	28.7%	405	33.6%	156	12.9%	67	5.6%	106	8.8%	92	7.6%	18	1.5%	16	1.3%	1206
Highgate Woods	40	3.4%	88	7.4%	82	6.9%	76	6.4%	118	9.9%	300	25.1%	219	18.3%	271	22.7%	1194
Queen's Park	40	3.4%	42	3.5%	40	3.4%	33	2.8%	62	5.2%	160	13.4%	158	13.2%	659	55.2%	1194
Total Checks	426		535		278		176		286		552		395		946		3594
% of Total Checks	11.9%		14.9%		7.7%		4.9%		8%		15.4%		11%		26.3%		100%

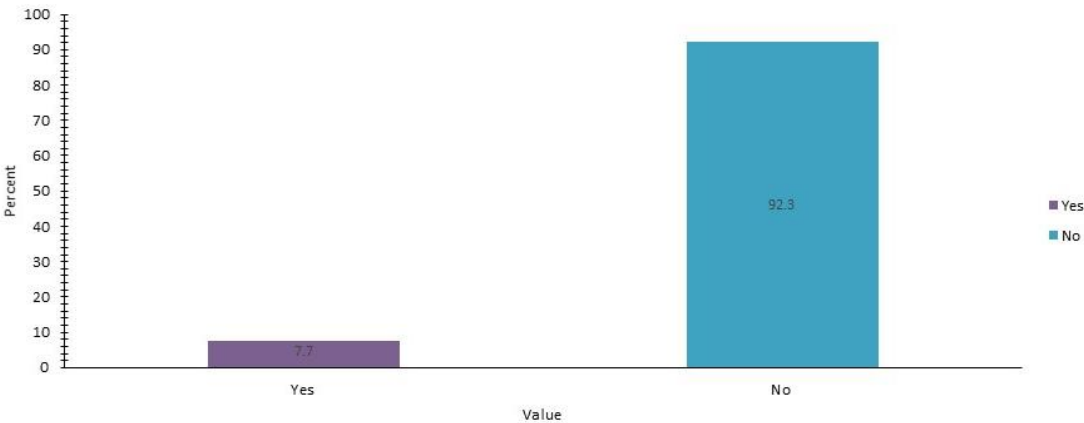
A5 Appendices

On-line questionnaire results

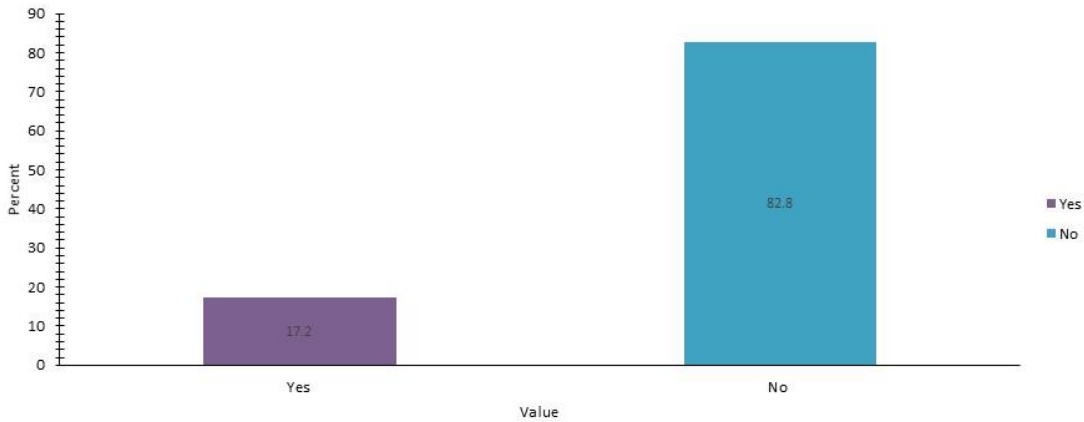
2.Do you walk dogs on the following open spaces?

	Yes		No		Total Checks
	Checks	Row Check %	Checks	Row Check %	
Hampstead Heath	682	58.3%	487	41.7%	1169
Highgate Wood	395	34.1%	765	65.9%	1160
Queen's Park	194	16.9%	955	83.1%	1149
Total Checks	1271		2207		3478

6.Are you a commercial dog walker?



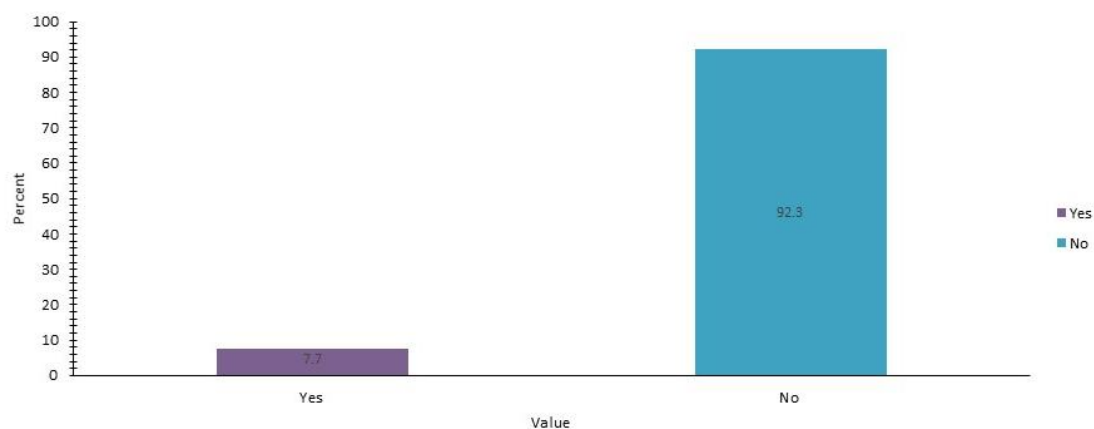
5.Do you walk dogs for other people?



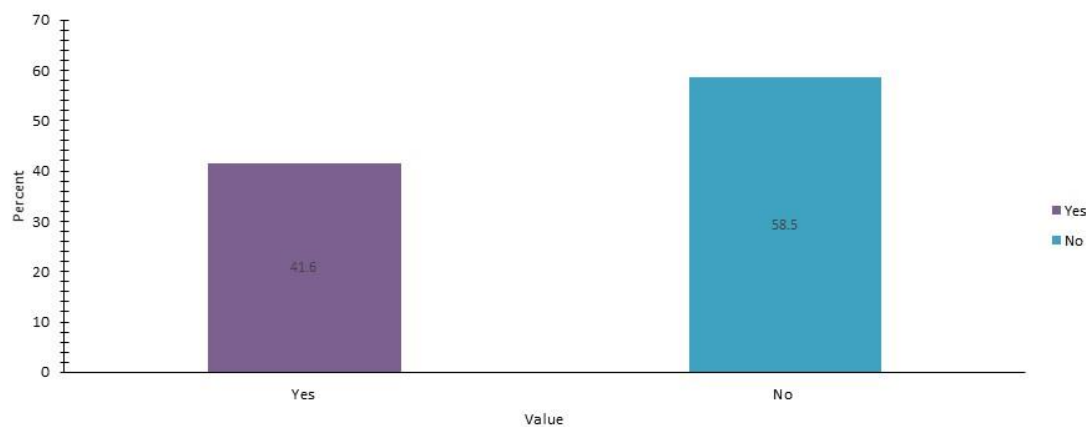
A5 Appendices

On-line questionnaire results

6.Are you a commercial dog walker?



7.Are you aware of the City of London's basic guidelines for dog walkers?



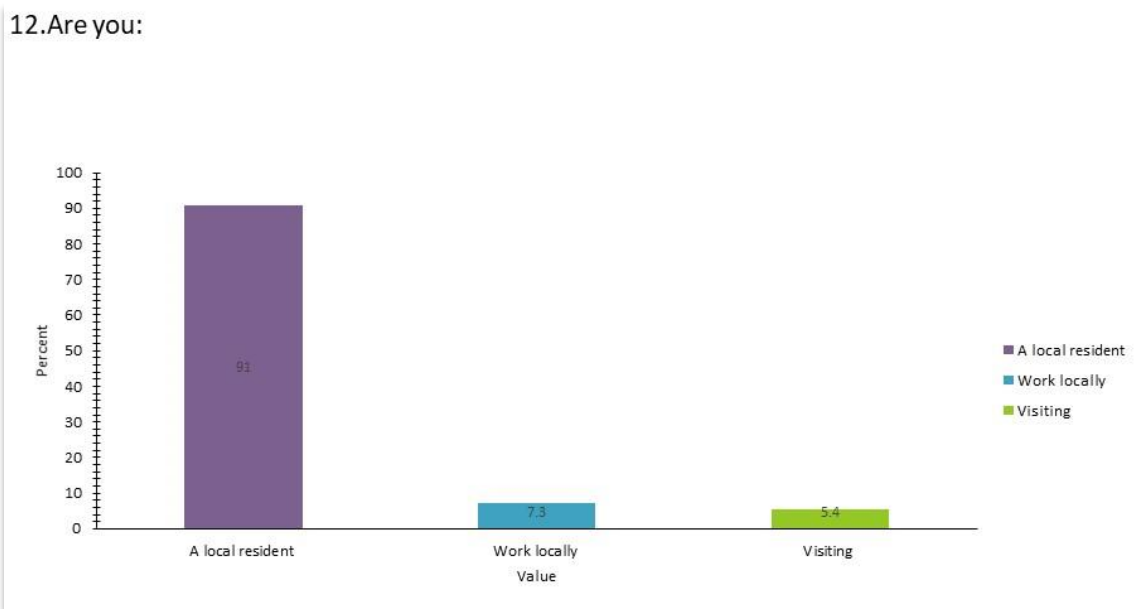
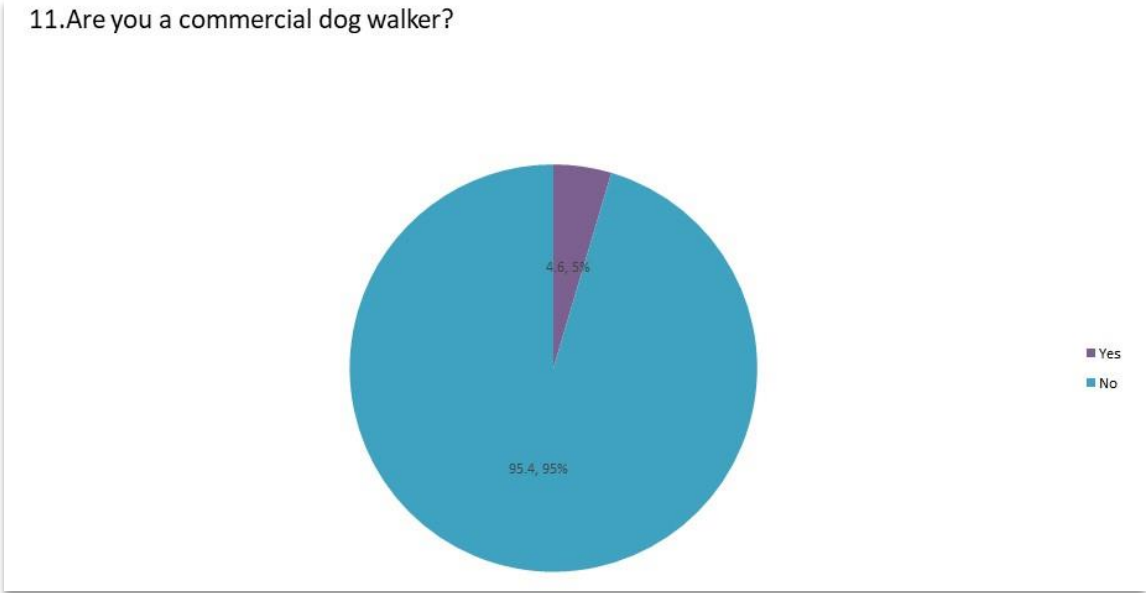
A5 Appendices

On-line questionnaire results

	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Don't know		Total Checks
	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	Checks	Row Check %	
The City of London open spaces are for everyone	801	74%	223	20.6%	21	1.9%	25	2.3%	5	0.5%	8	0.7%	1083
Dogs support peoples physical and mental well being	708	65.1%	256	23.6%	89	8.2%	20	1.8%	9	0.8%	5	0.5%	1087
Exercise is crucial to a dog's physical and mental wellbeing	841	77.7%	200	18.5%	27	2.5%	6	0.6%	5	0.5%	4	0.4%	1083
It's important that people clean up after their dogs	1,049	97.1%	24	2.2%	2	0.2%	1	0.1%	1	0.1%	3	0.3%	1080
Some people may find dogs intimidating	433	39.9%	524	48.3%	105	9.7%	13	1.2%	6	0.6%	5	0.5%	1086
There should be areas where dogs can run free and areas they are kept on leads	424	38.8%	366	33.5%	142	13%	83	7.6%	72	6.6%	6	0.5%	1093
People walking multiple dogs should properly control all of their dogs in their charge	908	83.9%	156	14.4%	10	0.9%	4	0.4%	0	0%	4	0.4%	1082
It's important that dog walkers have access to enough bins for waste disposal	878	81.3%	174	16.1%	14	1.3%	6	0.6%	4	0.4%	4	0.4%	1080
All dog walkers should adhere to a code of conduct	761	70.2%	229	21.1%	70	6.5%	8	0.7%	4	0.4%	12	1.1%	1084
Commercial dog walkers should have a specific code of conduct	718	66.3%	178	16.4%	121	11.2%	37	3.4%	16	1.5%	13	1.2%	1083
Commercial dog walkers should be easily identifiable whilst on Hampstead Heath, Highgate Woods or Queen's Park	482	44.5%	208	19.2%	230	21.2%	105	9.7%	43	4%	16	1.5%	1084
Total Checks	8003		2538		831		308		165		80		11925
% of Total Checks	67.1%		21.3%		7%		2.6%		1.4%		0.7%		100%

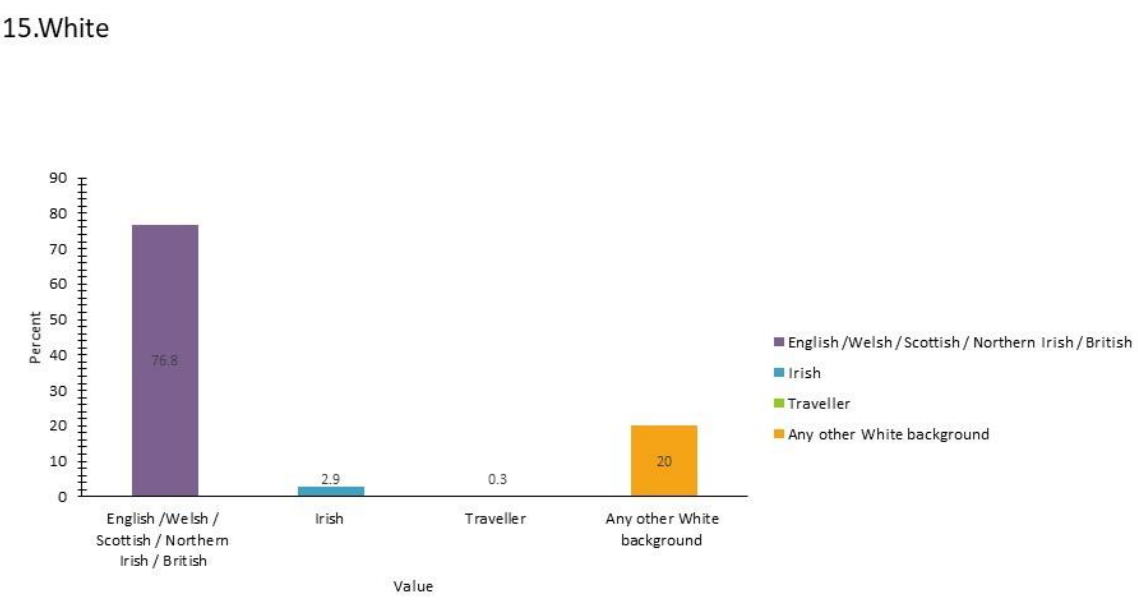
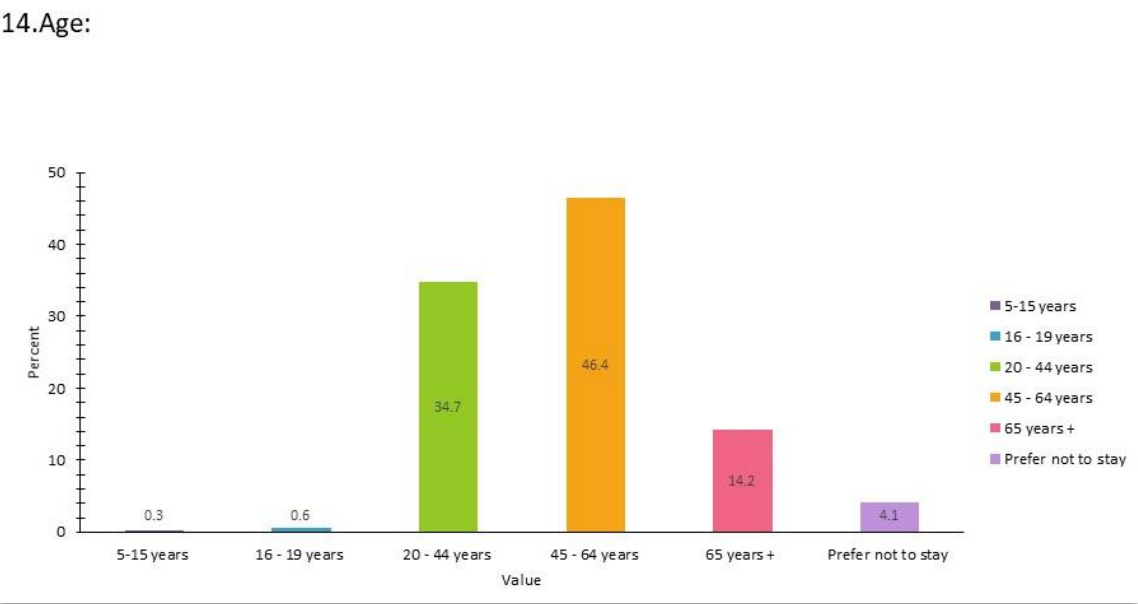
A5 Appendices

On-line questionnaire results



A5 Appendices

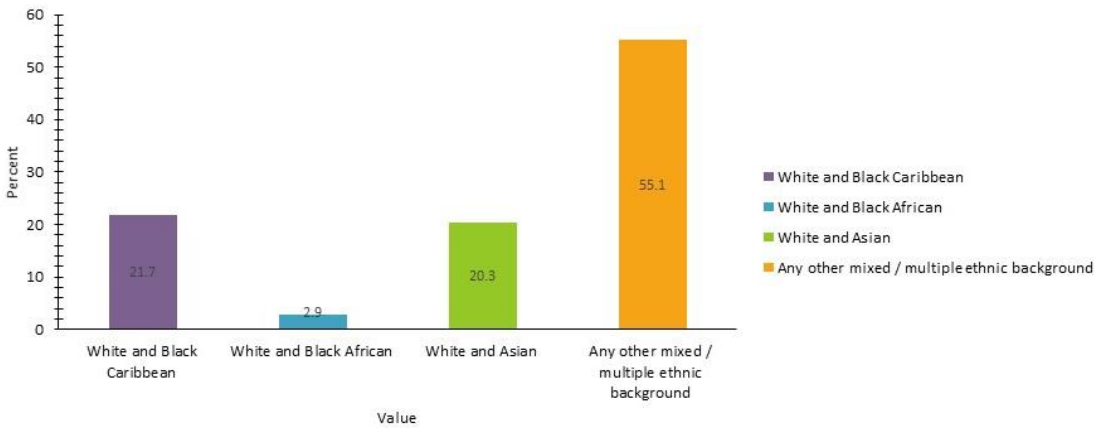
On-line questionnaire results



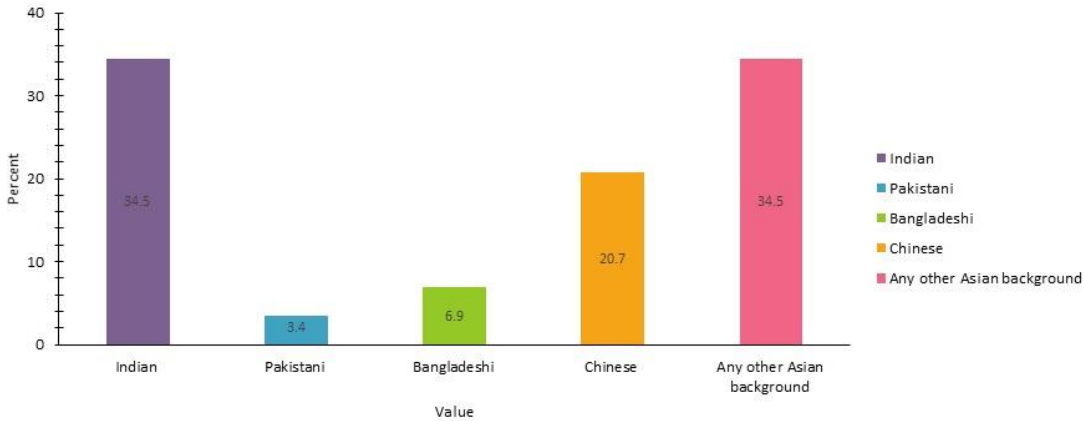
A5 Appendices

On-line questionnaire results

16.Mixed / Multiple Ethnic Groups



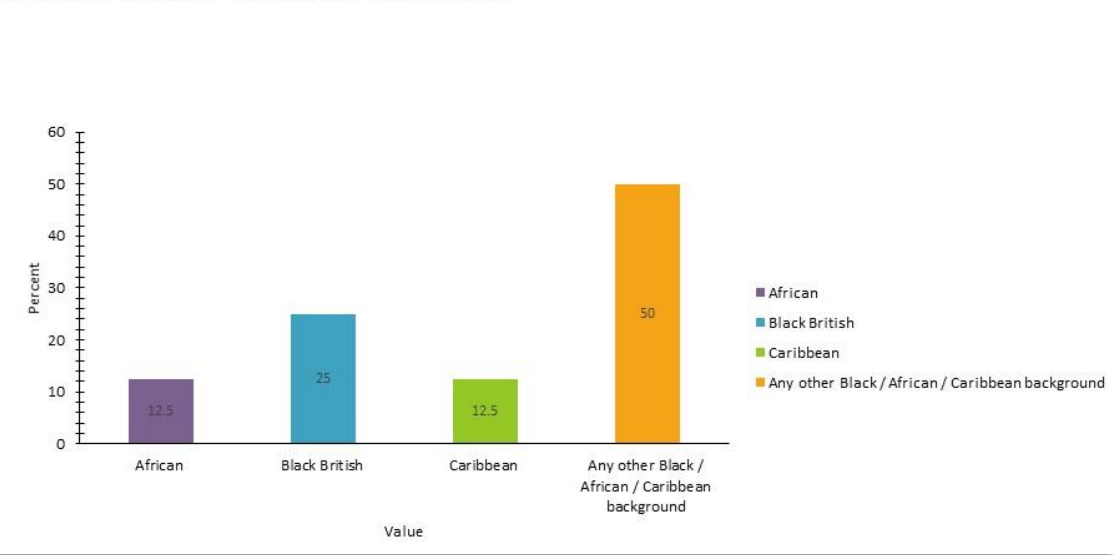
17.Asian / Asian British



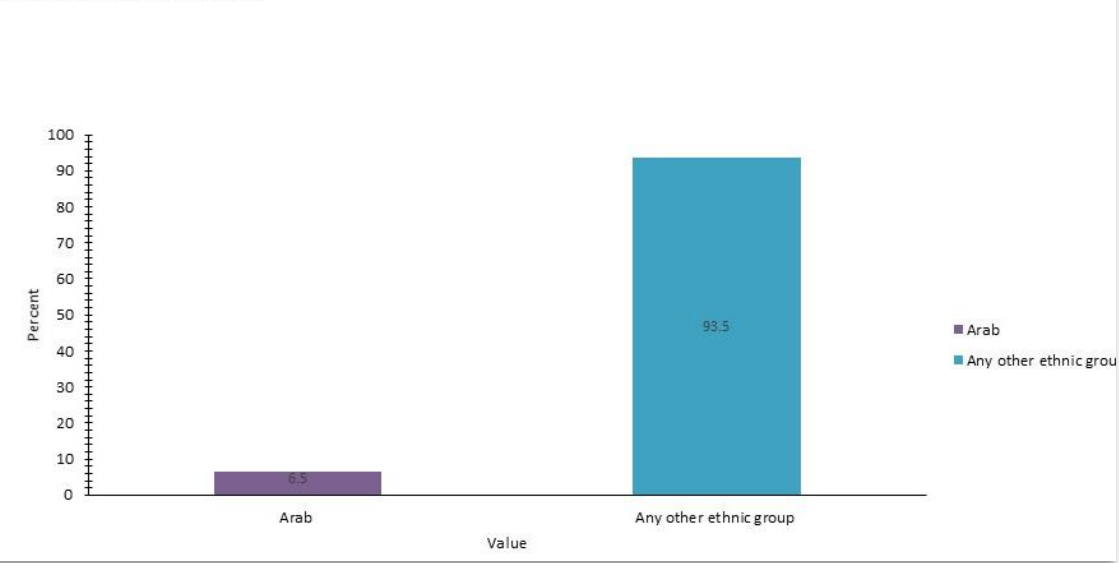
A5 Appendices

On-line questionnaire results

18.Black / African / Caribbean / Black British



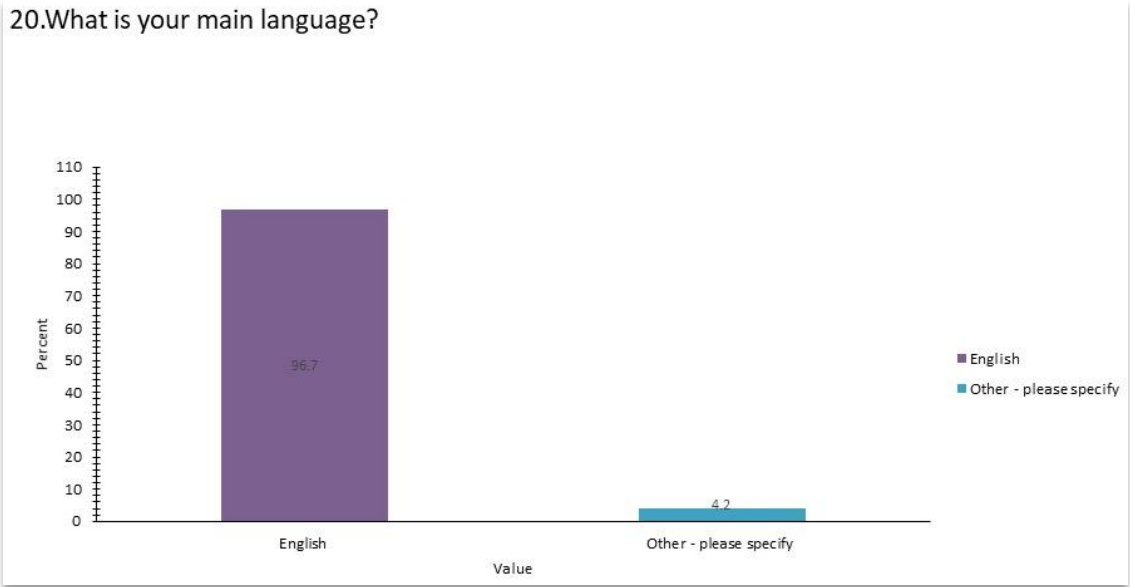
19.Other Ethnic Group



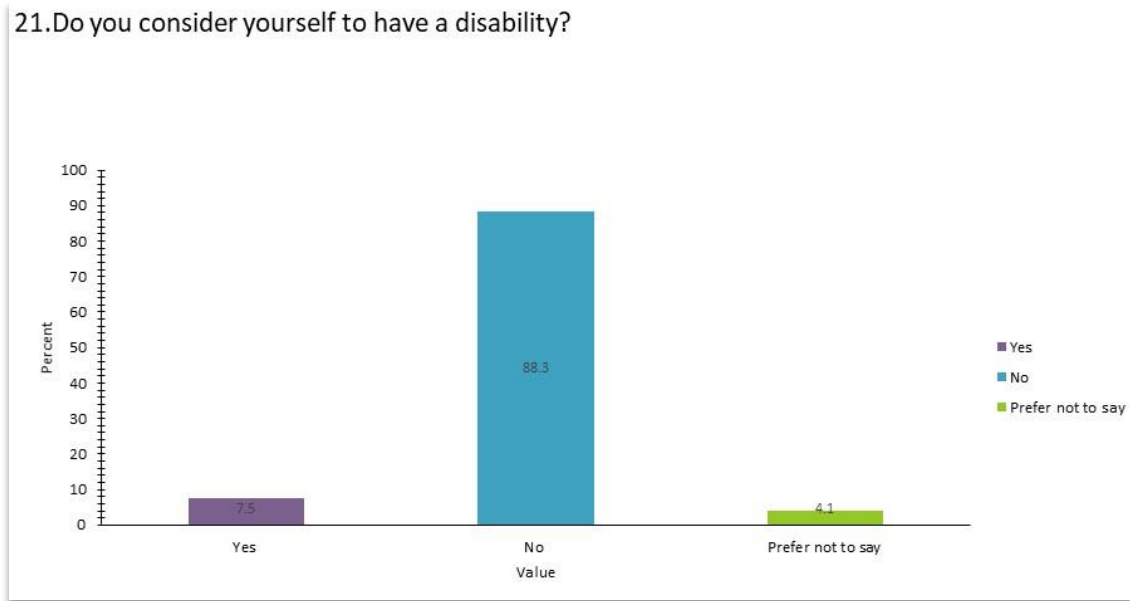
A5 Appendices

On-line questionnaire results

20.What is your main language?



21.Do you consider yourself to have a disability?



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Committee	Dated:
Hampstead Heath, Highgate Wood & Queen's Park Committee	13 November 2019
Subject: Fees and Charges 2020/21 & 2021/22	Public
Report of: Superintendent of Hampstead Heath	For Decision
Report author: Yvette Hughes – Open Spaces Department	

Summary

This report sets out the proposed fees and charges for a range of sports facilities and services provided at Hampstead Heath, Highgate Wood & Queen's Park for 2020/21. In addition, the report sets out the proposed fees and charges for Weddings and Civil Ceremonies for 2021/22.

Recommendations

It is recommended that:

- Members of the Hampstead Heath, Highgate Wood and Queen's Park Committee agree the proposed fees and charges for 2020/21 and 2021/22, as set out in Appendix 1 of this report.
- Members of the Hampstead Heath, Highgate Wood & Queen's Park Committee agree for the new Bandstand and Meeting Room charges to be introduced from 14 November 2019 as set out in paras 16 & 17.

Main Report

Background

1. Charges for the wide range of services, recreation and sporting facilities provided in all the City of London Corporation's Open Spaces are reviewed annually, to ensure that prices and ticket options are relevant and appropriate. The current 2019/20 (and 2020/21 Weddings and Civil Ceremonies) charges for Hampstead Heath, Highgate Wood and Queen's Park were approved by the Hampstead Heath, Highgate Wood and Queen's Park Committee in November 2018.
2. The income generated from fees and charges contribute towards the cost of providing sports and recreational facilities across Hampstead Heath, Highgate Wood and Queen's Park.

Current Position

3. The Hampstead Heath Consultative Committee, Highgate Wood Consulting Group, Queen's Park Consultative Group, the Parliament Hill Track Forum,

Hampstead Heath Swim Forum and the Hampstead Heath Sports Advisory Forum have been consulted on the proposed fees and charges.

4. The proposed fees and charges include concessionary rates, offering a 40% discount on the standard adult charge, except where indicated.
5. Work over the past two years to encourage the level of compliance for payment at the Bathing Ponds has only seen a modest increase in income from these facilities.
6. Swimming season tickets are now available to purchase online through the City of London Corporation website.
7. Work has been undertaken to improve signage, payment methods and cash payment arrangements. Unfortunately, the project to install contactless payments has been delayed and further work is required to implement this technology at the Bathing Ponds.
8. Sports fees and charges are not based on full cost recovery and are significantly subsidised by the City of London Corporation to promote participation in formal and informal recreation to support health and well-being.

Proposed Charges 2019/20

9. It is proposed that the charges for the athletics track, softball, rounders, sauna season ticket, tennis, fairs, bandstand hire, site compounds, event support charges (excluding the application fees) and bench sponsorship should be increased by 2.6% with rounding to aid cash handling, where applicable. The 2020/21 and the 2021/22 charges for Weddings and Civil Ceremonies have also been increased by 2.6%. These increases are in line with August Retail Price Index.
10. Following a review of the 2019/20 Park for London, sports facilities fees and charges benchmarking data, it is proposed that the fees for football, rugby, cricket and the hire of changing rooms are held at the 2019/20 rates. These charges were all at the higher end of fees when compared to comparators.
11. Following a London wide Athletics Track benchmarking exercise, it is noted that the fees for the Parliament Hill Athletic Track are significantly lower than comparators. Therefore, while a 2.6% increase has been proposed for 2020/21, the Superintendent will engage with the Parliament Hill Track Forum and the Hampstead Heath Sports Advisory Forum over the next year to discuss above inflationary increases to the fees. It is proposed the increases would be spread over the next three years to allow time for the clubs using the facility to prepare for these changes.
12. Highgate Wood Metro Blind Cricket Team Support Scheme recognises a 50% discount on the changing room hire charge to support the development of this sport.
13. The fees for pentanque, bowls, croquet and the Queen's Park pitch and put have been held at the 2019/20 rates to promote public participation in these activities.
14. It is proposed that swimming charges are kept under review and any changes would be discussed with the Hampstead Heath Swim Forum, Sports Advisory

Forum and Consultative Committee before being presented to Members for consideration and approval. The Superintendent has commenced a review of the summer 2019 swimming season, which forms a discussion item within the Superintendents update Report.

15. Following local benchmarking we are proposing to increase car parking charges by 8% for 0-2 hours & 2-4 hours, and by 9% for the additional hours. However, taking account of these increases, the car parks across Hampstead Heath are still notably less expensive than local comparators. This will be reviewed again next year to phase the increases gradually to minimise the impact on Heath visitors. The additional hours charge is set to discourage commuter parking to ensure the parking facilities are available for Heath visitors.
16. It is proposed that the Parliament Hill and Golders Hill Park bandstands will be made available for hire in line with the existing hire arrangements for the Queen's Park bandstand. This will be introduced from 14 November 2019.
17. It is proposed that the hourly charge for hire of the Parliament Hill, Parliament Hill Pavilion, Hampstead Heath Extension and the Queen's Park meeting rooms be introduced from 14 November 2019.

Licencing arrangements

Commercial Dog Walking and Fitness Trainers

18. The Superintendent is undertaking a range of consultations to inform the introduction of licences for Commercial Dog Walking and Fitness Trainers. The outcome from the consultations and the proposed license arrangements will be discussed with Members ahead of implementation.

Bowls and Croquet

19. New annual licensing arrangements with the Parliament Hill Bowling Club and the Hampstead Heath Croquet Club have been agreed. As part of the licensing agreement two rinks will remain available for public play at all times. The green will be maintained by the Sports and Recreation Team at Parliament Hill, as part of their grounds maintenance Work Programme.
20. The new licencing arrangements will enable the Pavilions to be hired as meeting rooms during the winter months.

Fishing

21. A fee for a Hampstead Heath fishing license has been included in the proposed fees & charges. This covers the administration of the license.

Corporate & Strategic Implications

22. The proposed fees and charges directly support the Hampstead Heath Management Strategy 2018-2028 Strategic Outcomes A: The Heath is maintained as a flourishing green space and historic landscape, B: Improved quality of life for Heath visitors, C: The Heath is inclusive and welcoming to a diverse range of visitors and D: Greater number of and diversity of People taking care of the Heath.

23. This also contributes towards the achievement of the three aims set out in the Corporate Plan 2018-23. Contribute to a flourishing society (1-4), Support a thriving economy (5) and Shape outstanding environments (9-12).
24. The proposed fees and charges support the three objectives and outcomes set out in the Open Spaces Business Plan 2018-19 (a) Open spaces and historic sites are thriving and accessible, (b) Spaces enrich people's lives and (c) Business practices are responsible and sustainable.

Financial Implications

25. The City's Financial Regulations require all Departments to recover full costs when setting charges to persons or external organisations, or submit reasons to the appropriate service Committee when that objective is not met. It is therefore at the discretion of individual spending Committees to determine the actual level of fees and charges relative to the services they provide, after taking into account local considerations and priorities.

Conclusion

26. Hampstead Heath, Highgate Wood and Queen's Park continue to provide excellent value for money sports and recreational opportunities. The income generated through fees and charges contributes towards the cost of providing sports and recreational facilities and maintaining Hampstead Heath, Highgate Wood and Queen's Park.

Appendices

- Appendix 1 – Proposed Fees and Charges for 2020/21 & 2021/22

Yvette Hughes

Hampstead Heath Business Manager - Open Spaces Department

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(DRAFT) APPENDIX 1 – HAMPSTEAD HEATH, HIGHGATE WOOD AND QUEEN'S PARK

The proposed charges operate from 1 April 2020 and include VAT at 20%, except where stated.

NOTES

1. ***1** These fees and charges have been increased by 2.6% and rounded to assist with cash handling where applicable.
2. Concession and Junior charges reflect a 40% discount on the adult ticket prices.
3. ***2** The Athletics Track and associated infield is available for sports clubs to use for group coaching and training sessions. Training sessions can be booked during the following times:
 - Tuesdays and Thursdays: 5pm – 9pm (the track must be vacated by 8:40pm, with the changing rooms remaining open until 9pm)
 - Monday, Wednesdays and Fridays: 5pm – until 30 minutes before park closing (park closing times vary throughout the year)
 - Weekends: 7:45am – 4pm

Floodlights will be switched on as necessary on Tuesdays and Thursdays, and will be switched off by 8:40pm.

Training sessions commence on the hour and are for a minimum of one hour, except for bookings starting at 8:00pm, which are for forty minutes. Block bookings are available for clubs wanting regular training sessions and can be booked for periods of ten consecutive weeks or more. Clubs booking for a full year (50 weeks) can benefit from additional benefits and guarantee to be offered the same booking times for the following year. Tuesdays and Thursdays training sessions have three club booking slots available, with a maximum number of participants per booking slot limited to fifty. Sole use is subject to availability and will require the hirer to book all three available slots, which would allow up to 150 participants to attend. Members of Club signed up to the group training sessions are eligible to purchase Track Season Tickets at a 30% reduction on the full cost.

4. ***3** Corporate Event prices will be worked up on a case by case basis.
5. Schools use of the track will comprise of the following sessions:-
 - 9.00 – 12.30 AM session
 - 13.00 – 16.30 PM session
 - 09.00 – 16.30 Full day session
6. There is a charge of £10 to replace lost or damaged season tickets.
7. ***4** Swimming charges have not been increased for 2020/21. The Bathing Ponds entry payment review will continue during the 2020/21 season, while we work to facilitate further methods of payment at the facilities.
8. ***5** Highgate Wood Metro Blind Cricket Team Support Scheme recognises a 50% discount on the changing room hire charge to support the team developing blind cricket in line with the City of London Open Spaces Department's Sports and Physical Activity Framework.
9. ***6** Sauna day ticket prices have not been increased. Tickets must be purchased in conjunction with a swimming ticket.
10. ***7** Children's tennis coaching reflects a 20% on the price an adult coaching, to account for coaching costs
11. ***8** Car Parking fee for 0-2 and 2-4 hours have been increased by 8% and the fee for additional hours over 4 hours has been increase by 9%. These fees have been benchmarked and are lower than other local providers.
12. ***9** Where site meetings are required, fees will be applied to cover the cost of staff

time.

13. ***10** Water and electricity unit charge prices confirmed upon application
14. ***11** Following a Benchmarking exercise, these fees & charges have been held at the 2019/20 rates.
15. ***12** To encourage use, these charges have been held at the 2019/20 rates.
16. ***13** Following a Benchmarking exercise, these fees & charges were found to be significantly below comparators. Therefore, the Superintendent will work with the Sports Advisory Forum and Parliament Hill Track Forum to address this and implement a gradual above inflation increase over the next 2 years.
17. ***14** As these are new charges, they will be applicable from 14 November 2019.
18. Credit and Debit card payments can be taken over the telephone at the Parliament Hill Office (0207 332 3773) and Heathfield House (0207 332 3322).

SPORTS FACILITIES	Charges approved 1/4/17 (£) +1%	Charges approved 1/4/18 (£) +2.6%	Charges approved1/ 4/19 (£) +2.7%	Proposed Charges 1/4/20 (£) +2.6%
ATHLETICS TRACK				
● Meetings Monday to Friday - Full day charge (except bank holidays) *1 & 13	244.00	250.00	257.00	263.50
● Meetings Monday to Friday - AM or PM sessions (except bank holidays) *1 & 13	122.00	125.00	129.00	132.50
● Meetings Peak Times – Full day charge (weekends & bank holidays) *1 & 13	304.00	312.00	320.00	328.50
● Meetings Peak Times – AM or PM sessions (weekends & bank holidays) *1 & 13	152.00	156.00	160.00	164.00
● Block Bookings for Clubs *1, 2 & 13	-	22.56	23.17	23.77
● Schools Use - Full day Charge *1 & 13	146.00	150.00	154.00	158.00
● Schools Use - AM or PM Sessions *1 & 13	73.00	75.00	77.00	79.00
● Corporate events *3	Price on application	Price on application	Price on application	Price on application
● Day Ticket – Adults *13	4.00	4.00	4.50	4.50
● Day ticket - Concessionary Rate *13	2.50	2.50	3.00	3.00
● 12 Month Season Ticket - Adults *1 & 13	73.00	75.00	77.00	79.00
● 12 Month Season Ticket - Concessionary Rate *1 & 13	44.00	45.00	46.00	47.50
● 12 Month Season Ticket – Adult (Club rate) *1 & 2	-	-	53.90	55.30
● 12 Month Season Ticket – Concession (Club rate) *1 & 2	-	-	32.20	33.25
● Monthly Season Ticket - Adults *1 & 13	20.00	21.00	22.00	22.50

SPORTS FACILITIES	Charges approved 1/4/17 (£) +1%	Charges approved 1/4/18 (£) +2.6%	Charges approved 1/4/19 (£) +2.7%	Proposed Charges 1/4/20 (£) +2.6%
● Monthly Season Ticket - Concessionary Rate *1 & 13	12.00	12.50	13.00	13.50
● Season Ticket ● replacement cost	5.00	5.00	10.00	10.00
CRICKET				
● Reserved match pitch (prepared and marked) *11	91.00	93.00	96.00	96.00
● Reserved match pitch - Parliament Hill, weekends (prepared and marked) *11	99.00	102.00	105.00	105.00
● Junior pitch (prepared and marked) *11	55.00	56.00	63.00	63.00
● Cricket nets (per hour) *11	7.50	8.00	8.00	8.00
● Private changing room with hot water*5 & 11 (Keys - deposit or charge for loss)	43.50 (25.00)	45.00 (25.00)	46.00 (25.00)	46.00 (25.00)
FOOTBALL				
● Reserved match pitch Adult (with goal posts) *11	86.00	88.00	90.00	90.00
● Reserved match pitch Junior (with goal posts) *11	52.00	53.00	54.00	54.00
● School use – standard session charge *11	52.00	53.00	54.00	54.00
● Private changing room with hot water *11 (Keys - deposit or charge for loss)	43.50 (25.00)	45.00 (25.00)	46.00 (25.00)	46.00 (25.00)
● Hire of goal nets	15.00	15.00	15.00	15.00
● Charge for damaged goal nets	£15+ 20% admin fee	Cost + 20% Admin fee	Cost + 20% admin fee	Cost + 20% admin fee
RUGBY				
● Reserved match pitch Adult (with goal posts, 1pm Kick-Off) *11	86.00	88.00	90.00	90.00
● Reserved match pitch Junior (with goal posts) *11	52.00	53.00	54.00	54.00

SPORTS FACILITIES	Charges approved 1/4/17 (£) +1%	Charges approved 1/4/18 (£) +2.6%	Charges approved 1/4/19 (£) +2.7%	Proposed Charges 1/4/20 (£) +2.6%
● School use – standard session charge *11	52.00	53.00	54.00	54.00
● Private changing room with hot water *11 (Keys - deposit or charge for loss)	43.50 (25.00)	45.00 (25.00)	46.00 (25.00)	46.00 (25.00)
● Hire of goal nets	15.00	15.00	15.00	15.00
● Charge for damaged goal nets	£15+ 20% admin fee	Cost + 20% admin fee	Cost + 20% admin fee	Cost + 20% admin fee
SOFTBALL/ ROUNDERS (HAMPSTEAD HEATH)				
● Reserved Pitch *1	53.00	54.00	55.00	56.50
PENTANQUE				
● Hourly charge/rink *12	3.50	3.50	4.00	4.00
● Deposit for Boules hire (Returnable)	20.00	20.00	20.00	20.00
BOWLS				
● Hourly charge *12 (per player)	3.50	4.00	4.00	4.00
● Deposit for Bowls Hire (Returnable)	20.00	20.00	20.00	20.00
CROQUET (Golders Hill Park)				
● Hourly charge for lawn *12 (per player)	8.00	8.50	8.50	8.50
● Hourly charge for lawn For Croquet Club Members (per player)	4.50	5.00	5.00	5.00
PITCH & PUTT (Queen's Park)				
● One Round Adult *12	6.00	6.00	6.00	6.00
● One Round *12 Concessionary rate	3.50	3.50	3.50	3.50
SWIMMING				
<i>Lido & Season Tickets</i>				
● Early Morning / Winter - Adult *4	4.00	4.00	4.00	4.00
● Early Morning / Winter - Concessionary *4	2.50	2.50	2.50	2.50
● Evening – Adult *4	4.00	4.00	4.00	4.00

SPORTS FACILITIES	Charges approved 1/4/17 (£) +1%	Charges approved 1/4/18 (£) +2.6%	Charges approved 1/4/19 (£) +2.7%	Proposed Charges 1/4/20 (£) +2.6%
● Evening - Concessionary ^{*4}	2.50	2.50	2.50	2.50
● Day Ticket – Adults ^{*4}	7.00	7.00	7.00	7.00
● Day Ticket - Concessionary ^{*4}	4.50	4.50	4.50	4.50
● Day family ticket (up to 2 adults & 2 children) ^{*4}	18.50	19.00	19.00	19.00
● Day adult & child ticket ^{*4}	10.00	10.00	10.00	10.00
● Lido Monthly Ticket - Adult ^{*4}	47.00	48.00	48.00	48.00
● Lido Monthly Ticket - Concessionary ^{*4}	29.00	29.00	29.00	29.00
● Lido 12 Month Season Ticket – Adult ^{*4}	195.00	200.00	200.00	200.00
● Lido 12 Month Season Ticket – Concessionary ^{*4}	117.00	120.00	120.00	120.00
● Lido 6 Month Season Ticket – Adult ^{*4}	133.00	136.00	136.00	136.00
● Lido 6 Month Season Ticket – Concessionary ^{*4}	80.00	82.00	82.00	82.00
● Season Ticket replacement cost	5.00	5.00	10.00	10.00
● Lido Sauna Season Ticket ^{*1}	51.00	60.00	62.00	63.50
● Lido Sauna Day Ticket ^{*6}	2.50	2.50	3.00	3.00
<i>Lido & Natural Ponds combined Season Tickets</i>				
● All Swimming Facilities 12 Month Season Ticket –Adult ^{*4}	216.00	222.00	222.00	222.00
● All Swimming Facilities 12 Month Season Ticket - Concessionary ^{*4}	130.00	133.00	133.00	133.00
● All Swimming Facilities 6 Month Season Ticket – Adult ^{*4}	150.00	154.00	154.00	154.00
● All Swimming Facilities 6 Month Season Ticket - Concessionary ^{*4}	90.00	92.00	92.00	92.00

SPORTS FACILITIES	Charges approved 1/4/17 (£) +1%	Charges approved 1/4/18 (£) +2.6%	Charges approved 1/4/19 (£) +2.7%	Proposed Charges 1/4/20 (£) +2.6%
● Season Ticket replacement cost	5.00	5.00	10.00	10.00
<i>Natural Ponds & Season Tickets</i>				
● Day Ticket: Highgate Men's, Kenwood Ladies' & Hampstead Mixed – Adult *4	2.00	2.00	2.00	2.00
● Day Ticket: Highgate Men's, Kenwood Ladies' & Hampstead Mixed – Concessionary *4	1.00	1.00	1.00	1.00
● Ponds 12 Month Season Ticket – Adult *4	125.00	125.00	125.00	125.00
● Ponds 12 Month Season Ticket – Concessionary *4	66.00	66.00	66.00	66.00
● Ponds 6 Month Season Ticket – Adult *4	66.00	66.00	66.00	66.00
● Ponds 6 Month Season Ticket – Concessionary *4	33.00	33.00	33.00	33.00
● Season Ticket replacement cost	5.00	5.00	10.00	10.00
TENNIS				
● Annual registration fee *1	27.50	28.00	29.00	29.75
● Adult Hourly Charge - hard or grass court *1	8.50	9.00	9.00	9.25
● Concessionary Rates - hard or grass court *1	5.00	5.50	5.50	5.55
TENNIS COACHING (HAMPSTEAD HEATH & QUEEN'S PARK)				
<i>Adult Beginners/Improvers</i>				
● 5 weekly 1 hour lessons *1	55.00	56.50	58.00	59.50
● 5 weekly 1 ½ hour lessons *1	82.50	84.50	87.00	89.25
● 5 weekly 2 hour lessons *1	110.00	113.00	116.00	119.00
<i>Children Beginners/Improvers</i>				
● 5 weekly 1 hour lessons *1 & 7	43.00	44.00	46.50	47.50

SPORTS FACILITIES	Charges approved 1/4/17 (£) +1%	Charges approved 1/4/18 (£) +2.6%	Charges approved 1/4/19 (£) +2.7%	Proposed Charges 1/4/20 (£) +2.6%
CAR PARKING (Hampstead Heath)				
● 0-2 hours *8	3.50	3.60	3.70	4.00
● 2-4 hours *8	7.00	7.20	7.40	8.00
● Additional hours above 4 hours *8	6.00	6.50	6.70	7.30
FAIRS (HAMPSTEAD HEATH)				
● Pitch *1	1% increase in pitch fee	2.6% increase in pitch fee	2.7% increase in pitch fee	2.6% increase in pitch fee
WALKS (HAMPSTEAD HEATH & HIGHGATE WOOD)				
● Bat Walk	7.00	7.00	7.00	7.00
● Staff Led Group Walk	-	-	-	7.00
LICENSES				
● Fishing	-	-	-	10.00
BANDSTAND HIRE				
● Queen's Park – 3 hour booking (with tables & chairs) *1	66.00	68.00	70.00	72.00
● Queen's Park – 3 hour booking *1	56.00	58.00	60.00	61.50
● Parliament Hill – 3 hour booking *14	-	-	-	61.50
● Golders Hill Park – 3 hour booking *14	-	-	-	61.50
ROOM HIRE (cost per hour)				
● Parliament Hill meeting room *14	-	-	-	30.00
● Parliament Hill Pavilion meeting room *14	-	-	-	30.00
● Hampstead Heath Extension meeting room*14	-	-	-	20.00
● Queen's Park meeting room *14	-	-	-	20.00
COMPOUNDS				
● Compounds – including the siting of skips or scaffolding within a fenced area *1 & 9	0.50 per M ² per day – minimum overall charge 61.00 per day	0.50 per M ² per day – minimum overall charge 63.00 per day	0.51 per M ² per day – minimum overall charge 65.00 per day	0.52 per M² per day – minimum overall charge 67.00 per day

SPORTS FACILITIES	Charges approved 1/4/17 (£) +1%	Charges approved 1/4/18 (£) +2.6%	Charges approved 1/4/19 (£) +2.7%	Proposed Charges 1/4/20 (£) +2.6%
MEMORIAL BENCHES & PLAQUES				
● Engraved Bench (Hampstead Heath & Queen's Park) *1	2,400.00	2,400.00	2,500.00	2,565.00
● Engraved Bench (Pergola & Hill Garden) *1	4,200.00	4,200.00	4,500.00	4,617.00
● Engraved Plaque (Highgate Wood)	Subject to engraving – price on application	Subject to engraving – price on application	Subject to engraving – price on application	Subject to engraving – price on application
CHARGES FOR EVENTS – LINKED TO EVENTS POLICY				
<i>Application fee</i>				
● Community Events	-	-	25.00	25.00
● Commercial Events	-	-	50.00	50.00
<i>Service Charges</i>				
● Power supply hook-up daily charge *1	-	-	50.00	51.50
● Electricity *10	-	-	Unit charge	Unit charge
● Water supply hook-up daily charge *1	-	-	50.00	51.50
● Water *10	-	-	Unit charge	Unit charge
● Waste & Recycling – hourly collection cost	-	-	50.00	51.50
● Waste & Recycling – disposal cost	-	-	£150 per tonne	£154 per tonne
<i>Staff & vehicle costs per hour</i>				
● Ranger/Keeper *1	-	-	35.00	36.00
● Supervisor *1	-	-	48.00	49.00
● Manager *1	-	-	60.00	61.50
● Driver & vehicle *1	-	-	85.00	87.00
● Toilet & Changing room cleaning *1	-	-	50.00	51.50
<i>Event Space Hire</i>				
● Hire fee	-	-	Price on application	Price on application
● Remediation fee	-	-	Price on application	Price on application
● Environmental Impact fee	-	-	Price on application	Price on application

SPORTS FACILITIES	Charges approved 1/4/18 (£) +1%	Charges approved 1/4/19 (£) +2.6%	Charges approved 1/4/20 (£) +2.7%	Proposed Charges 1/4/21 (£) +2.6%
WEDDINGS & CIVIL CEREMONIES (HAMPSTEAD HEATH & QUEEN'S PARK)				
● Hill Garden Shelter (Monday – Thursday) *1	2,520.00	2,585.00	2,655.00	2,724.00
● Hill Garden Shelter (Friday) *1	3,045.00	3,125.00	3,210.00	3,293.50
● Hill Garden Shelter (Weekend) *1	3,570.00	3,660.00	3,760.00	3,858.00
● Pergola (Monday – Thursday) *1	2,310.00	2,370.00	2,435.00	2,498.00
● Pergola (Friday) *1	2,520.00	2,585.00	2,655.00	2,724.00
● Pergola (Weekend) *1	2,835.00	2,910.00	2,990.00	3,068.00
● Queen's Park Bandstand (Monday -Friday) *1	1,040.00	1,065.00	1,095.00	1,123.50
● Queen's Park Bandstand (Weekend) *1	1,380.00	1,415.00	1,455.00	1,493.00
● Table Service Charge *1	158.00	160.00	165.00	169.00

Committee(s): Hampstead Heath, Highgate Wood and Queen's Park Committee	Date: 13 November 2019
Subject: Queen's Park Café – Engagement and Consultation Exercise	Public
Report of: Superintendent of Hampstead Heath	For Decision
Report author: Richard Gentry	

Summary

Following the termination of the café lease at the Queen's Park Café in October 2019 The City of London Corporation appointed Groundwork London to develop and deliver a public engagement and consultation exercise to inform future lease arrangements at the Queen's Park Café.

This report provides feedback to this Committee on the public user engagement and consultation exercise. It describes the key findings of the engagement and consultation process and makes recommendations in respect of the use of data gathered to inform future café tenders.

This report also sets out a revised timeline for the delivery of this project for the tendering of the Highgate Wood Pavilion Café and the Queen's Park Café.

Recommendations

It is recommended that:

- Members note the outcomes of the public engagement and consultation undertaken by Groundwork London (Appendix 1).
- Members agree the revised timeline for the tendering of the Queen's Park Café and the Highgate Wood Pavilion Café (Para 12).
- Members agree that further consultation is carried out with the Queen's Park Consultative Group and the Highgate Wood Consultative Group regarding the development of tender documentation supporting the tender process of both cafés (Para 13).

Main Report

Background

1. Urban Leisure Group (ULG) terminated the lease for the Queen's Park Café in October 2019. The café is currently being managed by Hoxton Beach under a tenancy at will.
2. Following the termination of the lease by ULG it was agreed that further public user engagement and consultation would take place at Queen's Park to inform the development of the tender pack.
3. The Consultation Report is based upon two pop up events in the Park, a focus group session with members of the local residents' association and an online questionnaire. The engagement and consultation took place between 15 September – 14 October 2019.
4. Public user engagement and consultation was previously carried out in Highgate Wood in October 2016. The feedback from this and overarching themes from the most recent Queen's Park engagement exercise will inform the tender pack for the Pavilion Café.

Current Position

5. Highgate Wood Pavilion Café is currently being managed by Hoxton Beach on a tenancy at will following the departure of the previous proprietor in March 2018.
6. The current rent received from the tenant at Queen's Park will have an impact on the Parks local risk budget, with a reduction of income over the current financial year from the café facility.

Engagement and Consultation

7. Groundwork London deployed a number of different methodologies in order to ensure that the views and aspirations of both current and potential users of the Queen's Park café were accounted for in the process.
8. An online questionnaire was developed, this was open to the public from 15 September 2019 – 14 October 2019. A total of 440 questionnaires were completed. A detailed analysis of the results of the survey can be found at Appendix 1.
9. Two pop events were held in Queen's Park on 15 September 2019 and 2 October 2019. Participants were offered the opportunity to leave comments. These events attracted 318 people and 89 individual comments.
10. An onsite focus group meeting was held with representative from the local residents' association. The purpose of this group was to delve deeper into issues and aspirations of the Park users which were coming through the questionnaire and other engagement events.

11. Overall, the key messages from the engagement exercise is that the Management of the Queen's Park Café should have:

- Strong links with the local community
- Be passionate about making the café an integral part of the community
- Be innovative and creative
- Cater for a diverse community
- A diversity of seasonal activities
- Offer quality food at affordable prices
- Provide a family friendly offer
- Be environmentally aware
- Offer a range of payment options

Timeline

12. It has taken longer than initially expected to complete the engagement and consultation exercise at Queen's Park. Consequently, the Superintendent recommends that the timeline for the delivery of this project is revised, allowing Officers sufficient time to review the feedback from the consultation exercise and to consult further with the Highgate Wood and Queen's Park Consultative Groups in the development of the tender packs.

- 13 November 2019 – Give feedback to the HHHWQPC on the learning from the public engagement and consultation and discuss the proposed tender methodology.
- 14 November 2019 - Share the Ground Work report with the Queen's Park and Highgate Wood Consultative Groups.
- December 2019 – Taking account of feedback develop the tender packs for the Highgate Wood Pavilion and Queen's Park Cafés.
- December / January 2020 – Consult with Highgate Wood and Queen's Park Consultative Groups on draft tender documents / expected outcomes.
- January 2020 – Present draft tender process methodology to Hampstead Heath, Highgate Wood and Queen's Park Committee. Seek Committee approval to proceed with tender process.
- January 2020 – City Surveyors Department to complete planned Cyclical Work Programme works at Highgate Wood Café.
- February - April 2020 - Period of tendering exercise for Highgate Wood Pavilion and Queen's Park Cafés.
- 11 March 2020 – Update given to the HHHWQPC on the current position of the tender of the Highgate Wood and Queen's Park Cafés.
- April 2020 - Evaluation of the Café tender submissions.
- Late April 2020 – Evaluation of submissions concluded.
- 3 June 2020 – HHHWQPC agree the award of the leases for the Highgate Wood Pavilion and Queen's Park Cafes
- June 2020 - Lease agreed, begin lease mobilisation

Proposal

13. It is recommended that further consultation is carried out with the Highgate Wood and Queen's Park Consultative Groups in the development of the tender packs.

Corporate & Strategic Implications

14. Highgate Wood & Queen's Park, Kilburn is a registered charity, for which the City of London Corporation is the Trustee. The purpose of the charity is the preservation of Highgate Wood & Queen's Park for the exercise and recreation of the public. The HHHWQPC manages Highgate Wood and Queen's Park on behalf of the City of London Corporation and must take decisions in the best interests of the charity.
15. The provision of Café facilities provides income that contributes to the maintenance of the open spaces, and the cafés must be let on the best terms that can reasonably be obtained for the charity, in order to comply with the duties of the Trustee. However, the cafés are also fundamentally part of the experience provided to users and the HHHWQPC may consider the wider social and environmental benefits that they bring to the open spaces.
16. In letting the Cafés for the longer terms that are now available under section 6 of the City of London Corporation (Open Spaces) Act 2018, Members must have regard to the desirability of ensuring that the service or facility is provided to a satisfactory standard throughout the duration of the lease. Before granting a lease, the HHHWQPC must consult such persons or bodies as it thinks appropriate. Part II of the Landlord and Tenant Act 1954 (which provides security of tenure for commercial tenancies) does not apply.
17. The letting of the Cafés at Highgate Wood and Queen's Park contributes towards the achievement of the three aims set out in the City of London Corporation Corporate Plan 2018-23: Contribute to a flourishing society, Support a thriving economy and Shape outstanding environments, in particular the following Corporate Plan outcomes:
 - (4) Communities are cohesive and have the facilities they need.
 - (5) Businesses are trusted and socially and environmentally responsible.
 - (10) We inspire enterprise, excellence, creativity and collaboration.
 - (12) Our spaces are secure, resilient and well maintained.
18. It also meets the three objectives and outcomes set out in the Open Spaces Department Business Plan 2019-20: (a) Open spaces and historic sites are thriving and accessible, (b) Spaces enrich people's lives and (c) Business practices are responsible and sustainable.
19. A communications plan will be prepared to keep visitors informed throughout the tendering processes.
20. The rental income received from the letting of the Cafés will be reinvested in the management of Highgate Wood and Queen's Park.

Conclusion

21. The public engagement and consultation has provided the City Corporation with feedback which will assist the development of a tender pack for the Queen's Park Café.
22. Engagement with the Highgate Wood and the Queen's Park Consultative Groups will continue during the tender process.
23. The tender of the Highgate Wood Pavilion Café will follow the same timeline as the Queen's Park Café tender process.
24. The City of London (Open Spaces) Act 2018 provides the opportunity of a longer-term lease allowing greater continuity of service, investment in the facilities and development of the business.

Appendices

- Appendix 1 – Queen's Park Café Consultation Report, October 2019

Background Papers

Hampstead Heath Café Engagement (HHMC, 15 May 2017)

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QUEEN'S PARK CAFÉ

CONSULTATION REPORT

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EXECUTIVE SUMMARY

The City of London Corporation engaged Groundwork London to develop and deliver a public engagement and consultation process in order to ensure that the café in Queen's Park continues to meet the needs of local users and residents. The findings of this process will inform the tender specification to determine who will take over the next lease for the Park Café.

This report is based on the findings from two pop-up engagement events in the park, one at Queen's Park Day and one outside the café on a weekday afternoon, a focus group with representatives from the Queen's Park Area Residents' Association (QPARA) and an online questionnaire, the link to which was shared widely with key user groups and the wider community. Paper copies of the questionnaire with pre-paid return envelopes were available on request. The engagement and consultation process took place between September and November 2019.

In total, 763 people contributed their thoughts and aspirations for the Park Café. The online questionnaire received 440

responses, with 243 people leaving comments. 318 people participated in the engagement events, at which 89 comments were also received. The focus group was help with 5 representatives from QPARA.

Overall, the key message was that the new management of the Queen's Park Café should have strong ties with the local community and should be passionate about making the café an integral part of community life. This should include showing enthusiasm about using innovative and creative events and other methods to cater for and draw in diverse age and community groups so that the café can become as much a part of the social fabric of the community as the park itself.

It was also felt strongly that Queen's Park is a diverse area and that the café should cater for all members of the community by offering good quality food at affordable prices. 'Quality of food' and 'value for money' were favoured over 'a range of

food options' and comments supported that a smaller, simpler menu of seasonal, good quality and reasonably priced food would be preferred.

In addition, the questionnaire found that 63% of café visitors do so with children and the view was strongly expressed at all engagement events that the café should provide a family-friendly offer, including good quality healthy children's meals at affordable prices.

Finally, the process revealed that the Queen's Park Café should be should be environmentally friendly and should offer a range of ways to pay, in order to retain current users and attract residents that currently do not use the café.

Queen's Park undoubtedly holds a special place in the heart of the community and there was a strong feeling that the Park Café has the potential to become as much a part of the social fabric of the community as the park itself.

1

INTRODUCTION/ BACKGROUND

Page 126
The City of London Corporation (City Corporation) commissioned Groundwork London to carry out community engagement and consultation around the letting of a lease for its café at Queen's Park. The process was commissioned as a consequence of the premature withdrawal of the leaseholder, Urban Leisure Group, from the agreement reached with the City of London with respect to the provision of café services at Queen's Park in April 2019.

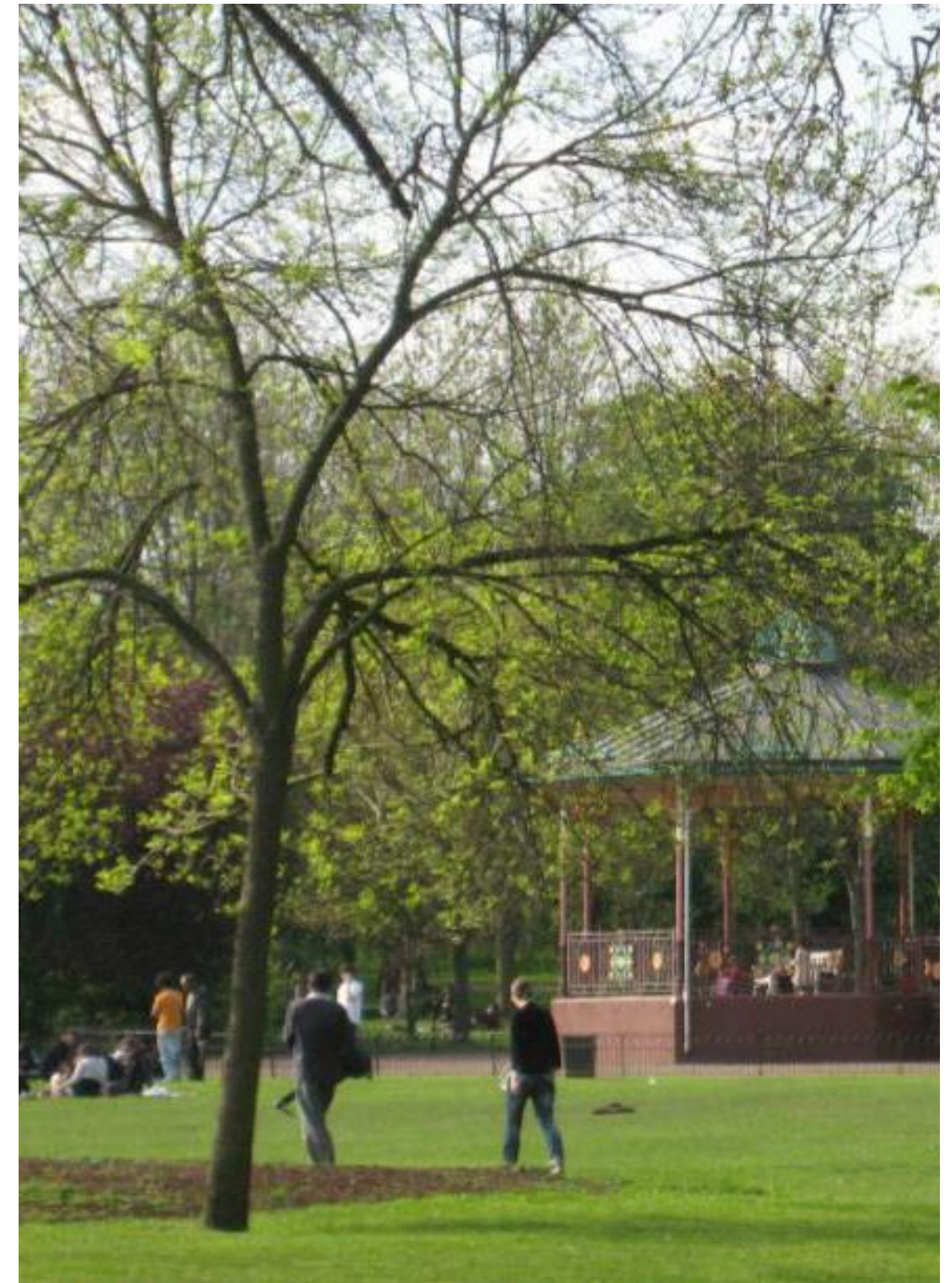
Following the City Corporation's tendering of its café leases and public responses to this tender process in 2015, the City Corporation committed to initiating a new public engagement and consultation process before each retendering of its café leases in order to ensure that the cafés continue to meet the needs of local users and residents.

Groundwork London carried out a programme of engagement activities between September and November

2019 to capture the views of stakeholders and park users. The findings of this report will inform the City Corporation's tender specification to determine who will take over the next lease for the Park Café.

Objectives:

- To develop a programme of effective engagement activities to consult with a wide range of current and potential café users
- To map community aspirations and priorities through creative and appealing engagement activities
- To effectively promote engagement activities to a large number and wide range of audiences
- To produce a report presenting findings
- To inform the City Corporation's tendering standards for their café asset in Queen's Park.



2

METHODOLOGY

Groundwork London deployed a number of different methodologies in order to ensure that the views and aspirations of as many community members as possible, both current and potential users of the Park Café, were accounted for in the process.

Online Questionnaire

Groundwork London prepared an online questionnaire for distribution to café users and local stakeholders. The content and wording of the questionnaire were agreed in advance of it being published as a live document. The questionnaire was open to the public for four weeks from Sunday 15 September – Monday 14 October 2019. The questionnaire was promoted both on and offline by the City Corporation, Groundwork London, Queen's Park Area Residents' Association and associated stakeholder organisations. Paper copies with pre-paid return envelopes were available on request. The questions used appear in Appendix 1 of this report.

The questionnaire consisted of 10 multiple-choice questions and 2 additional dialogue boxes offering respondents the opportunity to express specific opinions. A total of 440 questionnaires were completed. A detailed analysis of the views and opinions captured in the questionnaire appears as Appendix 2 of this report.

On-site Pop-Up Engagement Events

To complement the questionnaire, two pop-up engagement events were held in the autumn of 2019. The purpose of these events was to engage an even broader collection of park users, spanning the breadth of the local community and to capture more nuanced opinion.

Events took place on the following dates in Queen's Park:

- Sunday 15 September: 12:00 – 17:30PM, Queen's Park Day, an annual event with around 18,000 attendees in 2019
- Wednesday 2 October: 14:00 – 17:00PM

Participants were presented with a number of mood board images inquiring about park users' reasons for visiting the café and the café feature most important to them and depicting a variety of types of food and drink offer. They were given the opportunity to vote on options using stickers. The mood boards used in the on-site engagement events are contained within Appendix 3 of this report.

Participants were also offered the opportunity to leave individual comments on post-it notes, either directly related to the image boards or to further issues and opportunities that were significant for them in the context of their use and enjoyment of the café.

The pop-up stalls engaged a total of 318 people and 89 individual comments were collected. Detailed findings of the voting system and the comments received appear in Appendix 4 of this report.

On-site Focus group with QPARA

Groundwork London hosted a focus group with five representatives from the QPARA on Wednesday 9 October. The purpose of the focus group was to delve deeper into issues and aspirations of park users highlighted by the questionnaire and at the engagement events.

3

KEY FINDINGS

3.1 On-site pop-up engagement events

Two main reasons we would visit the Park Café:

The Park Café would be visited by the majority of participants for a coffee or tea break, with this being selected as one of their two choices by 191 people out of a total 636 responses. Other main reasons chosen were 'at the start or end of a walk' (114), 'to socialise with friends and family' (97), 'for a quick snack' (86) and 'for a quick meal' (76). Quality of tea and coffee, and of meal and snack options should therefore be prioritised. Moreover, attention should be paid to creating a cosy, welcoming space where users would like to come and spend their leisure time with loved ones.

Food options we would like:

Around a third of participants selected 'healthy food' when asked for their ideal food option. This was echoed in the comments received at the engagement events. Considering repeated comments made throughout the engagement process indicating dissatisfaction about prices of food at the current catering offer, which were felt to be "expensive" or "overpriced", it is essential to find a balance between food that is healthy, yet also affordable. Vegetarian and vegan options, ice creams and lollies and hot snacks were also selected highly.

Drink options we would like:

Overwhelmingly, 116 out of 320 participants selected 'fresh brewed tea and coffee' as their top drink option. The quality of teas and coffees offered in the café should therefore be prioritised, particularly considering that "better coffee" was repeatedly cited by questionnaire respondents as their reason for choosing other cafes in the area over the Park Café. The next two most popular options were 'fresh fruit juices and smoothies' (72) and 'low/ no sugar drinks' (48), respectively. There was some demand for 'alcoholic drinks' with 36 people selecting this image. Very few participants selected 'branded soft drinks' and 'bottled water' and, in fact, 9 people requested in comments received that the café not offer bottled water at all due to the environmental impact of single-use plastic.

The Park Café's most important feature:

In this forced choice question, in which all options are generally considered to be important, participants were pushed to choose the feature of the Park Café that was most important to them, rather than being simply desirable. 118 people prioritised the 'quality of food and drink', whilst 63 people chose 'value for money'. The third most popular feature was the café being environmentally friendly (47). The least popular feature chosen was 'a wide range of food and drink' with only 18 stickers. This highlights that, although a range of options were selected on the 'Food options' mood board, when pushed to choose what is most important, the vast majority of users prioritise the quality of food offered. Although the café should try to offer a selection of snacks and meals, a smaller, simpler menu made up of affordable, good quality offerings should be prioritised, above all.



Fig 3.1- Queen's Park Day Engagement Event, 15.09.19



Fig 3.2- Queen's Park Day Engagement Event, 15.09.19. Queen's Park Ward Councillor

Pop-Up Engagement Event Comments:

Of a total 89 comments, 19 referred to the café's food and drink offering. 6 people commented on the need for food offered to be healthy, whilst others requested good quality children's meals. 14 further participants commented on the prices of food and drink. Over half of these comments were negative reflections on the pricing of the current café offer, whilst the other 5 aspired for reasonable prices in the future. 16 people commented on the service and management of the café. 10 of these 16 comments related to desires for the café to remain independent and to become embedded within the community, with several people suggesting ideas for events and partnerships. 9 people felt strongly that the café should be environmentally friendly and requested that the café not use single-use plastics, including selling bottled water. 5 people requested that the café stock Fairtrade products, whilst 8 people requested the option to pay using cash. The remaining 19 'general' comments covered a range of subjects, such as the toilet facilities, dogs in the park and the atmosphere inside the café. The full record of comments received is contained within Appendix 4 of this report.

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Fig.A.4.1 - Queen's Park Consultation Event, 15.09.19

3.2 On-site focus group with QPARA

Community ties: There was a very strong feeling at the focus group with QPARA that the next management of the café should have a strong interest in the community and show enthusiasm about embedding the café in community life. Attendees felt strongly that the new management should offer ideas for strategies and events to draw different age groups in to the café, e.g. socials and special offers for local clubs. The discussion highlighted the feeling that the café should build partnerships with community organisations and that café facilities could also function as a community space, hosting events and activities, such as children's cooking workshops and themed evenings. They felt that, with so much competition locally and considering the park's standing in the social fabric of the area, the Park Café had the potential to become a community hub – and a destination in its own right.

A café that caters for all: Attendees highlighted the diverse demographics of residents in the Queen's Park Area, emphasising the need for the café to cater for all members of the community. They acknowledged the challenges involved in striking the balance between quality and affordability of food and drink and suggested that the new management offer different price points in order to ensure all community members feel welcome. It was felt that so long as some hot drinks and the majority of meals and snacks are simple, good quality, healthy and reasonably priced, a few other meals and alcoholic drinks could be priced higher.

A diversity of seasonal activities: Attendees appreciated that the Park Café is often quieter in the colder months and emphasised that the new management would need to be creative in order to prosper. They offered various ideas for events and initiatives that could help the café to cover seasonal costs, such as supper club evenings and a cart/bike to serve residents coffee in the mornings and ice creams in the summer.

3.3 Online questionnaire

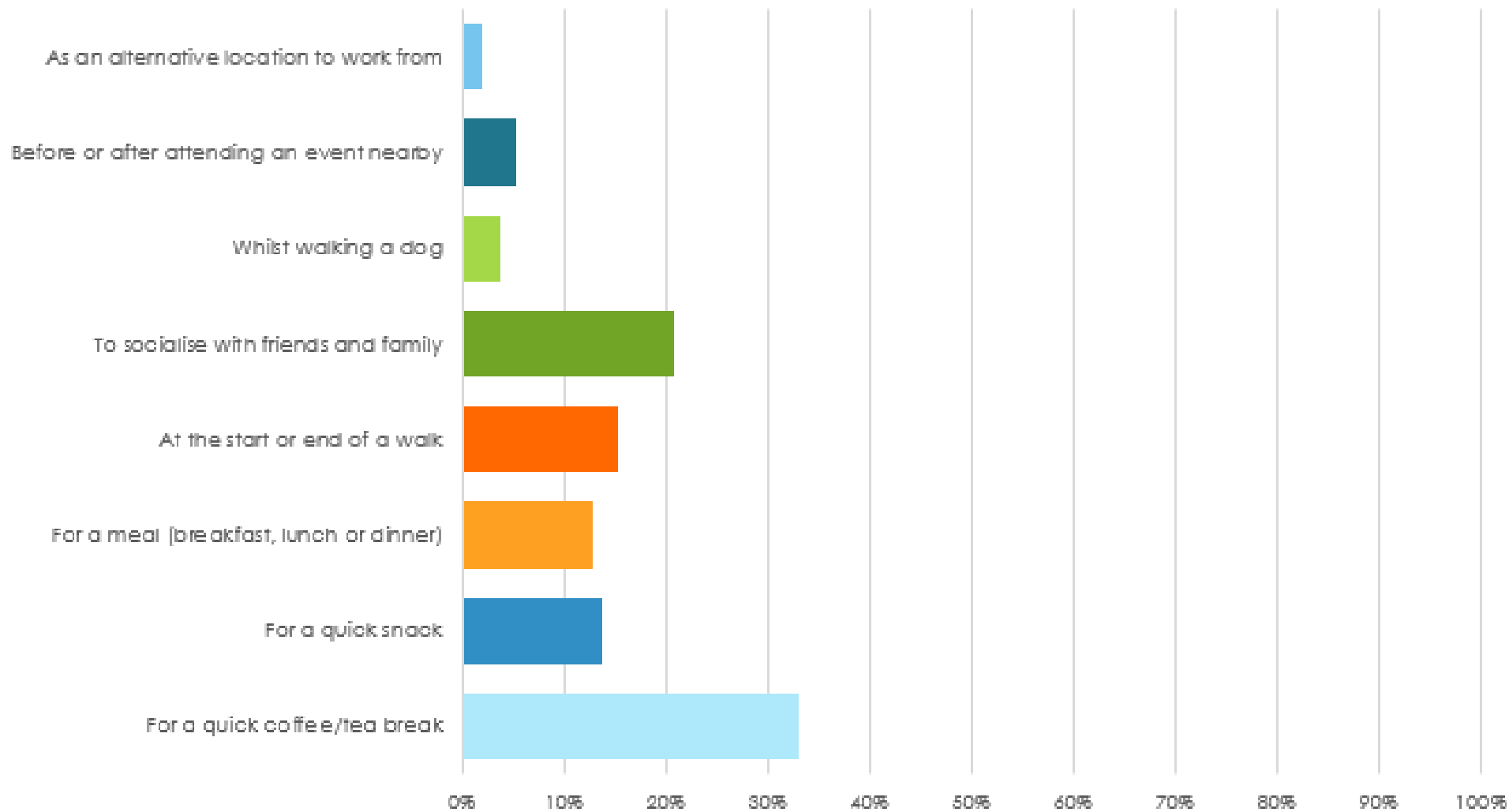
The consultation questionnaire was developed to determine the views of current and potential users of the Queen's Park Café. Once agreed it was published online and the link widely shared.

The online questionnaire was open for 4 weeks from 15 September - 14 October 2019. Responses were received from 440 individuals. The complete data from the questionnaire is contained within Appendix 2 of this report.

Reasons people visit the café in Queen's Park:

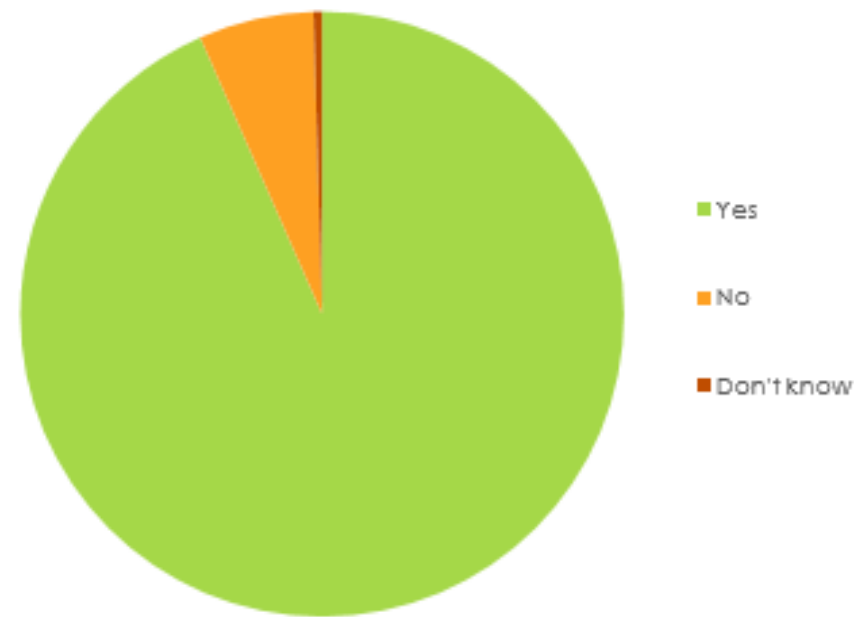
Graph 1 shows that the 3 main reasons for visiting the café in Queen's Park are for a coffee or tea break (33%), to socialise with friends and family (21%) and at the start or end of a walk (15%). This aligns with the results of the engagement events. Around 13% of respondents said they would visit for a quick snack or for a meal, respectively.

65% of survey respondents visit the café at least once a month, with 35% visiting at least once a week.



Graph 1: What are the two main reasons you would visit the Queen's Park café?

Had respondents visited other cafés near the park in the last year?



Graph 2: Have you visited other cafes near the park in the last year?

93% of respondents in Graph 2 reported that they had visited cafés nearby in the last year. The main reasons cited for this were better quality of food and better value for money ("Food offering is poor and not particularly good quality or value"), more comfortable and welcoming interior ("Other cafes are more inviting."), friendlier and more efficient service ("Service at the café is not good.") and the prices of children's food ("There are kid's options but they are very pricey.") Given the positive feelings about the location of the café in the park, improving the quality of what is served, investing in making the café ore comfortable and considering what value for money means to potential customers, including families, would encourage more people to make use of the café in Queen's Park.

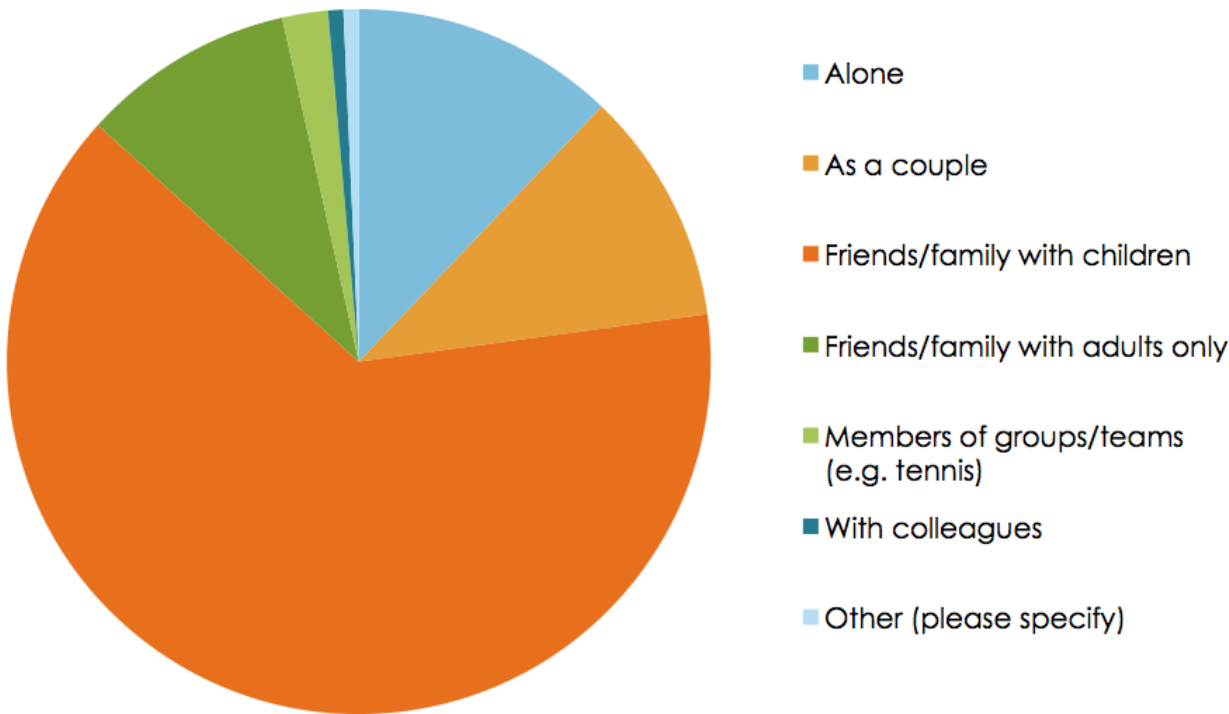
With whom people visit the café:

In Graph 3, respondents were asked with whom they would visit the café in Queen's Park. The majority of respondents reported that they were most likely to visit the café with friends or family, including children (63%). As this was by far the most popular response, it indicates a need for the café to provide effectively for this group, with plenty of options for children, seating and facilities to accommodate families, and efficient service.

The next most popular responses were: alone (12%), as a couple (11%) and with adult friends or family (10%)

Of the respondents, 2% said they visited with members of groups or teams, for example tennis. Finally, less than 1% said they visited with colleagues.

The majority of people who selected the option "other", reported that they visited with children they were looking after in a professional capacity or with their dog.



Graph 3: Who would you be most likely to visit the café with?

What Food Do People Want?

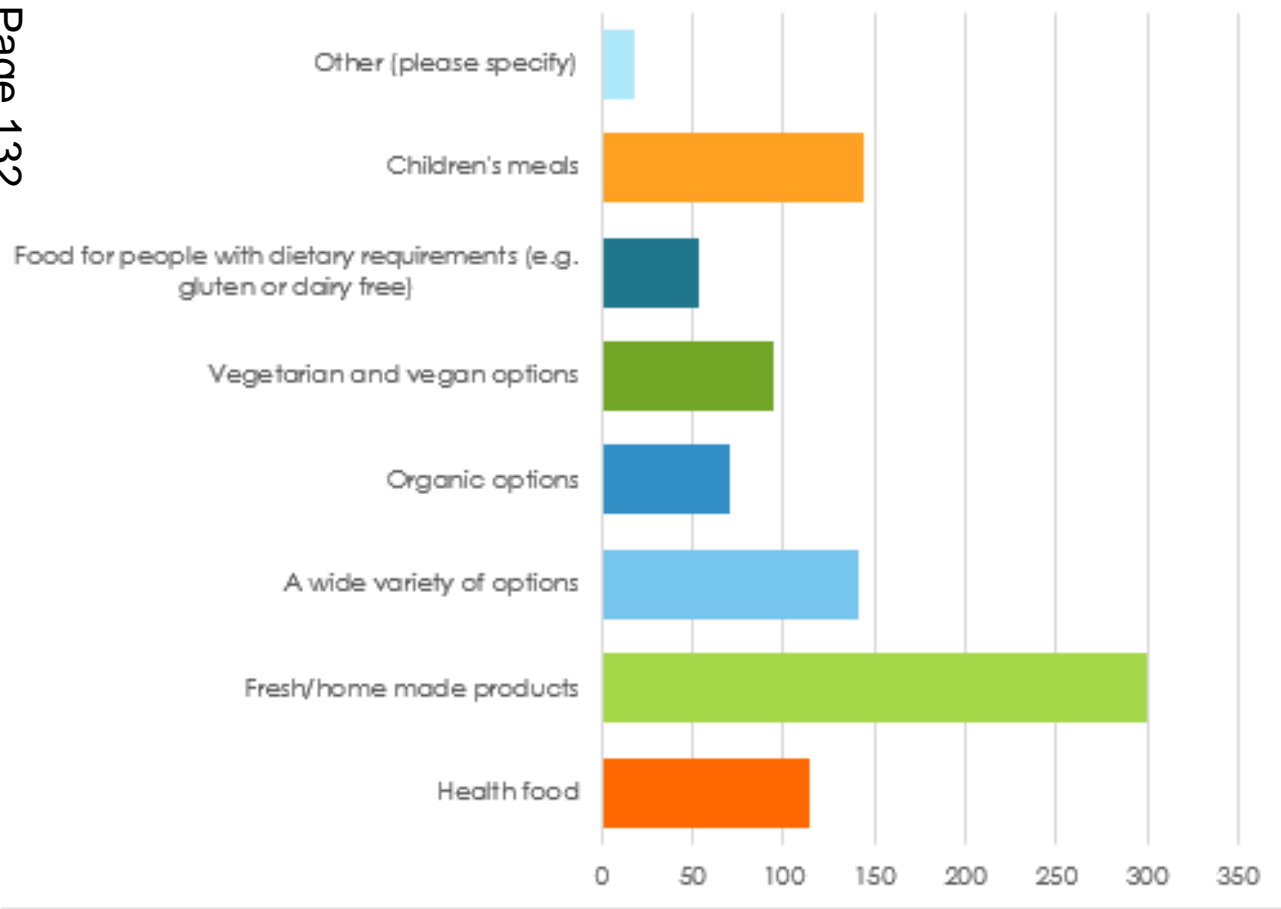
People were asked to select the two most important food items that should be served in the café. Responses suggested that a range of options should be offered, and this aligned with comments received to the questionnaire.

The most important food options for respondents were main meals / hot food (189 selections), children's meals (152) and cakes (146). This highlights that a large proportion of people want to come to the café with their families or children, for lunch or dinner

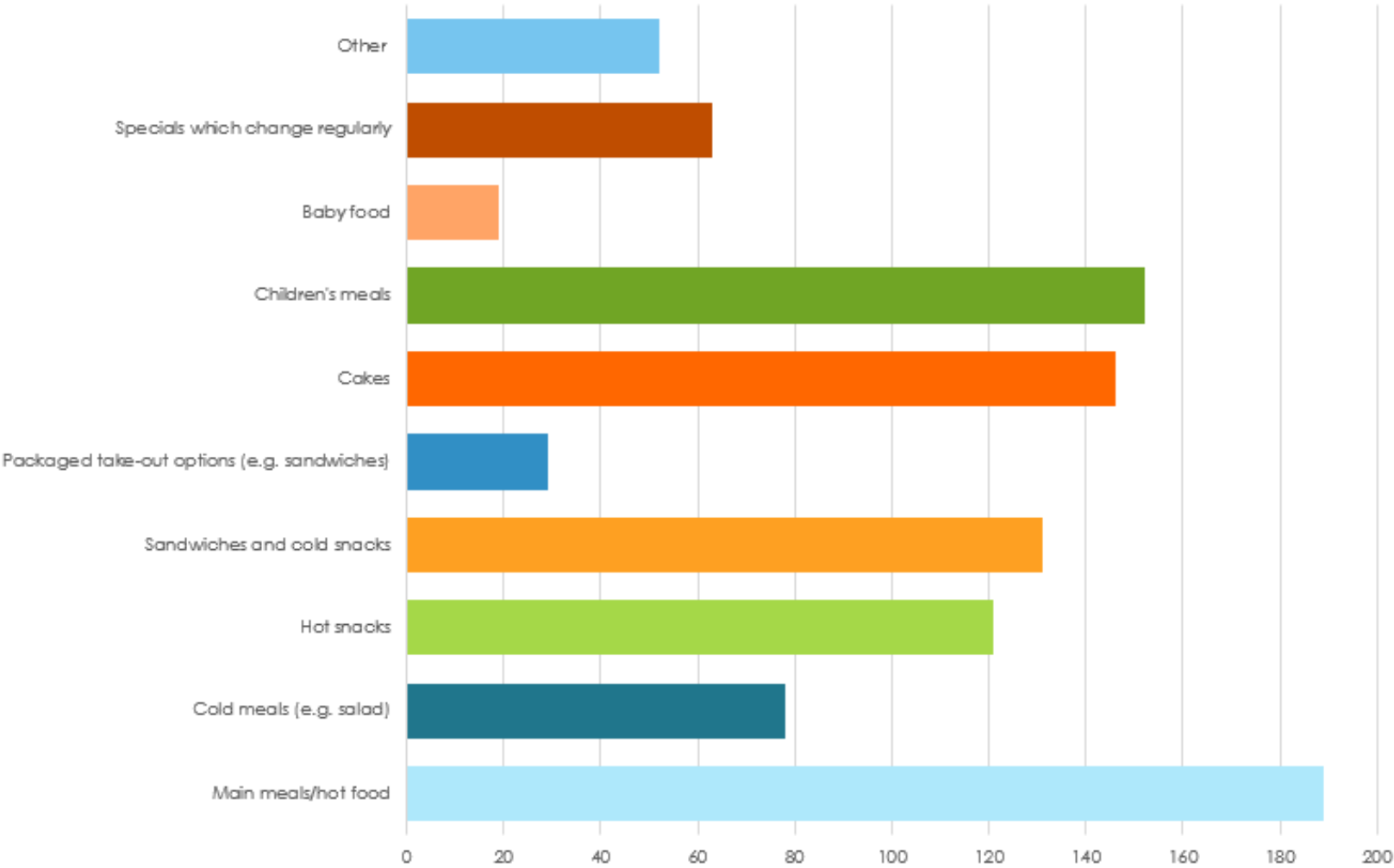
Just below a third of respondents felt that sandwiches and cold/hot snacks should also be served.

Less important to people overall were cold meals, such as salads, pre-packaged sandwiches, baby food and specials which change regularly.

The 52 people that selected "other" as one of their options mentioned most frequently: healthy (10), vegetarian/ vegan (8), brunch (3), pizzas (3) and gluten free (2).



Graph 5: Which two types of food would you most like to be sold in the café?



Graph 4: Which two food options would you most like to be sold in the café?

When asked which types of food they would like to be sold, a very high amount of respondents (300) said that food should be fresh and homemade. 144 selected children's food as one of their two options, whilst for 114, healthy food was most important.

The comments received to the questionnaire and from individuals at engagement events have shown consistently that the type of food that is most important to people is "simple" yet of a high quality and is served at a reasonable price

What Drinks Do People Want?

Respondents were asked to select the two most important drinks to be served in the café.

Overwhelmingly, respondents reported that freshly brewed coffee and tea were most important to them, with 80% of respondents selecting this option.

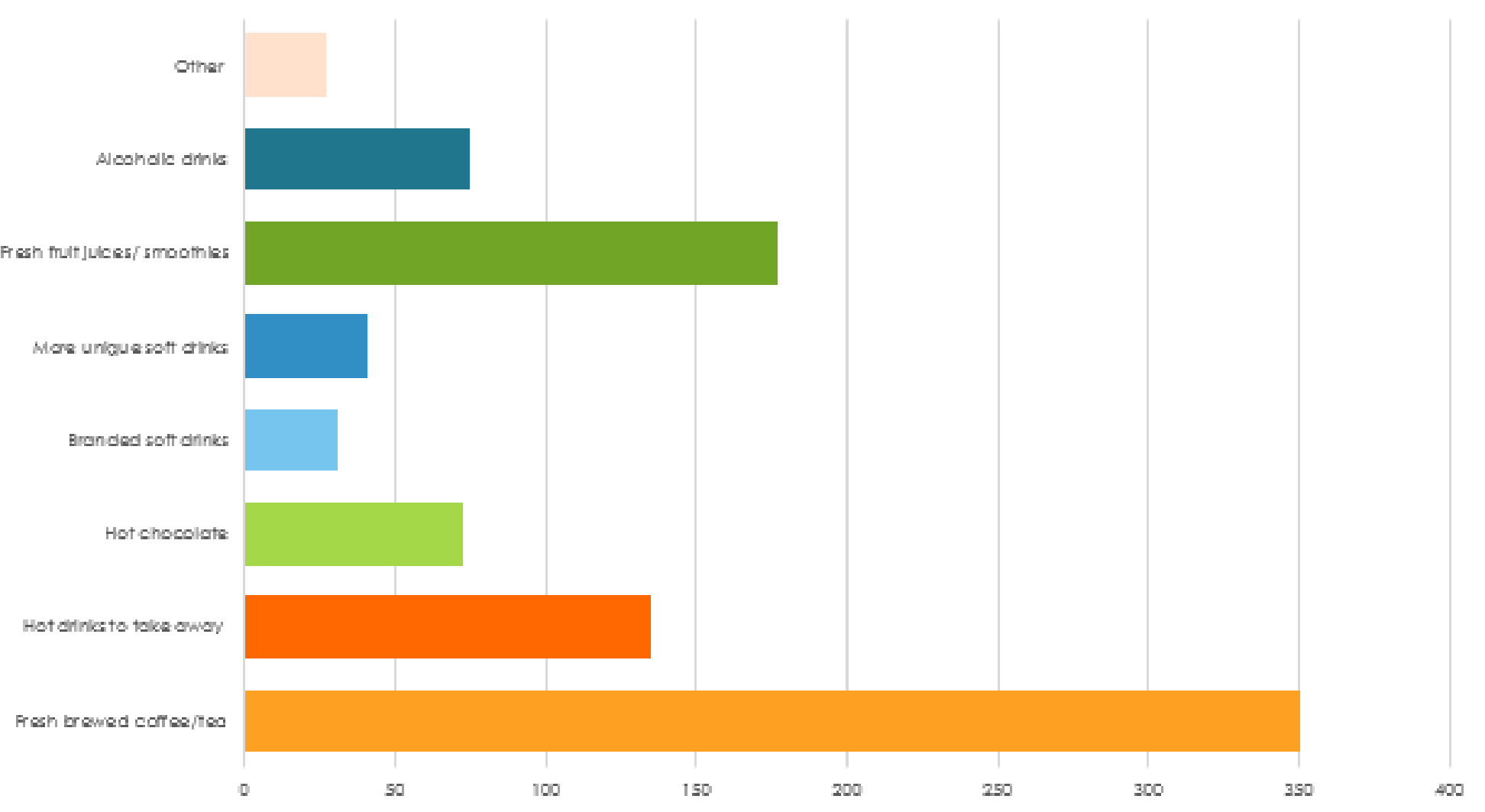
As ‘a coffee / tea break’ was also cited as the main reason people would visit the café, this element of the offer needs to be effective and efficient to encourage people to continue to come to the café. Quality of tea and coffee offered is very important, and many respondents who visited other cafes close to the park in the last year cited better coffee elsewhere as their reason for doing so.

The second type of drink chosen was ‘fruit juices/ smoothies’. This is unsurprising considering the high number of respondents who wanted the café to sell healthy and fresh food. The third type of drink chosen was ‘hot drinks to take away’. These should also represent part of the standard offer of the café.

Around 17% of people reported that they would like to be able to buy alcohol and hot chocolate, respectively.

Relatively few people reported that they would like soft drinks to be served, with only 7% choosing branded soft drinks and 9% choosing more unique soft drinks.

Those that selected “other” largely commented that they would like healthier, affordable drinking options for children.



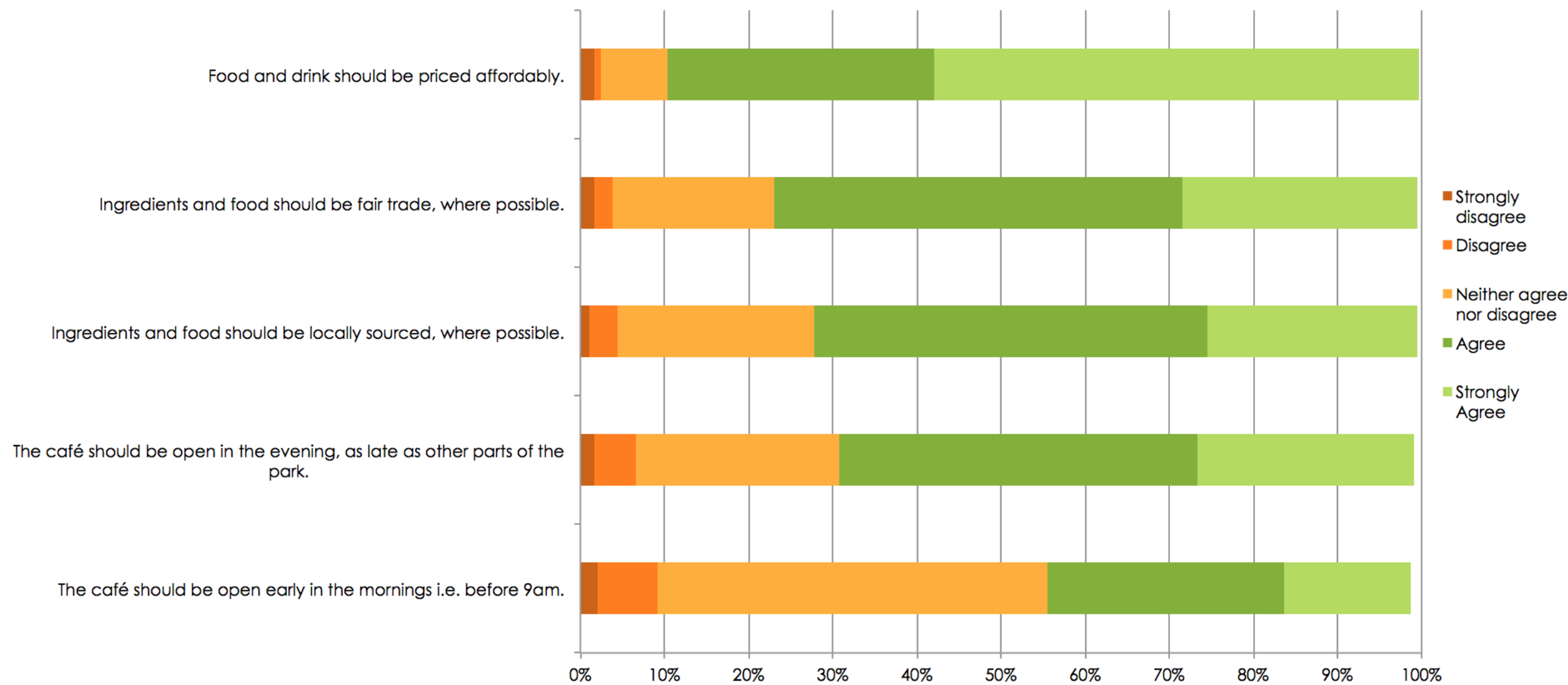
Graph 6: Which two drinks would you most like to be sold in the café?

Service of Food and Drink in the Café

Around 90% of people felt that the food and drink in the café should be priced affordably. This aligns with comments reported through the questionnaire and at engagement events indicating a general dissatisfaction with prices of food in the current café. One comment that was reflective of others reads: “The portions are small and incredibly overpriced.”

Around 70% of respondents reported that they would like the café to be open as late as other parts of the park in the evenings. 43% respondents reported that the café being open before 9am was important to them.

Respondents agreed, on the whole, that ingredients in food should be locally sourced and fair trade, where possible.



Graph 7: How strongly do you agree or disagree with the following statements regarding the service of food in the café?

Management of the café

Around 90% of the respondents answered that it was important to them that the café is run in an environmentally friendly manner, whilst around 70% of people reported that they were in favour of the café providing opportunities for local people to be trained and employed. Similarly, almost 85% of respondents found it important that the new management of the café have connections to the local area and run the café in a way that responds to local needs. Many people emphasise in their comments to the questionnaire that the new management should be passionate about being a part of community life and cited ways in which better links could be made with the local community. Comments also emphasised the need to cater for all local residents, irrespective of income, with one respondent remarking: "I feel that local people have been priced out of using the park café over the years. Whilst Queen's Park is an affluent area, many of the families who use it are not. I would love to see the café as a hub for all locals regardless of the size of their expendable income."

60% of respondents felt that the café should offer a range of way ways to pay. Some questionnaire comments show clearly that offering no option to pay with cash has put some people off using the café at all, whilst others reflected that offering no cash payment option potentially excludes some community members.

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Graph 8: How strongly do you agree or disagree with the following statements regarding the management of the café?

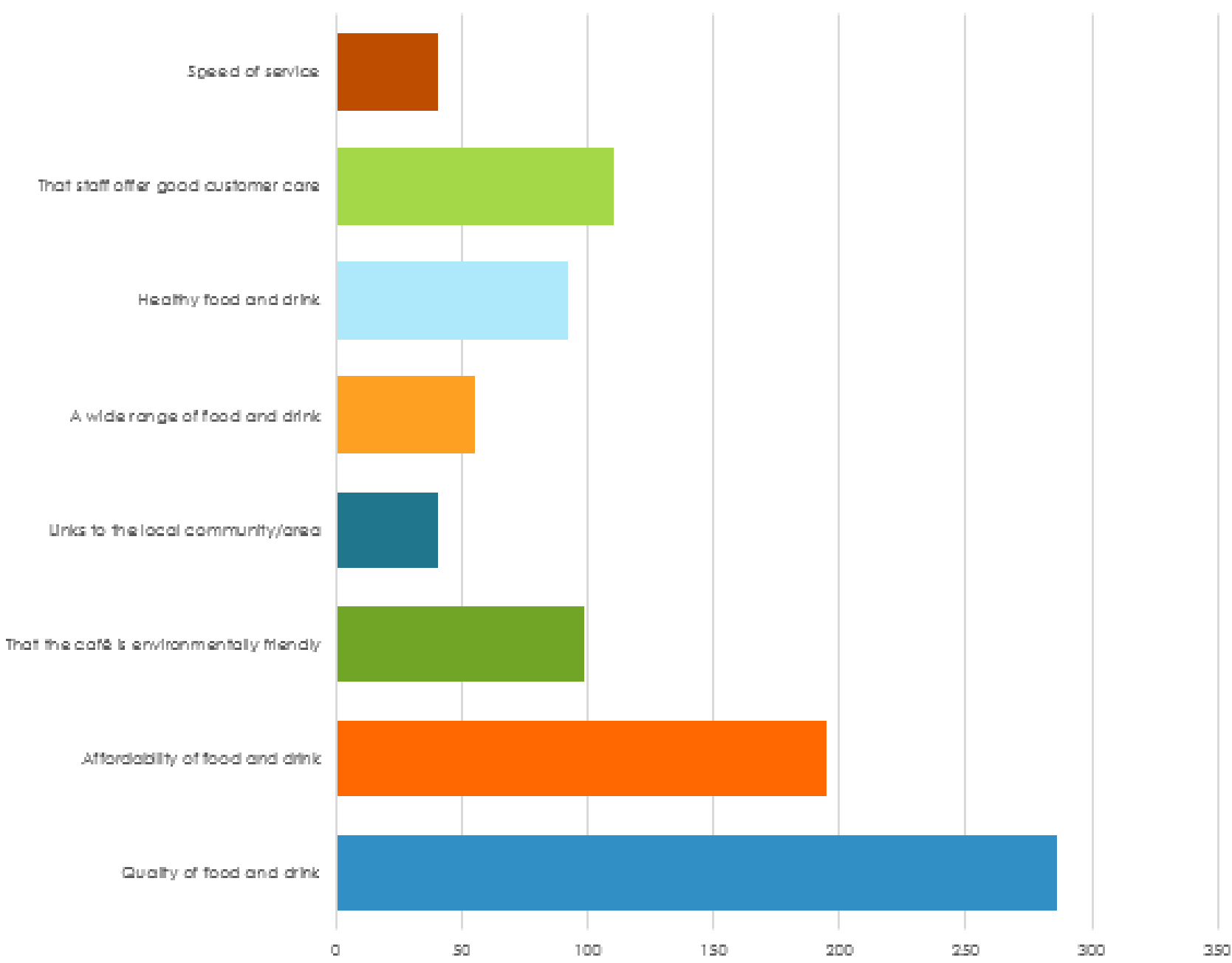
Most Important Aspect of Café

Respondents were given a forced choice question. This is where a list of options is given, all or many of which are important, and they have to select just two. This gives a clear indication of what is perceived to be essential in a café provision, and what is more of a desirable option than a requirement.

A third of respondents (33%) selected quality of food and drink as being the most important aspects of a café in Queen's Park. Almost a quarter selected affordability of food and drink as the most important. This data is substantiated by engagement event results, where these two options also came out the strongest. This indicates that quality of food and drink should be balanced with reasonable prices rather than simply offering a low cost offer.

A wide range of food and drink was most important to 6%, indicating that many café customers would favour a smaller menu of good quality, reasonably priced food and drink options rather than a larger range. Indeed, comments to the questionnaire called for “a small but well executed, seasonal menu”.

That staff offer good customer care was selected by 13% of respondents, that the café is environmentally friendly was selected by 11% and that food and drink is healthy by 10%.



Graph 9: Which of the following are the two most important aspects of the cafe in Queen's park for you?

4

HEADLINES

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4.1 The Queen's Park Café should be passionate about the local community

The engagement process has revealed overwhelmingly that local users and residents feel that the next management of the café should have strong ties with the local community and should be passionate about making the café an integral part of community life. 10 people at engagement events commented explicitly that the café should remain independent. This should include showing enthusiasm about using innovative and creative events and other methods to cater for and draw in diverse age and community groups. Some ideas expressed frequently at the focus group and engagement events were: community cooking classes, a pizza oven, a coffee cart year round and an ice cream cart in summer. It was also suggested that these extra features could help the café to cover seasonal costs. The view was expressed that the café could be a real community hub but that the current café layout could be improved to feel more comfortable and welcoming. The toilets in particular should be better maintained. Consultees expressed the view that the café should become as much a part of the social fabric of the community as the park itself. As one respondent commented "The café is in such a wonderful location and there are so many people who would love to use it", another wrote "It should be the centre of our community – a destination venue and a community hub."

4.2 The Queen's Park Café should cater for all members of the community by offering good quality food at affordable prices

A degree of dissatisfaction was expressed with the overall quality of food as provided by the current

licensee. Of the 89 comments received at engagement events, 14 people commented on price. A view was frequently expressed that Queen's Park is a diverse area and that current prices, which were largely felt to be overly expensive, might 'price out' local residents with restricted budgets, such as families and pensioners. The café should be somewhere people can go regularly for food, rather than being viewed by residents as a place for a special treat. Focus group responses also suggested that some food options could be priced slightly higher so long as the bulk of the menu is made up of affordable options that are accessible for all. 30% of questionnaire respondents favoured 'fresh/homemade food' and multiple comments were received through all consultation methods requesting healthy options. At both engagement events and the online questionnaire, 'quality of food' ranked as the most important feature of the café and 'affordability/value of food' ranked as the second. While a range of food options were favoured throughout, where over 50% of questionnaire respondents favoured 'quality' and 'value for money', only 6% favoured 'a wide range of options'. That many customers would favour a smaller, simpler menu of seasonal, good quality, reasonably priced food and drink options is supported by many questionnaire comments.

4.3 The Queen's Park Café should be family-friendly

Questionnaire results yielded that almost two thirds (63%) of people that visit the café do so with children and the view was strongly expressed at all engagement events that the Queen's Park Café should provide a family-friendly offer, i.e. good quality and healthy children's meals. Moreover, menus should reflect these requirements with affordable prices that serve the needs of all families.

The new management must consider that "most people that go to the café with kids just want a decent quality kid-friendly meal for a reasonable price". However, some separation between a children's area and a more "adult-friendly" area was requested. In this way, both groups would feel welcomed at the café.

4.4 The Queen's Park Café should be environmentally friendly

Around 100 questionnaire respondents felt that the café being environmentally friendly should be one of its most important features. Of the additional comments collected at engagement events, 9 people requested that the café recycle, offer milk alternatives and not use single-use plastics, such as plastic bottles. These feelings were also reflected in comments offered at the end of the questionnaire. It has been suggested that the café should also offer an easily accessible tap water source for the refill of reusable bottles.

4.5 The Queen's Park Café should offer a range of ways to pay

Consultees expressed consistently clear dissatisfaction that café users were currently unable to pay with a cash option, with many reporting that they had stopped coming to the café entirely, e.g. "I have boycotted the café since you went cashless. Please reconsider." Questionnaire responses and individual interviews expressed concern that this measure excluded some community members and that children were no longer able to spend their pocket money in the café. In order to retain current users and attract residents that currently do not use the café, it is therefore absolutely essential that the next café management offer a variety of ways to pay, to suit all user and resident needs and lifestyles.

A

APPENDICES

APPENDIX A.1 - Online Questionnaire

Queen's Park Café Consultation

Questionnaire

The City of London have appointed Groundwork London to carry out user engagement and consultation with café users and non-users as the management of the café in Queen's Park is about to change. To ensure that the Park Café continues to meet the needs of local users and residents, we would like to gather as much information as possible about how people use the café, what people are looking for in a café in Queen's Park, and how we might improve the catering offer there.

We've devised a questionnaire to gather this information. The questionnaire will be available for a period of 4 weeks, closing on 14th October.

We really value your input, so even if you have not used the café in Queen's Park before, we still want your views. Please take the time to complete this survey and don't forget to tell friends and family about taking this survey! It should take around 15 minutes of your time.

Thank you for your participation.

Would you like to have a chat with us?

We'll be in the park outside the café on **Wednesday 2nd October from 2pm till 5pm** to collect ideas from people walking through. Feel free to come and say hello!

1. How often do you visit the current café in Queen's Park?

- ☐ More than once a week
- ☐ More than once a month
- ☐ More than once every few months
- ☐ Once a year or less
- ☐ Never

2. Have you visited other cafes **near** to Queen's Park in the last year?

- ☐ Yes
- ☐ No
- ☐ Don't know

3. If yes, what was your reason for choosing those cafes **instead of** the café in Queen's Park?

4. What are the **two main** reasons you would go to the café in Queen's Park?

- ☐ For a coffee/ tea break
- ☐ For a quick snack
- ☐ For a meal i.e. breakfast, lunch or dinner

- ☐ At the start or end of a walk
- ☐ To socialise with friends or family
- ☐ Whilst walking the dog
- ☐ Before or after attending an event nearby
- ☐ As an alternative location to work from

5. Who would you be **most likely** to visit the café in Queen's Park with? Please select **one** only.

- ☐ Alone
- ☐ As a couple
- ☐ Friends/ family with children
- ☐ Friends/ family adults only
- ☐ Members of groups/ teams e.g. tennis
- ☐ With colleagues
- ☐ Other (please specify below)

6. What drinks would you like to be sold in the café? Please select the **two** most important.

- ☐ Fresh brewed coffee/ tea
- ☐ Hot drinks to take away
- ☐ Hot chocolate
- ☐ Bottled water
- ☐ Branded soft drinks
- ☐ Fresh fruit juices/ smoothies
- ☐ Healthy (low/ no sugar) drinks
- ☐ Alcoholic drinks
- ☐ Other (please specify)

7. What food would you like to be sold in the café? Please select the **two** most important.

- ☐ Breakfast pastries
- ☐ Cooked breakfasts
- ☐ Hot meals
- ☐ Cold meals e.g. salads
- ☐ Hot snacks
- ☐ Sandwiches and cold snacks
- ☐ Packaged, take-out options e.g. sandwiches
- ☐ Healthy options
- ☐ Vegetarian/ vegan
- ☐ Cakes
- ☐ Children's meals
- ☐ Baby food
- ☐ Specials which change regularly

- ☐ Ice creams and lollies
- ☐ Crisps/ fruit/ chocolate
- ☐ Other (please specify)

8. What options would you like to be offered in the café? Please select the **two** most important.

- ☐ Health food
- ☐ Fresh/ home made products
- ☐ Wide variety of options
- ☐ Organic
- ☐ Vegetarian / vegan
- ☐ Food suitable for those with intolerances e.g. gluten free
- ☐ Other (please specify)

9. Please read the following statements in relation to the new management for the café in Queen's Park and tell us how strongly you agree or disagree.

It is important to me that the new management...

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A or Don't Know
... provides opportunities for local people to be employed and trained in the café.						
... has a connection to the local area and runs the café in a way that responds to specific, local needs.						
... is committed to running the café in an eco-friendly manner e.g. biodegradable packaging, recycling.						
... offers a range of ways to pay e.g. cash, card.						

10. Please read the following statements in relation to service of food in the café under the new management and tell us how strongly you agree or disagree.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A or Don't Know
The café should be open early in the mornings i.e. before 9am.						
The café should be open in the evening, as late as other parts of the park.						
Ingredients and food should be locally sourced, where possible.						
Ingredients and food should be fair trade, where possible.						
Food and drink should be priced affordably.						

11. Which features of the café in Queens's Park are most important to you? Please select **two** only.

- ☐ Quality of food and drink
- ☐ Affordability of food and drink
- ☐ That the café is environmentally friendly
- ☐ Links to the local community/ local area
- ☐ A wide range of food and drink
- ☐ Healthy food and drink
- ☐ Staff offer good customer care
- ☐ Speed of service

12. Do you have any other comments or suggestions you would like to share with us about the café in Queen's Park?

Thank you for taking the time to complete this questionnaire.

If you have any questions about this survey, please contact queens.park@cityoflondon.gov.uk

If you would like to receive a paper copy of this questionnaire, please email asha.tomlin-kent@groundwork.org.uk

Appendix A.2 - Queen's Park Questionnaire Results

Q1: How often do you visit the current café?			Q6: Which two drinks would you most like to be sold in the café?		Q8: Which two types of food would you most like to be sold in the café?	
At least once a week	34.70%	152	Fresh brewed coffee/tea	350	Health food	114
At least once a month	30.59%	134	Hot drinks to take away	135	Fresh/home made products	300
At least once every few months	22.60%	99	Hot chocolate	72	A wide variety of options	141
Once a year or less	8.45%	37	Branded soft drinks	31	Organic options	70
I've never visited the café	3.65%	16	More unique soft drinks	41	Vegetarian and vegan options	95
Q2: Have you visited other cafés near the Park in the			Fresh fruit juices/ smoothies	177	Food for people with dietary requirements (e.g. gluten or dairy free)	54
Yes	93.41%	411	Alcoholic drinks	75	Children's meals	144
No	6.14%	27	Other	27	Other (please specify)	18
Don't know	0.45%	2				
Q4: What are the two main reasons you would go to Queen's Park café?			Q7: Which two food options would you most like to be sold in the café?		Q11: Which of the following are the two most important aspects of the cafe in Queen's park for you?	
For a quick coffee/tea break	33.03%	288	Main meals/hot food	189	Quality of food and drink	286
For a quick snack	13.76%	120	Cold meals (e.g. salad)	78	Affordability of food and drink	195
For a meal (breakfast, lunch or dinner)	12.73%	111	Hot snacks	121	That the café is environmentally friendly	99
At the start or end of a walk	15.14%	132	Sandwiches and cold snacks	131	Links to the local community/area	41
To socialise with friends and family	20.76%	181	Packaged take-out options (e.g. sandwiches)	29	A wide range of food and drink	55
Whilst walking a dog	3.67%	32	Cakes	146	Healthy food and drink	92
Before or after attending an event nearby	5.26%	46	Children's meals	152	That staff offer good customer care	110
As an alternative location to work from	1.95%	17	Baby food	19	Speed of service	41
Q5: Who would you be most likely to visit the café with?			Specials which change regularly	63		
Alone	11.90%	52	Other	52		
As a couple	10.76%	46				
Friends/family with children	62.93%	274				
Friends/family with adults only	9.61%	42				
Members of groups/teams (e.g. tennis)	2.06%	9				
With colleagues	0.69%	3				
Other (please specify)	2.06%	3				

Q9: Please read the following statements in relation to the new management for the café in Queen's Park and tell us how strongly you agree or disagree.


		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
It is important to me that the new management provides opportunities for local people to be employed and trained in the café.		2.76%	2.07%	22.81%	33.41%	37.10%
It is important to me that the new management has a connection to the local area and runs the café in a way that responds to specific, local needs.		2.77%	1.39%	11.55%	34.41%	49.91%
It is important to me that the new management is committed to running the café in an eco-friendly manner e.g. biodegradable packaging, recycling.		3.46%	0.46%	6.45%	23.96%	64.29%
It is important to me that the new management offers a range of ways to pay e.g. cash, card.		3.70%	4.39%	20.79%	27.02%	43.42%

Q10: Please read the following statements in relation to service of food in the café under the new management and tell us how strongly you agree or disagree

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
The café should be open early in the mornings i.e. before 9am.		2.07%	7.14%	46.31%	28.11%	14.98%
The café should be open in the evening, as late as other parts of the park.		1.62%	5.08%	24.02%	42.73%	25.64%
Ingredients and food should be locally sourced, where possible.		1.15%	3.22%	23.45%	46.67%	25.06%
Ingredients and food should be fair trade, where possible.		1.61%	2.30%	19.12%	48.62%	27.88%
Food and drink should be priced affordably.		1.61%	0.92%	7.82%	31.72%	57.70%

Demographic Data:


Appendix A.3 Consultation Board Designs used at Pop-Up Engagement Events




Queen's Park
Registered Charity

Queen's Park Café Consultation


What are the **two** main reasons you would go to the café in Queen's Park?




For a coffee / tea break




For a quick snack




For a meal
(breakfast, lunch or dinner)




At the start or end of a walk




To socialise with
friends or family




Before or after
walking the dog




Before or after
attending an event nearby



As an alternative location
to work from




Groundwork London is a registered charity no. 1121105




Queen's Park
Registered Charity

Queen's Park Café Consultation


What drinks would you like to be sold in the café?




Fresh brewed coffee / tea




Hot drinks to take away




Hot chocolate




Bottled water




Branded soft drinks




Fresh fruit juices / smoothies



Alcoholic drinks



Healthy (low/no sugar) drinks



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Queen's Park
Registered Charity

Queen's Park Café Consultation

What food would you like to be sold in the café?



Breakfast pastries



Cooked breakfasts



Hot meals



Cold meals



Hot snacks



Sandwiches / cold snacks



Cakes



Ice creams and lollies



Take-away options



Specials which change
regularly



Baby food / Kids meals



Healthy Options



Vegetarian / Vegan



Crisps / fruit / chocolate



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Queen's Park
Registered Charity

Queen's Park Café Consultation

Do you have anything else you want to tell us?







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Queen's Park
Registered Charity

Queen's Park Café Consultation

The City of London have appointed Groundwork London to carry out user engagement and consultation, seeking the views of what our visitors expect from a park café.

Please give us your views on these boards and also fill in our online questionnaire here: [linklinklink](#)

The questionnaire will be open for four weeks, from Monday 16 September until Sunday 14 October.





Queen's Park
Registered Charity

Queen's Park Café Consultation

What **one** feature of the café in Queen's Park is most important to you?



Quality of food and drink



Value for money



A wide range of
food and drink



The café is
environmentally friendly



The café is connected to the
local community / area



Ingredients are
sourced locally / sustainably



Groundwork London is a registered charity no. 1121105

APPENDIX A.4 - On-site Pop-Up Engagement Events Results

To complement the questionnaire, two pop-up engagement events were held in the autumn of 2019. The purpose of these events was to engage an even broader collection of park users, spanning the breadth of the local community and to capture more nuanced opinion.

Events took place on the following dates in Queen's Park:

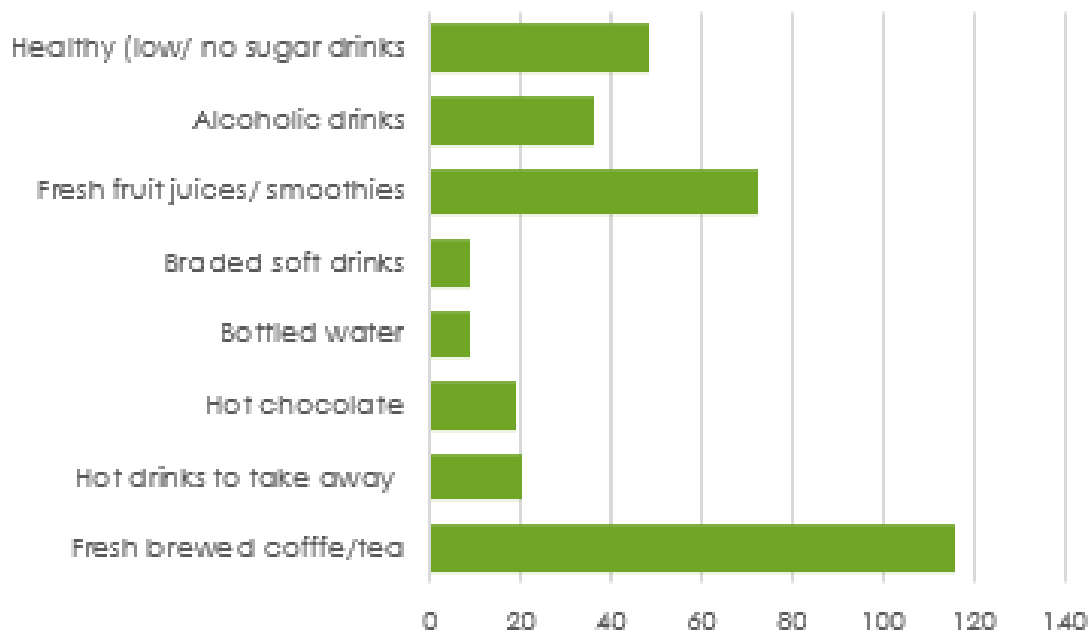
- Sunday 15th September: 12:00 – 17:30PM, Queen's Park Day, an annual event with around 18,000 attendees in 2019
- Wednesday 2nd October: 14:00 – 17:00PM

This Appendix contains the detailed results of the mood board voting activity, engaging 318 people, as well as the 89 individual comments collected.

Two main reasons we would visit:



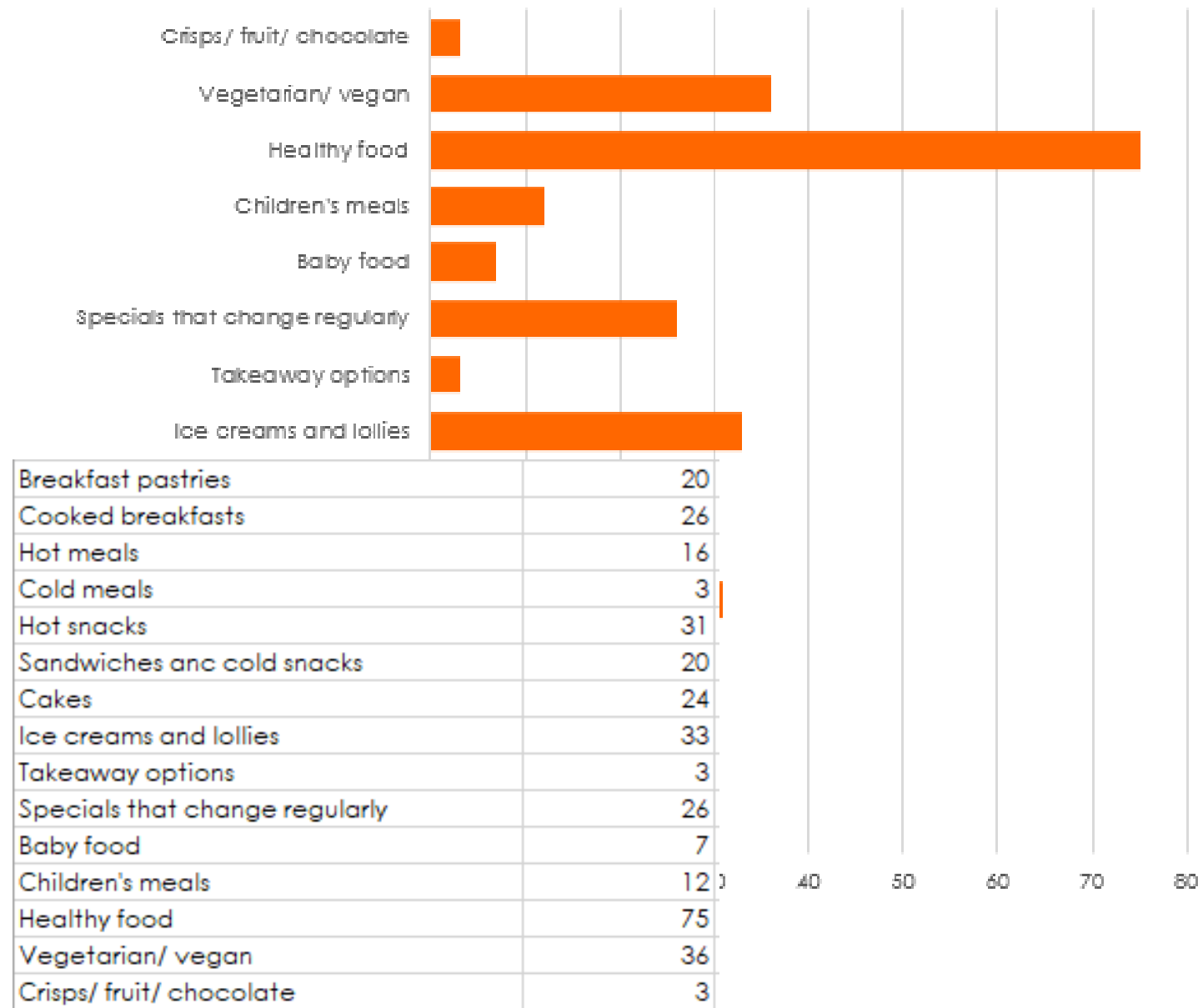
Drinks we would like:



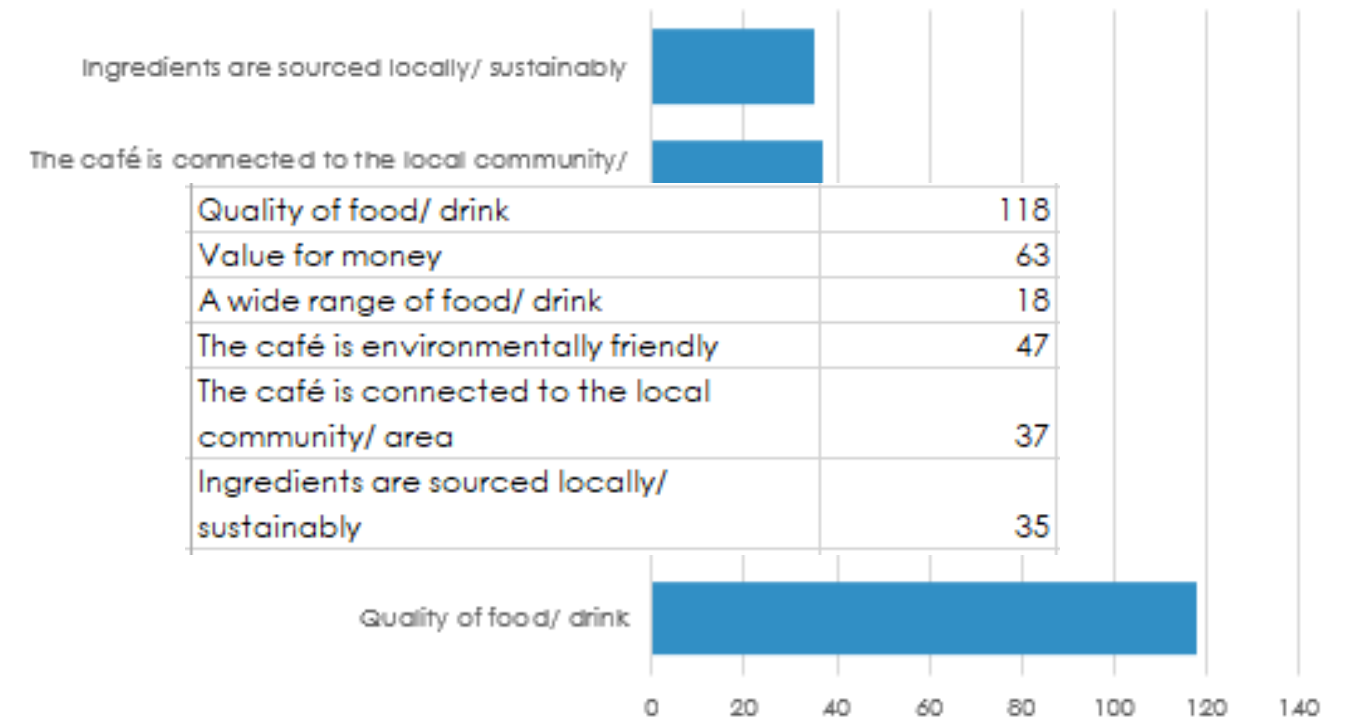
For a coffee/tea break	191
For a quick snack	86
For a meal (breakfast, lunch or dinner)	76
At the start or end of a walk	114
To socialise with friends and family	97
Whilst walking a dog	27
Before or after attending an event nearby	15
As an alternative location to work from	30

Fresh brewed cofffe/tea	116
Hot drinks to take away	20
Hot chocolate	19
Bottled water	9
Braded soft drinks	9
Fresh fruit juices/ smoothies	72
Alcoholic drinks	36
Healthy (low/ no sugar drinks)	48

Food we would like:



The Park Cafe's most important feature:



On-site Pop-Up Engagement Events Comments

Aspirations
Negative
Positive

General	Food/ drink offering	Prices	Service/ management	Environmental impact	Fairtrade	A range of ways to pay
Should have a quiet area – so I can relax	Good breakfast	I would use more if things were cheaper, pocket money prices for children.	Café should be an independent community café.	Less plastic	Use Fairtrade products, tea, coffee and sugar for the cakes	I have boycotted the café since you went cashless. Please reconsider.
Nice décor would be welcome	Vegetarian/ vegan food	More affordable options please.	Should be open sometimes afterhours	No bottled water!	Fairtrade produce	Please accept cash! Not everyone has a card!
Would be nice for it to be a place where adults can eat/ drink and children can play around – both in the day and the evening.	I would like more healthy options for drinks.	Keep the prices low! It's a park café, not a gastropub, or top-class restaurant.	Coffee and tea for early people walking to the tube.	No bottled water	Fairtrade products, coffee, tea, sugar and bananas!	Use cash and card. Kids need to be able to buy ice cream etc. independently
A quiet place to work – without piped-in music – would be great.	The café has the best coffee, pastries and lunch.	Presently the café is very expensive – need to offer moderate prices.	Should be independent	No bottled water!!	Please use Fairtrade wherever possible. Get in touch with Brent Fairtrade Network for advice.	I don't visit the café much now. I preferred it when you could pay in cash. If I'm out for a walk, I just like to take a bit of cash in my pocket.
I've really enjoyed the café compared to the previous one.	Good coffee! Cheap ice cream for kids.	Need cheaper food and drink.	Please have an independent place – no chains!	Reduce plastic and do more for sustainability and recycling	Please use Fairtrade products	Can I please pay by cash?
Good Wi-Fi/ plugs for working	Offer breakfasts – nowhere local does a nice all day grill up.	Not affordable at the moment!	Involve local schools and community groups. Demonstrate engagement in the community.	No single use plastic plates/ bottles or cans		The café won't take cash unless you have the correct money
Love the café – good childhood memories, relaxing and fun, very child friendly.	Healthier food options made available to adults and children.	Prices a little high.	It would be nice if the café was open later in the evenings.	Should have tap water available to reduce plastic waste		Please accept cash
Need cleaner toilets!	More and healthier variety of children's meals please	Too expensive	The café should be open everyday. It would be nice if it didn't change owners every six months.	No bottled water – filtered water please		Please accept cash!
The water fountain is great – please keep!	Sparkling elderflower with fresh mint	Please keep at least some prices affordable for less well-off people. It's a community space as well as a business e.g. Teas for 50p, kids meals for £1.50.	Make good use of planting boxes – grow vegetables and herbs and involve local people/ children in caring for them.	Make fresh water easily accessible and ban plastic bottles.		
Very important community café – oasis in the park. Love it.	Expensive for poor quality food. See Holland Park Café!	Need affordable prices so everyone can go. There are too many expensive cafes in the area already!	It would be great if the café were a centre for fun seasonal activities e.g. Xmas tree, Halloween pumpkin theme			
Dog's must be on leads. I have seen three fights in two months (2019)	Push Wolfpack Lager for a good local deal	Expensive prices	Should support local community initiatives e.g. Clubs, charities etc.			
Don't give in to the vocal dog lobby. Ban dogs inside.	Love the current ice cream and lickalix offer, good hot drinks. Kids meals could be more varied.	Too expensive	Why close so early?			
Victoria Park café has passion and style, character and individuality.	Should have a nice variety of food options, e.g. Salads in summer and jacket potatoes in winter, BBQs would be nice in summer.	Too expensive	Service is excellent!			

Community is not just parents and children but a whole variety including active older people	Please offer tap water.	Pricing needs to be reasonable	Keep it local, not a high street copy!			
Bring back John Blandy Queen's Park pictures on the walls and keep local notices.	Good home-cooked, healthy food – variety is less important than quality		No corporate organisations please, family or co-op run independent only.			
Interior is bright and airy – comfy seating	I want great quality, fresh and healthy food for me and my kids (3 year olds)		Poetry events			
The toilet is disgusting	There were some really good people running it before the present ones, good home-cooked food.					
Learn from the café at the Maqam Centre – family friendly, quiet workspace, bright environment and healthy food.	Local produce, home grown					
The toilet needs to be better.	Recognise your responsibility for the obesity crisis and serve healthy food. Resist junk food pressure.					

Committee(s)	Dated:
Hampstead Heath, Highgate Wood, Queen's Park Committee	13 November 2019
Subject: Management Framework Update	Public
Report of: Superintendent of Hampstead Heath	For Information
Report author: Yvette Hughes – Hampstead Heath Business Manager	

Summary

The Management Framework for Hampstead Heath comprises of the Hampstead Heath Management Strategy 2018-2028, the Divisional Plan 2019-2022 and the Annual Work Programme. The 2nd Quarter updates for the Divisional Plan and the Annual Work Programme are appended to this report. An Annual Update has been prepared to demonstrate what has been achieved over the last year, and to set out our priorities for the coming year. A Measurement Framework is being developed and will enable us to assess our progress towards achieving the Outcomes and Priorities contained in the Management Strategy 2018-2028.

Recommendation

It is recommended that:

- Members receive the 2nd Quarter updates for the Hampstead Heath Divisional Plan 2019-2022 and the Annual Work Programme.

Main Report

Management Framework

1. The Management Framework for Hampstead Heath comprises of the Hampstead Heath Management Strategy 2018-2028, the Divisional Plan 2019-2022 and the Annual Work Programme.
2. The Divisional Plan 2019-2022 identifies the projects and priorities we are working to achieve over the next 3 years. The 2nd Quarter update (appendix 1) for 2019/20 details the progress made.
3. A 2nd Quarter update on the Annual Work Programme has been prepared by the Operational Services Manager and is attached at appendix 2.
4. The first Annual Update to be produced since the introduction of the Hampstead Heath Management Strategy 2018–2028 is attached at appendix 3. The Annual Update will be published on the City of London Corporation website and promoted through social media.

Measurement Framework

5. Following feedback from Members the Superintendent is working with a Consultant and the Heath's Management Team to develop the Measurement Framework.
6. The Measurement Framework will help us assess our progress towards achieving the Outcomes and delivering the Priorities of the Management Strategy 2018-2028. This will inform future Annual Updates as we seek to communicate our impacts.

Conclusion

7. The 2nd Quarter updates provide an overview of progress toward delivering the Outcomes and Priorities set out in the Management Strategy 2018-2028.
8. The draft Measurement Framework will be discussed with Member of the Hampstead Heath Consultative Committee before being presented to this Committee for approval.

Appendices

- Appendix 1 – Hampstead Heath Divisional Plan 2nd Quarter update
- Appendix 2 – Hampstead Heath Annual Work Programme 2nd Quarter update
- Appendix 3 – Annual Update 2018-19

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Hampstead Heath Divisional Plan 2019/20

Vision Theme: The Heath is protected and Conserved

OUTCOME A: The Heath is maintained as a flourishing green space and historic landscape

Priority 1: A mosaic of natural habitats is maintained and flourishes

Priority 2: Heritage aspects and landscape character are maintained.

Priority 3: A balance is maintained between visitor activities and the conservation of natural, built and heritage values.

Primary Ref	Project	Q2 Status	Q2 Update
A DP1	Implementation of the Hampstead Heath Management Strategy.	On track against milestones	<p>Significant progress has been made with this project; the Hampstead Heath Management Strategy was approved by the Hampstead Heath, Highgate Wood & Queen's Park Committee (HHHWQPC) in November 2018 and the Strategy has been published and widely circulated.</p> <p>Work has commenced to develop the Measurement Framework and an initial staff workshop took place in September 2019, with a further event planned for December 2019, which will then enable wider engagement and consultation.</p> <p>The Annual Update was approved by HHHWQPC in September 2019 and will be promoted through the website and social media.</p>
A DP2	Hampstead Heath Ponds and Wetlands Plan	Project behind schedule	<p>The Department of the Built Environment have commissioned a silt survey across the Heath ponds commencing November 2019. This will inform the prioritisation of pond desilting across the Heath and will form a critical element of the Ponds and Wetland Plan.</p> <p>Desilting works in Golders Hill Park are scheduled for winter 2019/20.</p>

Primary Ref	Project	Q2 Status	Q2 Update
A DP3	Veteran & Ancient Tree Protection	On track against milestones	<p>25 veteran trees have been worked on or around in 2019. The resurvey of the Heath's veteran trees is ongoing with West Heath almost complete and East Heath on track for completion by 2020.</p> <p>The Tree Team delivered a Vet Tree Trail project with The Ancient Tree Forum and the other City of London Corporation Open Spaces, mapping and showcasing 15 of the Heath's finest veterans, delivering guided walks for the public and professional tree managers.</p> <p>2 veteran trees have been lost as a result of root failure (Cohens Field and Mother Huffs).</p>
A DP4	Asset Management Plan (AMP) for Hampstead Heath	On track against milestones	<p>The High Level AMP Strategy was agreed by HHHWQP Committee on 5 June 2019. The key priority is the development of a Parliament Hill feasibility study, for which funding is being sought.</p>
A DP5	East Heath Car park resurfacing and drainage improvements	Project on hold	<p>Currently frozen as part of the Fundamental Review. Capital bid to be submitted November 2019.</p> <p>Risk Register updated.</p>
A DP6	Development of guiding principles for visitor services across all sites	On track against milestones	<p>The Project to develop a code of conduct for dog walking and a licencing scheme for commercial dog walkers is progressing. A focus group meeting has been completed and the results of an online survey are being analysed. Feedback to be provided to the Hampstead Heath Consultative Committee in October 2019 for discussion.</p>

Primary Ref	Project	Q2 Status	Q2 Update
DP7	Bio-security Management	On track against milestones	<p>Oak Processionary Moth Total recorded at Hampstead Heath & Highgate Woods 2019 1067 nests in 412 trees, HH – 957 nests 368 trees, HW – 110 nests 46 trees.</p> <p>During summer 2019 a target based approach was deployed with nest removal in high usage areas. Total nests removed by contractors; 428 nests from 87 trees, Leaving 639 nests in 325 trees (HH Tree Team removed 23 nests from the total nest numbers).</p> <p>The Tree Team continue to find nests in oak trees being worked on and storm damaged branches.</p> <p>OPM nests are down significantly from 2018. 1894 nests in 680 trees across both sites HH – 1822 nests in 643 trees, HW – 72 nests in 37 trees. At this time we are unsure if this is a downward trend or just seasonal.</p> <p>The Team continue to remove large diameter Massaria infected branches from London Plane trees at Southend Green and the Heath Extension.</p> <p>Ash die back is noted on the Heath (mainly saplings) and has not affected mature trees at this time.</p>
A DP8	Monitoring development which may impact upon the Heath	On track against milestones	<p>Monthly monitoring of planning applications and decisions continues across Hampstead Heath, Highgate Wood, Queen's Park and Keats House.</p> <p>South Fairground Appeal Ref: APP/X5210/C/18/3193167 The appeal was dismissed on the 13/09/2019 and the enforcement notice upheld.</p>
A DP9	Archaeology and History Assess the archaeology and historical importance of Hampstead Heath	Project behind schedule	<p>Project Plan to be updated.</p> <p>Ongoing consultations with Historic England in relation to the Tumulus and Branch Hill Pond.</p>

Vision Theme: The Heath enriches lives

OUTCOME B: Improved quality of life for Heath visitors

Priority 4: Improved physical health, mental health and emotional well-being

Primary Ref	Project	Q2 Status	Q2 Update
B DP1	Development of the Cultural Policy	Project behind schedule	Project Plan to be updated.
B DP2	Develop a Play Policy	Completed	Play Principles agreed and embedded in ways of working.
B DP3	Implementation of Events Policy	Completed	
B DP4	Review & development of Golders Hill Park Zoo	On track against milestones	Phase one of the donkey enclosure completed. Currently seeking planning permission for the installation of stables in the deer enclosure.
B DP5	Development of the Adventure Playground	On track against milestones	Planning Application submitted. Funding secured. Contactor appointed.
B DP6	Health & well-being - Development of a Sports Strategy	Project behind schedule	Following extensive feedback, the Corporate Strategy Team have prepared a second draft of the City of London Corporation Sports and Physical Activity Strategy. This will commence consultation during autumn 2019.
B DP7	Develop a Master Plan for optimising Facilities at Parliament Hill	Project behind schedule	Project Plan to be updated.

Vision Theme: The Heath is inclusive and welcoming.

OUTCOME C: The Heath is inclusive and welcoming to a diverse range of visitors.

Priority 5: Increasing social inclusion.

Priority 6: Diversity and Equality.

Primary Ref	Project	Q2 Status	Q2 Update
DP1	Access Audit and landscape improvements.	Project changed	Consultation completed for Golders Hill accessible car park. HHCC to discuss the report at their October meeting. Access reviews commissioned for the swimming and bathing facilities.
C DP2	Community Heath	Project ahead of schedule	<p>The project has delivered over 100 events for over 1,600 participants from disadvantaged or excluded backgrounds. Events have included guided walks, parent/child activities, picnics, mindfulness, taster volunteer sessions. Many of the participants were first time visitors to Hampstead Heath and participating of BAME individuals exceeded expectations.</p> <p>Staff have been supported by over 250 volunteers and attended several outreach events in the local community. Strong links have been built with many community groups and Charities, across Camden, Barnet and Haringey.</p> <p>The second annual Community Heath Festival took place in June 2019, welcoming hundreds of visitors to the Heath.</p>
C DP3	Introduction of longer leases at Cafes across the Division	On track against milestones	<p>This project is on schedule for the Division.</p> <p>Regarding the tender of the Queen's Park Café, pop up events organised in the Park, followed by focus groups and online survey.</p> <p>Highgate Wood and Queen's Park Café tender process will take place over winter 2019.</p>

OUTCOME D: Greater number and diversity of people taking care of the Heath

Priority 7: Increased sense of collective ownership and personal responsibility

Priority 8: Visitor behaviour is pro-environmental

Priority 9: People treat the Heath and other visitors with respect

Priority 10: Responsible Management

Primary Ref	Project	Q2 Status	Q2 Update
D DP1	Waste Management	Project behind schedule	<p>New Corporate Waste Management contact went live in April 2019. Twice weekly general waste collections implemented for the Broad Walk.</p> <p>Two recycling stations trialled summer 2019 at Parliament Hill.</p> <p>Contact for food waste from the cafe's implemented.</p> <p>Learning from summer 2019 to be discussed with the HHCC at their October meeting.</p>
D DP2	Development of volunteering opportunities across the Division	On track against milestones	<p>Heath Hands Partnership Agreement reviewed and signed off.</p> <p>Heath Hands are celebrating 20 years of volunteering this year.</p>
D DP3	Wild About Hampstead Heath	Project ahead of schedule	<p>Around 3000 visitors have engaged with the weekly WaHH interpretation sessions during the year. There are over 30 volunteer Wildlife Interpreters delivering a range of nature based wildlife activities across the Heath. The sessions are building important connections to the Heath's wildlife. The use of social media ensures that a wide range of audiences are reached.</p>
D DP4	Communications and Engagement Plan	Project behind schedule	<p>The Communications and Engagement Plan is in development. Stakeholder mapping is being reviewed and updated.</p>

OUTCOME D: Greater number and diversity of people taking care of the Heath

Priority 7: Increased sense of collective ownership and personal responsibility

Priority 8: Visitor behaviour is pro-environmental

Priority 9: People treat the Heath and other visitors with respect

Priority 10: Responsible Management

Primary Ref	Project	Q2 Status	Q2 Update
DP5	Efficiencies and Investment Plan	On track against milestones	The City of London Corporation Fundamental Review has provided a focus for looking at efficiency, innovation and income generation across the Open Spaces Department.
D DP6	Maximise opportunities for more effective use of IT	Project behind schedule	<p>Extensive discussions have been taking place with the City of London Corporation's IT teams in order to deliver solutions and ensure full compliance with Financial Regulations.</p> <p>Plans to move fully to Pay by Phone payments for parking are progressing positively.</p> <p>The Project to install contactless payment is behind schedule. A programme of work is underway across the Open Spaces Department to address the security and IT challenges relating to this project.</p>
D DP7	Ensure the health and welfare of our skilled and motivated staff	On track against milestones	<p>A number of Culture Board events have taken place and staff from across the Department are engaged with this scheme.</p> <p>Actions from the Open Spaces Staff Survey and Corporate Staff Survey are being delivered.</p> <p>A Pulse staff survey is currently been undertaken to help measure progress against the Departmental Action Plans.</p>
D DP8	Ensure the Divisions Fleet is ULTRA Low Emissions Zone (ULEZ) compliant by 2021	On track against milestones	Local Fleet & Plant Management Plan updated. This will inform procurement and funding arrangements.

Queen's Park, Highgate Wood and Keats House 2019/20

Primary Ref	Project & Action to deliver the objective	Q2 Status	Q2 Update
DP1	Keats House Community Infrastructure Levy Project (CIL)	Project behind schedule	London Borough of Camden have yet to determine the Planning Application for the consents required to deliver the essential elements of the project. The planning applications were submitted in March 2019 and, since that date, there have been meetings with local stakeholder groups and the LB Camden, most recently on 3/9/2019 to try to clarify the proposals and materials.
DP2	Highgate Wood - Roman Kiln Project	Project changed	The Friends of Highgate Roman Kiln (FOHRK) are continuing their work towards submitting a grant application to the National Lottery Heritage Fund (NHLF). FOHRK held a well-attended fund-raising evening at the Highgate Wood Pavilion Café on the 5 July 2019 attended by key partners in the project. The charity group are now focusing on submitting a capital grant application to City Bridge Trust to cover the costs of the extension of the information building, the restoration and installation of the kiln and the interpretation material. FOHRK have delayed the application to NHLF in order to await confirmation from City Bridge Trust, and plan to submit their application in May 2020. Currently obtaining final costings for the extension and conversion of the information building, planning application requirements and the role of City Surveyors Department
DP3	Queens Park Sandpit & Toilets	Project on hold	Currently frozen as part of the Fundamental Review. Capital bid to be submitted November 2019. Risk Register updated.
DP4	Keats 200 Celebration	On track against milestones	The Keats200 bicentenary programme continued with a new refreshed exhibition at Keats House celebrating the 200th anniversary of the Brawne family moving in to Wentworth Place. A major loan from the Fitzwilliam Museum took place over the May Bank Holiday weekend with the display of the 'Ode to a Nightingale' manuscript. Investment in a new display case and partnership projects with the Keats Foundation and LMA, have enabled a more frequent re-display of objects related to Keats's life and works as well as widening awareness of the programme.
DP5	Continue to implement strategies that direct and support the outcomes and priorities for the management of Queen's Park, Highgate Wood and Keats House	On track against milestones	This work continues for Queen's Park including the development of a Woodland Walk Management Plan and a forthcoming review of the Conservation Management Plan. The mid term review of the Highgate Wood Conservation Management Plan has been completed. The Woodland Management Plan has been approved.

Annual Work Plan - 2nd Quarter Update

Conservation & Ranger Teams

- Completion of “Green Haying” of the Sparrow Site - 3 donor sites identified at Parliament Hill.
- Approximately 100 bales collected as part of the grassland management. Disposal via a local Equestrian Centre for bedding has proved to be effective.
- Ongoing control of invasive species – Japanese Knotweed / Himalayan Balsam etc.
- The Ponds and Wetland Strategy – working group under formation (A DP2).
- Monitoring of Koi herpesvirus (KHV) in liaison with the Fish Health Inspectorate.
- Renovation of the grassland area immediately adjacent to the Tumulus.
- Completed Butterfly transect survey and Heath Extension Moth Survey.
- On track with cyclical works – strimming, vegetation management of the dams, monitoring Swan and other bird welfare, supporting events, front of face for the public.
- Outstand pedestrian wooden bridge repairs on the Hampstead Heath Extension – with DBE.
- Installation of wayward signage and ongoing challenging repairs to cycle paths.

Tree Team

- Paras 11-15 in Superintendent’s Update Report.

Golders Hill Park

- Approximately 30,000 bulbs have been planted in the Flower Garden (Tulips), The Pinetum (Bluebells, Cyclamen, Anemones).
- Grassland entrance at North End Way 12,000 (Crocus) – Divisional Teambuilding Exercise.
- Introduction of five Wallabies from Woburn Safari Park and eleven Black Fallow deer from Whipsnade Zoo.

Operation Services

- Replacement of 3 Ford Rangers (Diesel Euro 4) with Toyota Hilux (Diesel Euro 6) - compliant with ULEZ standards.
- Lease of Nissan e-NV200 (Electric) to replace Ford Connect (Diesel Euro 4).
- Roll-out of the new Departmental Risk Assessments across the Division.
- In conjunction with the Facilities Management Team – daily management of the BRM contract.

Sports & Keeper Team

- Management of summer sports grounds including the bowling green.
- Trial the roll-out the Waste & Re-cycling Scheme in Parliament Hill Area.
- Front of house duties for three important gateways onto Hampstead Heath - cleaning toilets, dealing with lost children and dogs, patrolling, litter collection etc, information guidance.
- Inspection of the Play areas and managing the ROSPA action plans

Swimming Facilities

- Separate Summer 2019 review has been undertaken.

Supports Services

- Co-ordinated the 30th Anniversary of the City of London Corporation custodianship of the Heath.
- Manage 13 successful weddings in the Pergola and Hill Gardens.
- Support in the administration and management of the Heath.

Communications Team

- On-going management of social media during the busy Spring and Summer periods.
- First draft Communication Strategy for the Division completed.
- Completed condition audit of the Heath's gateway signage.

Events

- 55 events (including sporting events) have been managed in accordance with the approved Hampstead Heath Events Policy – Part Two.

Constabulary

- Paras 44 -49 in the Superintendent's Update Report.



Hampstead Heath

Registered Charity



Annual Update

2018 - 2028

The City of
London protects
and manages
14 green spaces
in and around
London.

Introduction

In 2018 the 10-year Management Strategy for Hampstead Heath 2018-2028 (Management Strategy) was introduced, building on the foundation of the Hampstead Heath Management Plan Part 1 - Towards a plan for the Heath 2007-2017.

The Management Strategy seeks to balance the often-conflicting demands of protecting and conserving the Heath while at the same time enhancing the enjoyment of each year's 9.3 million visitors and recreational users.

This Annual Update details the progress we have made during the first year's implementation of the Management Strategy. It summarises our activities throughout the year and sets out the priorities for 2019-2020.



Background: The Hampstead Heath Management Strategy 2018-2028

The Management Strategy states our commitment to realising the aspirations of the Heath Vision to protect and conserve Hampstead Heath, thus ensuring it continues to enrich the lives of current and future generations. The Management Strategy sets out four Strategic Outcomes necessary to achieve this Vision:



A: The Heath is maintained as a flourishing green space and historic landscape



B: Improved quality of life for Heath visitors



C: The Heath is inclusive and welcoming to a diverse range of visitors



D: Greater number and diversity of people taking care of the Heath

In 2019-2020 we will be developing a Measurement Framework to allow us to gauge our progress towards achieving these Outcomes.

Reflecting on 2018-2019 and looking forwards to 2019-2020



A - The Heath is maintained as historic landscape

In **2018-2019** we carried out further ecological improvements to our ponds, building on the work that took place during the Hampstead Heath Ponds Project. This included further desilting of the Mixed Pond, which improved water quality, created a better habitat for aquatic animals and improved the swimming experience. The Heath's Tree Team continued to tackle Oak Processionary Moth, which has been on the Heath since 2015. With support from the Forestry Commission and using their own specialist skills, the Tree Team has proactively monitored this invasive species, mitigating its impact and communicating the health risks to visitors.

Ecological monitoring has increased with support from our partners, the London Natural History Society, the Zoological Society for London (ZSL) and Heath Hands. An extensive hedgehog monitoring programme was carried out with ZSL and volunteers, involving 150 wildlife camera positions. As well as showing that Hampstead Heath is one of the best places in London for hedgehogs, a variety of other wildlife was recorded, including muntjac deer and badgers.

In **2019-2020** we will commence a moth survey to identify the number and distribution of moth species present on the Heath. Moths are an important indicator of a healthy ecosystem. We will also continue to manage Oak Processionary Moth using a risk-based approach, so we can effectively manage this bio-hazard.

Conservation objectives for the Heath's historic features will be developed, to ensure they are maintained as part of the Heath's rich heritage.





B - Improved quality of life for Heath visitors

In **2018-2019** we curated and delivered a varied events programme.

Give it a Go! is our large summer festival, which focuses on health and wellbeing. Run in partnership with the London Borough of Camden and the sports clubs based on the Heath, this event encourages an increased participation in outdoor recreational activities and allows new visitors to familiarise themselves with the Heath and have the confidence to return.



The Night of the 10,000m Personal Bests is a running event held at the Parliament Hill Athletics Track, which is organised by the Highgate Harriers Athletics and Cross-Country Running Club.

It is managed almost exclusively by volunteers and the event attracts a large audience to the Heath, keen to watch world-class athletes compete.

Our annual Conker Championship returned in 2018-2019. This popular community event attracts families from across London and celebrates the heritage of the Heath, while forging an enhanced connection with nature and the seasons.

In **2019-2020** we will continue to make an active contribution to the development of the City of London Corporation Sports and Physical Activity Strategy.

We will develop a programme of events and activities to mark the 150th Anniversary of the Hampstead Heath Act 1871, the foundation legislation that brought the Heath into public ownership, providing information to visitors and enabling them to gain a better understanding of the Heath and its importance.

Our events will focus on increasing participation and we will continue to promote events like Give it a Go! and the national #ThisGirlCan campaign, both of which are run in conjunction with the London Borough of Camden's initiative, 'We Can Move', a programme that encourages Camden residents to move more and improve their health.



C - The Heath is inclusive and welcoming to a diverse range of visitors

In **2018-2019** we improved access to the Heath for those with a disability by replacing our fleet of mobility scooters with three new models, available to hire for free. The mobility scooters are kept at the Parliament Hill Fields Lido, which is ideally located for accessibility, being adjacent to a car park with blue badge parking spaces and a nearby Overground Station with step-free access.

#ThisGirlCan is a series of organised activities that encourage women and girls to try out a new sport or activity for free, in partnership with sports clubs that use the Heath. In 2018, the activities on offer included gardening, fencing, tennis, bowls, croquet, athletics, rugby and military fitness, with plans to expand this in future years.

To ensure the Heath continues to be a place where people feel safe, the Hampstead Heath Constabulary continued patrols, reassuring visitors through their presence and providing a response to infringements of byelaws and regulations. The Constables work closely with stakeholders such as the Metropolitan Police Service and the other Emergency Services to tackle challenging issues on the Heath. Constables focus their patrols on the issues which matter most to our users, including anti-social behaviour, dog control and cycling on pedestrian-only routes.

In partnership with Heath Hands, Community Heath was established. The first festival took place in summer 2018, offering free activities and encouraging people to socialise with their neighbours. The aim was to promote physical and mental health and wellbeing, as well as offering opportunities to become involved in sport, recreation and volunteering on the Heath. In 2018, over 1,200 people were involved in Community Heath activities. A total of 90 events were held that encouraged participation in recreation and volunteering opportunities.

In **2019-2020** we will continue to support the Community Heath project that forms links with different local organisations, helping encourage an even more diverse audience to visit the Heath and participate in recreation or volunteering opportunities.

We will develop a project to ensure our swimming facilities are accessible to all and we will aim to improve accessibility at Golders Hill Park, in response to a survey focusing on its car park.

We will continue to develop digital communications, including social media, to expand our audiences and ensure as many people as possible know more about the Heath, what's on offer and how to take part.



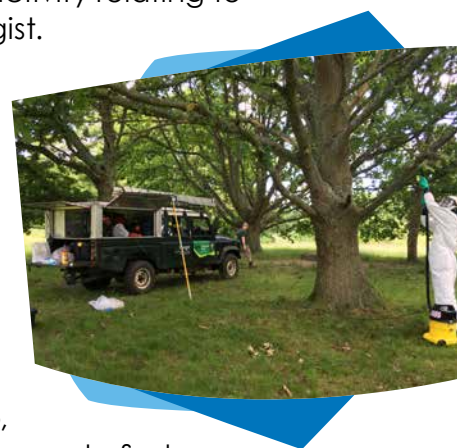


D – A greater number and diversity of people taking care of the Heath

In **2018-2019** we developed recommendations for the future management of waste and recycling. Heath staff worked with Keep Britain Tidy to look at what waste is typically brought to the Heath and how we can encourage visitors to bring less of it, and to take their rubbish away with them when they leave.

We have continued to support our volunteering charity, Heath Hands, who reported an increase of around 10% in volunteering activity, contributing to more than 13,000 hours of voluntary conservation and maintenance work on the Heath. There was a particularly noticeable increase in volunteering activity relating to wildlife monitoring, supporting the Heath's Ecologist.

The Heath's Ranger Team has developed a partnership with the charity Phoenix Futures, which supports people who are recovering from addictions while getting back into work. Several projects were identified where volunteers from Phoenix Futures could work alongside our staff to help conserve the Heath. This provides the volunteers with a lasting connection with the Heath, even though some of them may never have visited it before. As a result of this partnership, one of the volunteers from Phoenix Futures has gone on to find employment as a gardener.



In **2019-2020** we will continue to implement and promote recycling, including installing two new recycling points at Parliament Hill that will be part of a new recycling contract. A clear communication campaign will promote these developments to build awareness, improving visitor understanding of why we are doing this and how they can help us conserve the Heath.

In conjunction with Heath Hands, we will identify additional volunteering opportunities for wildlife and interpretation projects, to enable more visitors to become involved with caring for the Heath.

We will continue to work with stakeholders to produce a code of conduct for dog walkers and fitness instructors, to inform a future licensing scheme that will enable us to understand how best to work with these stakeholder groups, ensuring that everyone is able to enjoy the Heath.

We will focus on changes to our fleet, plant and equipment to ensure compliance with the Ultra-Low Emissions Zone regulations and promote a greener Heath by using sustainable equipment.

We will commence the feasibility study for the Parliament Hill Fields area of the Heath to understand how we can best use our facilities to support visitors and manage the space effectively.

If you would like further information or to get involved with any of the initiatives mentioned in this Update, you can contact us at

hampstead.heath@cityoflondon.gov.uk.

If you would like to volunteer with Heath Hands, you can email: **info@heath-hands.org.uk**.



@CityCorpHeath



/hampsteadheathofficial



@colhampsteadheath

The Hampstead Heath Management Strategy 2018-2028 can be found at **<https://www.cityoflondon.gov.uk/things-to-do/green-spaces/hampstead-heath/Documents/heath-strategy.pdf>**



Hampstead Heath

Registered Charity

City of London Corporation
Heathfield House
432 Archway Road
London N6 4JH

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email: hampstead.heath@cityoflondon.gov.uk
www.cityoflondon.gov.uk/hampsteadheath

Committees	Date
Public Relations and Economic Development Sub-Committee (for information)	5 November 2019
Planning and Transportation Committee (for information)	5 November 2019
Culture Heritage and Libraries Committee (for information)	11 November 2019
Hampstead Heath, Highgate Wood and Queens Park Committee (for information)	13 November 2019
Education Board (for information)	14 November 2019
Epping Forrest and Commons Committee (for information)	18 November 2019
Health and Wellbeing Board (for information)	22 November 2019
Streets and Walkways Sub (Planning and Transportation) Committee (for information)	3 December 2019
Open Spaces and City Gardens Committee (for information)	9 December 2019
Community and Children's Services Committee (for information)	13 December 2019
Hampstead Heath Consultative Committee (for information)	27 January 2020
Subject The City of London Corporation's DRAFT Sport and Physical Activity Strategy for 2020-25	
Report of Kate Smith – Head of Corporate Strategy and Performance	Public
Report Author Sufina Ahmad – Corporate Strategy Manager	For information

Summary

The Corporate Strategy and Performance Team (CSPT) was asked to develop a Sport and Physical Activity Strategy for the City of London Corporation following a decision in December 2018 at Policy and Resources Committee to invest in sport engagement work. Elected Members reviewed a previous version of the Sport and Physical Activity strategy for 2019-23 at nine Committees and a Members' Breakfast Briefing held between April 2019 and July 2019. Members provided extensive comments, including raising a motion at Court (included at Appendix One), and asked that a new draft be shared at Committees and at a Members' Breakfast for their feedback, and hopefully, endorsement. The new draft, which incorporates all the comments raised, can be found at Appendix Two.

The vision for the strategy is: *To champion and maximise the social, economic and health benefits of sport and physical activity to individuals, communities, businesses and public bodies we work with across the Square Mile, London and beyond.* The key outcomes and activities include the City Corporation working with others to deliver successful major sporting events for London and the UK, sport engagement activities that strengthen community cohesion, and work that ensures people have

access to and participate in sport and physical activity. The strategy aligns to our Corporate Plan for 2018-23, specifically outcomes 2, 3, 4, 7 and 10. Once the strategy has been shared with all of the Committees listed on page one for their feedback and comments, these will be incorporated in to a proposed final version, which will be presented to Policy and Resources Committee in February 2020 for their approval.

Recommendations

This Committee is asked to:

- i. Review the draft version of the Sport and Physical Activity Strategy – and provide their feedback on it which officers will then incorporate as directed.
- ii. Consider whether or not they will endorse the strategy, subject to the changes requested being made.
- iii. Consider and advise if a budget should be set aside and a brief agreed for an expert to review the commercial prospects of existing assets and how best to promote participation and access.

Main Report

Background

1. In December 2018, Policy and Resources Committee approved a paper setting out a strategic approach to sport engagement activities by the City Corporation, which included the decision to invest in a Sports Engagement Manager, based in the Corporate Affairs Team. Consequently, it was felt that the City Corporation would benefit from a strategy document on sport and physical activity. The CSPT was asked to develop this strategy, which it did through desk-based research and meetings with the following internal and external colleagues:
 - a) Sam Hutchings – Town Clerk's
 - b) Eugenie de Naurois – Town Clerk's
 - c) Nick Bodger – Town Clerk's
 - d) Paul Double – Remembrancer's
 - e) Daniel McGrady – Community and Children's Services
 - f) Andrea Laurice – Built Environment
 - g) Gerry Kiefer – Open Spaces
 - h) Xenia Koumi – Community and Children's Services
 - i) Sam Bedford – Community and Children's Services
 - j) Simon Cribbens – Community and Children's Services
 - k) Greg Knight – Community and Children's Services
 - l) Steve Garrett – Sport England
 - m) Emily Neilan – London Sport.

Current Position

2. The strategy was shared with elected Members at the following Committees for comment:
 - Health and Wellbeing Board (HWB), April 2019
 - Hampstead Heath Consultative Committee (HHCC), April 2019

- Community and Children's Services (CCS) Committee, May 2019
- Epping Forest and Commons Committee (EF&C), May 2019
- Education Board (EB), May 2019
- Planning and Transportation Committee (P&T) (via email to chairman and deputy chairman), May 2019
- Streets and Walkways (Planning and Transportation) Sub-Committee (S&WSC), May 2019
- Hampstead Heath, Highgate Wood and Queen's Park (HHHWQP) Committee, June 2019
- Public Relations and Economic Development (PRED) Sub-Committee, to take place on 2 July 2019.

Two additional informal opportunities to comment were requested and arranged:

- A meeting with Richard Sumray, a co-opted Member of HHCC and chair of the Sports Advisory Group, the chairman of HHCC and of HHHWQP and the chairman of EF&C, June 2019; and
- Informal Members' Breakfast Briefing, on 28 June 2019, for which this pack has been produced so that comments to date and officers' resultant proposals can be viewed in the round for further comment.

3. Members made substantial comments and have asked that it be presented to all Committees again. A motion was also raised at the Court of Common Council in September 2019. This can be found at Appendix One.
4. The new version incorporates all of the changes and additions suggested and is presented in this paper at Appendix Two, as well as incorporating feedback shared at a Members' Breakfast Briefing held on 18 October 2019. The main changes to the draft relate to the vision and outcomes and the period of the strategy (2020-25). Information on the sport and physical activity related assets owned and operated by the City Corporation has also been included in the draft, as well as adding in information on the oversight and responsibility for the strategy.
5. For the purpose of this strategy, the City Corporation has defined sport and physical activity as follows:
Sport relates to any and all individual or team sports and physical activity is any bodily movement that requires the expenditure of low, moderate or high levels of energy. This can include activities such as walking, dancing, playing and other recreational pursuits. Exercise is a sub-category of physical activity, and it is defined as something that is planned, structured and repetitive, and aims to improve or maintain one or more components of physical fitness.
6. The City Corporation's vision for the strategy is: *To champion and maximise the social, economic and health benefits of sport and physical activity to individuals, communities, businesses and public bodies we work with across the Square Mile, London and beyond.* The City Corporation will work with relevant local, regional and central governments, infrastructure bodies including Sport England and London and Partners, national governing bodies for sport, businesses, civil society organisations, including charities, and individuals and communities directly to deliver the work outlined in the strategy.

7. The three key outcomes the City Corporation aims to achieve are:
 - a) People enjoy good health and wellbeing through participating in accessible and high-quality sport and physical activity.
 - b) High profile and inclusive mass participation events strengthen community bonds and encourage more sport and physical activity.
 - c) London and the UK's economy and attractiveness as a place to live, work and visit is boosted through major sporting events.
8. The City Corporation will achieve these outcomes by building on our existing work and supporting the development and delivery of bids for major sporting events that benefit communities and the economy in London and the UK, alongside events, campaigns and activities that encourage individuals and communities to access and participate in sport and physical activities, including those activities that bring communities together positively.

Governance and implementation

9. Members have asked that a Sport and Physical Activity Working Party made up of elected Members is set up to oversee the successful implementation of this strategy. The Working Party would be supplied with information on progress against the strategy from relevant officers within the organisation. It is suggested that elected Members from the following Committees are represented on the Working Party:
 - Community and Children's Services Committee
 - Culture, Heritage and Libraries Committee
 - Epping Forest and Commons Committee
 - Education Board
 - Hampstead Heath Consultative Committee
 - Hampstead Heath, Highgate Wood and Queen's Park Committee
 - Health and Wellbeing Board
 - Hospitality Working Party of the Policy and Resources Committee
 - Planning and Transportation Committee
 - Policy and Resources Committee
 - Public Relations and Economic Development Sub-Committee
 - Streets and Walkways (Planning and Transportation) Sub-Committee.
10. The discussions of the Working Party could include, but not be limited to: approving the action plan for the strategy; ensuring that the strategy is reflected within the relevant departmental business plans and management plans; reviewing the effectiveness and impact of existing and planned activities and linking these to qualitative and quantitative success measures for each activity; investigating the best possible activities and use of assets and resources in pursuit of the outcomes in this strategy; and ensuring activities are delivered within the resources available – monitoring impact and spend to inform resource allocation.

11. This strategy will be delivered through the following departments:
- **Town Clerk's Department** – Corporate Affairs, Media, Committee and Member Services, Cultural Services and Events teams.
 - **Department of Community and Children's Services** – Strategic Education, Skills and Cultural Learning Unit, Commissioning, Public Health and Community Engagement teams.
 - **Remembrancer's Department** – Events Team.
 - **Department of Built Environment** – Strategic Transportation team.
 - **Open Spaces Department** – Central Management and site-specific teams.

Corporate and Strategic Implications

12. Corporate and Strategic Implications:

This strategy will support the following outcomes and associated high-level activities within the City Corporation's Corporate Plan for 2018-23:

Outcome 2: People enjoy good health and wellbeing

Outcome 3: People have equal opportunities to enrich their lives and reach their full potential.

Outcome 4: Communities are cohesive and have the facilities they need.

Outcome 7: We are a global hub for innovation in financial and professional services, commerce and culture.

Outcome 10: We inspire enterprise, excellence, creativity and collaboration.

This strategy also supports the work outlined in the following corporate strategies: Joint Health and Wellbeing, Social Wellbeing, Mental Health, Education, Visitor Destination, Corporate Volunteering and Transport.

13. Security Implications: The City Corporation will ensure that security needs are met when delivering major sporting events, involving Health and Safety, Security and City of London Police colleagues as needed.
14. Financial and Resourcing Implications: Existing officer resource and budgets, including the Hospitality Working Group budget, will be used to deliver the activities outlined in this strategy, including the maintenance of our facilities and the level to which the organisation expects to maintain this. However, decisions need to be made on how funding and resourcing will be prioritised, including if an existing or a new budget should be set aside and a brief agreed for an expert to review the commercial prospects of existing assets and how best to promote participation and access
15. Equalities Implications: All activities will need to comply with the priorities set out in the City Corporation's Equalities and Inclusion Action Plan, ensuring that the diverse needs of individuals and communities this work is aimed at are met.
16. Legal Implications: Any legal agreements or partnerships that the City Corporation considers or enters in to, particularly as part of major sporting events, will need to be signed off by the Comptroller and City Solicitor's department – ensuring that early steer and sign off is sought wherever possible.

Conclusion

17. This Committee is asked to review the Sport and Physical Activity Strategy for 2020-25 and provide their comments and feedback. It is also hoped that this committee will endorse the strategy, subject to the specified changes being made. Please note that once the draft strategy has been reviewed by all of the committees listed on page one, and the relevant changes incorporated, a new proposed final version of the strategy will be shared with Policy and Resources Committee in February 2020 for their approval.

Appendices

Appendix One – Motion raised at the Court of Common Council

Appendix Two – Proposed Final Draft Version of Sport and Physical Activity Strategy, 2019-23.

Sufina Ahmad

Corporate Strategy Manager

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Motion –
by Dominic Christian

To be presented on Thursday, 12th September 2019

To the Right Honourable The Lord Mayor, Aldermen and Commons

of the City of London in Common Council assembled.

Motion:-

That this Honourable Court welcomes the development of a Sport & Physical Activity Strategy for the City of London Corporation which will enhance the City's contribution to London's cultural and community life; build on the existing work of our open spaces, schools, and academies; and support our commitment to the health and wellbeing of City residents, workers, and visitors.

In guiding Officers as they draft the Corporation's strategic vision for sport and physical activity, the Court believes that:

- Sport inspires competitors to achieve the best they can, and celebrates both winning and taking part;
- Sport and physical activity enables participants of all ages to live healthier more active lives;
- Sport unifies society: it is the ultimate social inclusion with participants and spectators drawn together from all backgrounds, helping to develop more cohesive communities;
- Sport produces significant social return, for example by improving mental health and reducing crime, including diverting young people away from gang and knife crime;
- Sport teaches fusion skills which enhance employability, such as teamwork and resilience;
- Sport contributes to London's global brand in offering a comprehensive attractive package to businesses and their staff in a way few other cities can;
- Sport enhances the Corporation's convening power by providing networking opportunities to bring people together informally.

Moreover, this Court notes the wide engagement of the City's business community in sport as commercial partners, as well as supporting staff and community sport activities, using both to strengthen brand and build bridges with domestic and international customers and stakeholders.

It further notes the importance that the Mayor of London and agencies such as London & Partners place on sport, both in growing participation and in bringing more elite competitions to the capital.

This Court therefore commits the Corporation to develop a comprehensive and unified Sport & Physical Activity Strategy which:

- a) supports the development and improvement of our existing sport and physical activity facilities, including those in our open spaces, and their use for both widening participation and hosting elite competitions;
- b) fully involves the City's schools and academies as part of their educational and co-curricular provision;
- c) supports London bids for international elite sport tournaments in accordance with Government, UK Sport and the Mayor of London's priorities, including provision of facilities and hospitality both during bids and once an event has been successfully secured;
- d) as part of our regional strategy, provides appropriate support for hosting bids submitted by other parts of the United Kingdom (where they are not in competition with London);
- e) engages City residents and workers, as well as students in our schools and academies and residents in Corporation housing, in sport and physical activity programmes and events designed to increase participation and improve health and wellbeing;
- f) promotes diversity and inclusion in sport, including women and girls, disability, BAME and LGBTQ+ involvement; and
- g) works alongside the Department for Digital, Culture, Media, & Sport; UK Sport; Sport England; the Sport & Recreation Alliance; London Sport; the Greater London Authority; London Councils; international and national sport federations; and local professional and amateur sports clubs.

In developing the new Strategy, this Court also requests:

- i. the Policy and Resources Committee to put in place:
 - (a) appropriate Member-level governance arrangements for strategic oversight of the Corporation's sport activities and sport engagement; and,
 - (b) being mindful of the ongoing Fundamental Review, appropriate resource allocation for sport, including drawing together existing resources into one identifiable budget;
- ii. the Establishment Committee to ensure that adequate management and operational structures are in place to oversee the delivery of the Strategy.

Signatories to the Motion, pursuant to Standing Order 12(3):-

*Dominic Christian
Caroline Addy
Rehana Ameer
Alexander Barr
Deputy Keith Bottomley
Karina Dostalova
Christopher Hayward*

*Alderwoman Susan Langley
Munsur Ali
Randall Anderson
Nicholas Bensted-Smith
Graeme Doshi-Smith
Deputy Kevin Everett
Sophie Fernandes*

Deputy Jamie Ingham Clark
Deputy Edward Lord
Andrew McMurtrie
Alderman William Russell

Alderman Gregory Jones
James de Sausmarez
Jeremy Simons
Deputy Philip Woodhouse

Appendix Two:
Draft Version of Sport and Physical Activity Strategy, 2020-25
Strategy Author: Sufina Ahmad, Corporate Strategy Manager

Sport and Physical Activity Strategy, 2020-25
For a healthy, active and thriving London

Foreword by the Chair of Policy and Resources and Town Clerk

To be added, post approval at officer and Member Committees.

Deputy Catherine McGuinness
Chair of Policy and Resources
Committee

John Barradell
Town Clerk and Chief Executive

January 2020

Sport and Physical Activity Strategy, 2020-25 – For a healthy, active and thriving London

Executive Summary

Our definition of sport and physical activity, based on those used by Sport England and the World Health Organisation

Sport refers to activities that require physical exertion and involve individuals or teams, and physical activity is any bodily movement that requires the expenditure of low, moderate to high levels of energy, e.g. walking or dancing. Exercise is a sub-category of physical activity.

Why sport and physical activity matters to us

The City Corporation aims to contribute to a flourishing society, support a thriving economy and shape outstanding environments, as set out in our Corporate Plan (CP). We want to raise London and the UK's profile globally: driving and inspiring engagement with and participation in sport and physical activity and contributing to London and the UK's attractiveness for individuals, communities and business. This drives improvements in physical and mental health, including tackling health inequalities, individual development, social and community development, including social isolation, and economic development.

Who we will work with

We will work with relevant local, regional and central governments, sport infrastructure bodies, businesses, civil society organisations, including charities, national governing bodies of sport and individuals and communities to deliver the work outlined in this strategy. We want this strategy to support London as a whole, including our residents, our students, the visitors to our Open Spaces and the businesses and workers we support in the Square Mile.

Our Vision

To champion and maximise the social, economic and health benefits of sport and physical activity to individuals, communities, businesses and public bodies we work with across the Square Mile, London and beyond.

Our Outcomes

People enjoy good health and wellbeing through participating in accessible and high-quality sport and physical activity.

Links to CP Outcomes 2 and 3

High profile and inclusive mass participation events strengthen community bonds and encourage more sport and physical activity.

Links to CP Outcomes 3 and 4

London and the UK's economy and attractiveness as a place to live, work and visit is boosted through major sporting events.

Links to CP outcomes 7 and 10

Our Activities

- Promote active travel in the Square Mile.
- Commission sport and physical activity services that individuals and communities in the Square Mile want and need.
- Work with Public Health to encourage sport and physical activity in the Square Mile.
- Use our assets to encourage accessible and inclusive sport and physical activity.
- Raise awareness of the benefits of sport and physical activity across our programmes, services, schools and Open Spaces.

- Host, and where needed, co-design inclusive mass participation events for local communities.
- Champion community-led ideas that encourage sport and physical activity and community cohesion.
- Engage businesses, including those in the Square Mile, in mass participation events.
- Work with sport infrastructure bodies, national governing bodies of sport and civil society to drive up sport and physical activity levels.

- Proactively and strategically support the development and delivery of bids and cross-sectoral partnerships for major sporting events.
- Deliver events and activities to celebrate and promote major sporting events.
- Offer a range of relevant services and support to visitors, event organisers, volunteers etc.
- Promote London and the UK's major sporting events offer, including the benefits, nationally and internationally to different audience

Our Success Measures

This strategy will deliver an increased number of high-quality major sporting and mass participation events in London and the UK, ensuring that the City Corporation is recognised as a key partner within these, as well as a diverse and inclusive sport and physical activity offer that aims to support increased activity levels and improves wellbeing for our residents and workers, our students and those visiting our Open Spaces.

Introduction and vision

The City of London Corporation (City Corporation) is the governing body for the Square Mile, dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK. This strategy outlines our vision, approach and commitment to sport and physical activity until 2025. It is an externally-focussed strategy that complements the strategic priorities set out in Central Government's '*Sporting Future*' Strategy; Sport England's '*Towards an Active Nation*' Strategy; Public Health England's '*Everybody Active, Every Day*' Briefing; and the Greater London Authority's (GLA) '*Sport for All of Us*' Strategy.

Definitions

Our definition of **sport and physical activity** is based on the definitions used by Sport England and the World Health Organisation¹. Sport relates to any and all individual or team sports and physical activity is any bodily movement that requires the expenditure of low, moderate or high levels of energy. This can include activities such as walking, dancing, playing and other recreational pursuits. Exercise is a sub-category of physical activity, and it is defined as something that is planned, structured and repetitive, and aims to improve or maintain one or more components of physical fitness.

We are keen for this strategy to encourage and inspire individuals from all backgrounds and abilities to be active every day, as per the UK Chief Medical Officer's recommendations. We are defining an **inactive person** as someone who has done less than 30 minutes of moderate intensity activity per week – which is the definition used by Sport England in its '*Active Lives Survey*'². The Chief Medical Officer's definition of an **'active' person** is someone who is physically active for more than 150 minutes a week, in sessions of at least 10 minutes.

Why sport and physical activity matters

According to 2017/18 figures published by the Department for Digital, Culture, Media and Sport on physical activity among the UK's population, 25% of people aged 16 years and over in England are categorised as physically inactive³. Specific groups are more likely to be physically inactive compared with the wider population, including women and people from black, Asian and minority ethnic (BAME) backgrounds⁴.

Investing in sport and physical activity is very much aligned to our own strategic aims set out in our Corporate Plan for 2018-23, to contribute to a flourishing society, to support a thriving economy and to shape outstanding environments. Like Central Government, we agree that sport and physical activity brings significant benefits and improvements to individuals and communities in the UK in the outcome areas listed on the following page:

¹ <https://www.who.int/dietphysicalactivity/pa/en/>

² <https://www.sportengland.org/research/active-lives-survey/>

³ <https://www.ethnicity-facts-figures.service.gov.uk/health/exercise-and-activity/physical-inactivity/latest>

⁴ <https://www.ethnicity-facts-figures.service.gov.uk/health/exercise-and-activity/physical-inactivity/latest>

1. Physical health –

Sport and physical activity help people of all ages and backgrounds – including children and young people – to live healthier and more active lives. It can reduce the risks associated with a range of common health conditions, including musculoskeletal disorders (MSDs), cancer, dementia, strokes, heart disease and diabetes. Sport and physical activity can also offer meaningful opportunities to address and tackle health inequalities. In addition to the health benefits, regular physical activity can help to alleviate the symptoms associated with common physical and mental health conditions, which in turn helps to reduce costs to businesses associated with sickness absence among the workforce.

2. Mental health –

Sport, exercise and physical activity can increase self-confidence and contribute to the reduction of symptoms relating to a range of mental health conditions, such as stress, anxiety and depression. This applies in a range of settings, including in public and open spaces, such as parks.

3. Individual development –

Sport and physical activity can positively contribute to improving educational attainment and students' behaviours and attitudes, offering them fusion skills (a combination of creative, technical, cognitive and emotional skills), as well as support the development of characteristics and skills that enhance an individual's employability and wellbeing, such as team working, communication, resilience and problem solving.

4. Social and community development –

Sport and physical activity can bring people together, often from different backgrounds, highlighting the positive aspects of their community and the place where they live, work or study, resulting in greater levels of community cohesion and reducing social isolation. This is often due to the values that sports instil such as respect, friendship, excellence, inspiration, equality, courage and many more.

5. Economic development –

Sport and physical activity create jobs, promote growth, enhance the attractiveness of a place, drive exports and increase levels of inward investment. The sport sector contributes £39 billion to the UK's Gross Domestic Product and it plays a significant role in supporting the UK Government's the GREAT Campaign, which promotes the UK abroad in a number of areas including our tourism offer. Indeed, sport is seen as an increasingly important political influencing and policymaking tool, as evidenced by the Department for Digital, Culture, Media and Sport, the Foreign and Commonwealth Office, the Cabinet Office and others considering this as part of the British Foreign Policy Group – a group that the City Corporation's Remembrancer is a member also. Ultimately, major sporting events hosted in London and the UK, alongside London and the UK's sport and physical activity offer, contribute to London's global brand by offering a comprehensive and attractive package to businesses and their workers in a way that few other places can.

Why sport and physical activity matters to us

In addition to all of the above reasons, we are committed to the GLA, Sport England and London Sport's ambitions to make London ***the most physically active city in the world***. As part of this, they are committed to the following two major priority areas, which, given the breadth and quality of our assets, we feel our organisation can contribute to positively:

1. Major Sporting Events

London is globally recognised for its ability to host inspiring major sporting events, resulting in increased levels of positive social and community development, as well as improvements in the local, regional and national economy – especially through increased levels of inward investment and increased numbers of visitors.

2. Increased levels of sport and physical activity

All Londoners, including those with visual impairments, physical disabilities, or those who are elderly, can access and participate in sport and physical activity, resulting in improvements in their physical and mental health, individual development and community cohesion.

Additionally, it is our belief that investing in sport and physical activity is essential right now, in the face of:

- Higher prevalence of mental and physical health conditions for people that are inactive, as evidenced by Public Health England and Sport England.
- An ageing population and the health and social risks that this brings, including increasing levels of loneliness and isolation, as evidenced by Public Health England and Sport England. Social isolation can be experienced by people of all ages and backgrounds, including young adults.
- Challenges to community cohesion – as evidenced in strategies and research by the GLA, often citing how this issue is exacerbated in London due to the levels of transience across different population demographics and the lack of positive diversions for people, such as young people who are at higher risk of being negatively impacted by knife crime in London.
- Reductions in public sector spending on sport and physical activity.
- Economic uncertainty alongside cost of living increases.
- Changing perceptions of London as a welcoming and attractive place to be for residents, workers, visitors and businesses, as highlighted through London's ranking in the Global Brand Index.
- Political uncertainty relating to UK trade agreements and our ability to develop partnerships abroad.

Going forward, **our vision** is:

To champion and maximise the social, economic and health benefits of sport and physical activity to individuals, communities, businesses and public bodies we work with across the Square Mile, London and beyond.

What we will do

Our outcomes and high-level activities

In order to build upon our experience, and fulfil our strategic vision, we have identified the following three outcomes and associated high-level activities –

Outcome 1: People enjoy good health and wellbeing through participating in accessible and high-quality sport and physical activity.

This means that we will prioritise the following types of activities:

- a) Promote and support active travel, i.e. cycling and walking, for all abilities throughout the Square Mile.
- b) Adopt an evidence-based commissioning approach to the services we commission, using feedback from residents and insights collected through the Sport England ‘Active Lives Survey’. This will include incorporating elements of behavioural science, where relevant and feasible.
- c) Deliver public health-led campaigns for residents and workers in the Square Mile that result in increased access to and safer and healthier participation in sport and physical activity and improved health outcomes.
- d) Use City Corporation-owned assets, such as our cultural venues, our estates, our schools and our Open Spaces to encourage sport, physical activity and recreational activities that are accessible and inclusive for residents, workers, visitors and students – ensuring that they have the facilities that they need.
- e) Continue to remove barriers to engaging in outdoor recreation activities, such as walking, cycling and running across City Corporation-owned Open Spaces, and make efforts to ensure that those in the Square Mile are aware of our Open Spaces and feel encouraged to access them.
- f) Raise awareness of the importance of sport and physical activity across our various activities, institutions, including our schools, and assets, including the importance to do this without resorting to performance enhancing substances.

Who we will work with:

To deliver this outcome, we will work in partnership with our residents and workers in the Square Mile and across our family of schools, as well as the volunteers at and

visitors to our Open Spaces and the relevant local government bodies in these areas. This outcome seeks to support mainly:

- Residents, workers and students that are completing less than 30 minutes of moderate intensity activity per week and are therefore considered 'inactive'.
- Residents, workers, visitors and students that are less likely or able to engage with sport and physical activity, e.g. disabled people, older people, those with caring responsibilities etc.

This outcome area will be led on by colleagues in the Community and Children's Services, Built Environment, Town Clerk's – Cultural Services and Open Spaces departments primarily.

Outcome 2: High profile and inclusive mass participations events strengthen community bonds and encourage more sport and physical activity.

This means that we will prioritise the following types of activities:

- a) Host and, where needed, co-design mass participation events across our Open Spaces and in the Square Mile that are inclusive and positively engage and benefit local communities, including our residents, workers and local schools, including the City family of schools. Examples of this include Cross Country competitions, Yard Yoga etc.
- b) Champion resident, volunteer and worker-led ideas in the Square Mile, as well as ideas from other local communities we work with, e.g. through our Open Spaces, which encourage sport and physical activity and community cohesion.
- c) Engage businesses in the Square Mile and the areas surrounding our Open Spaces in mass participation events as supporters and contributors, e.g. through funding, volunteers etc., as well as providing opportunities for their workforce to be more physically active.
- d) Continue to develop relationships with national governing bodies of sport, sport infrastructure bodies and civil society organisations to encourage more people to engage positively with sport and physical activity.

Who we will work with:

To deliver this outcome, we will work in partnership with local communities, our residents in the Square Mile, event organisers and visitors to our Open Spaces. This work will particularly seek to target:

- Individuals and communities that are completing less than 30 minutes of moderate intensity activity per week, who are therefore considered 'inactive'.
- Communities in London that are less likely or able to engage with sport and physical activity, e.g. disabled people, older people etc.
- Universally targeted interventions that engage the people we work with in the Square Mile and beyond to increase their level of physical activity and

participation in sport. These will also support efforts to engage specific communities and improve health-related outcomes, as outlined above.

This outcome area will be led on internally by colleagues in the Town Clerk's, Community and Children's Services, Built Environment and Open Spaces departments primarily.

Outcome 3: London and the UK's economy and attractiveness as a place to live, work and visit is boosted through major sporting events.

This means that we will prioritise the following types of activities:

- a) Contribute proactively and strategically to all stages of bid development and delivery for London and the UK to host major sporting events.
- b) Facilitate the development of cross-sectoral partnerships, collaborations and promotional materials to support with bids for major sporting events. These should align with – and seek to support where possible – existing strategic goals and aspirations set out in our Corporate Plan, including for example our commitments to responsible business practices, health and wellbeing, the promotion of sugar reduction and healthier eating and ensuring the City remains a global destination for financial and professional services, commerce and culture.
- c) Deliver exceptional events and activities for major sporting events and sports people in our iconic venues, through welcome receptions and dinners, celebrations with athletes, Freedom of the City ceremonies etc.
- d) Provide support to others in delivering outdoor major sporting events, including route decision-making, road closures, traffic diversions, parking enforcement etc.
- e) Facilitate and/or support volunteer training programmes during major sporting events, including major tournaments.
- f) Offer signposting and information services to visitors at major sporting events.
- g) Promote London and the UK's major sporting events offer during international and national trade visits undertaken by our staff, the Chair of Policy and Resources and the Lord Mayor.
- h) Promote the positive benefits of London and the UK's major sporting events to the media at a local, national and international level and to local communities to drive up their engagement with sport and physical activity.

Who we will work with:

To deliver this outcome, we will work in partnership with the relevant local, regional and central governments, infrastructure bodies, such as Sport England and London and Partners, businesses, national governing bodies and civil society organisations involved in the major sporting event that is being bid for.

This outcome area will be led on internally by colleagues in the Town Clerk's, Remembrancer's and Built Environment departments primarily, with support from Open Spaces as required.

Our sport and physical activity related experience

The outcomes and activities that we have identified for this strategy are based on our existing expertise and work in this space, which relates to co-designing and co-delivering major sporting events and mass participation sporting events; encouraging recreation and physical and sporting activities across our 11,000 acres of Open Spaces and in our City family of schools⁵; and designing and delivering commissioned and public-health led activities for residents and workers in the Square Mile. Activities relating to these areas or work include, but are not limited to:

1. **Promoting sport and physical activity:** including campaigns and activities to encourage sport and physical activity among the City's worker and resident populations, such as those delivered through the Business Healthy programme and the Active City Network; running an extensive sport and physical activity offer across our 11,000 acres of Open Spaces, including hosting sporting events at our sites; and ensuring sport and physical activity is prioritised and encouraged for our students across the City family of schools.
2. **Physical recreation:** including encouraging recreational activities to our residents and ensuring our Open Spaces are designed and maintained to encourage positive physical recreation for all.
3. **Commissioned services:** including services and facilities to encourage physical activity and sport engagement among those living or working in the Square Mile, such as exercise on referral and sports development services.
4. **Support for events:** including volunteer training, running information centres, road closures and route planning, delivering cultural events that complement and celebrate sport, and an extensive hospitality offer.

Our staffing for this strategy

To deliver this strategy, we are delighted that we have much in terms of staffing expertise and assets to build upon. Officers that will be involved in delivering this strategy are based in the following departments:

- **Town Clerk's Department** – Corporate Affairs, Media, Committee and Member Services, Cultural Services and Events teams.
- **Department of Community and Children's Services** – Strategic Education, Skills and Cultural Learning Unit, Commissioning, Public Health and Community Engagement teams.
- **Remembrancer's Department** – Events Team.
- **Department of Built Environment** – Strategic Transportation team.

⁵ See page 6 of [City of London Corporation Education Strategy, 2019-23](#)

- **Open Spaces Department** – Central Management and site-specific teams.

Where necessary, officer support can be sought from colleagues within the Innovation and Growth department and the Lord Mayor's Office as well.

Our assets for this strategy

A full mapping exercise of our sport and physical activity related assets across all our sites, including our family of schools, is underway and due to be completed in 2020. Key assets and activities identified to-date are included at **Appendix One**, but we recognise that more exist across the City of London family of schools.

Our funding for this strategy

It is only through continued investment in our sport and physical activity related work that we can ensure the successful delivery of this strategy. The funding of sport and physical activity comes from departmental budgets which provide revenue to cover the costs relating to the staffing for this strategy highlighted above, the activities, including commissioned activities, they deliver and the running costs of the assets. It is important to ensure that this work is sustainable and attractive in relation to neighbouring providers. However, we understand that this has to be considered alongside our ambition to offer a diverse sport and physical activity offer for our residents, students, workers and visitors in the Square Mile and beyond to benefit from, as this ensures that all, regardless of their socio-economic background, can be supported by us to engage in sport and physical activity. Consequently, targeted interventions may be introduced to tackle health inequalities and barriers to being active.

Where additional funding is required to extend services to deliver the strategy and support the delivery of these duties, then this can be sought from internal funding streams and grant pots that exist, for example funding for events can be sought from the Hospitality Working Party of the Policy and Resources Committee. Furthermore, from time to time, and where appropriate, activities and events may be sponsored by external stakeholders such as City businesses.

In terms of maintenance of our physical assets, this can be funded in three ways mainly: departmental budgets, internal and/or external fundraising and the Cyclical Works Programme (CWP) if it forms part of the asset management plan. The CWP relates to the entirety of our assets, not just those used for sports and physical activity. It aims to ensure that our assets are maintained and do not fall into disrepair or unplanned disuse, however it does not guarantee that the facilities are brought up to or above changing modern day standards or requirements. The CWP is funded through a central budget and managed by the City Surveyors department. The CWP outlines on an annual basis the work that needs to happen across all sites. The list is compiled and prioritised based on the health and safety, security, equality duties, income stream maintenance, reputational risk and customer/client feedback received for each project listed. If the nature of the work requires capital expenditure, then funding can be applied for through the annual capital bidding process.

The departments which commit finances towards sport and physical activity are Community and Children's Services (circa £75k per annum), Open Spaces (circa £1.7m, based on 2015 data), Built Environment (TBC) and Remembrancer's (TBC).

Oversight and responsibility for this strategy:

Given the way in which this strategy cuts across many different areas of our work, it is recommended that a Sport and Physical Activity Working Party made up of elected Members is set up to oversee the successful implementation of this strategy. The Working Party would be supplied with information on progress against the strategy from relevant officers within the organisation. It is suggested that elected Members from the following Committees are represented on the Working Party:

1. Community and Children's Services Committee
2. Culture, Heritage and Libraries Committee
3. Epping Forest and Commons Committee
4. Education Board
5. Hampstead Heath Consultative Committee
6. Hampstead Heath, Highgate Wood and Queen's Park Committee
7. Health and Wellbeing Board
8. Hospitality Working Party of the Policy and Resources Committee
9. Planning and Transportation Committee
10. Policy and Resources Committee
11. Public Relations and Economic Development Sub-Committee
12. Streets and Walkways (Planning and Transportation) Sub-Committee

The discussions of the Working Party could include, but are not limited to, the following:

1. Approving the action plan for the strategy, ensuring that all identified activities align to at least one of the three identified outcome areas, as well as ensuring that the strategic outcomes outlined above are reflected within the relevant departmental business plans and management plans.
2. Reviewing the effectiveness and impact of existing and planned activities and linking these to qualitative and quantitative success measures for each activity, which are part of the strategy's overarching performance and impact framework and can be tracked as part of the Corporate Performance Framework.
3. Investigating the best possible activities and use of assets and resources in pursuit of the outcomes in this strategy, including whether they should continue as they are or be stopped or repurposed .
4. Ensuring activities are delivered within the resources available – monitoring impact and spend to inform resource allocation.

If delivered successfully, this strategy should result in:

1. A diverse and inclusive sport and physical activity offer that reduces inactivity levels and improves the physical and mental health of our residents and workers in the Square Mile, our students and those that access our Open Spaces.
2. An increased number of high-quality major sporting and mass participation events in London and the UK that offer economic, social and/or health benefits for individuals and communities.
3. The City Corporation being recognised as a key partner within bids for and the delivery of major sporting events in London and the UK.

Links to our Corporate Plan

Our vision as the governing body of the Square Mile, as set out in our Corporate Plan for 2018-23, is a *'vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK'*. We aim to do this by *contributing to a flourishing society, supporting a thriving economy and shaping outstanding environments*. This strategy will support the following outcomes and associated high-level activities within the Corporate Plan (CP):

- **CP Outcome 2:** People enjoy good health and wellbeing
We will:
 - Promote equality and inclusion in health through outreach to our working, learning and residential communities and better service design and delivery.
 - Raise awareness of factors affecting mental and physical health.
 - Provide advice and signposting to activities and services.
 - Provide inclusive access to facilities for physical activity and recreation.
- **CP Outcome 3:** People have equal opportunities to enrich their lives and reach their full potential.
We will:
 - Provide access to world-class heritage, culture and learning to people of all ages, abilities and backgrounds.
 - Cultivate excellence in academia, sport and creative and performing arts.
- **CP Outcome 4:** Communities are cohesive and have the facilities they need.
We will:
 - Bring individuals and communities together to share experiences and promote wellbeing, mutual respect and tolerance.
 - Support access to suitable community facilities, workspaces and visitor accommodation.
- **CP Outcome 7:** We are a global hub for innovation in financial and professional services, commerce and culture.
We will:
 - Strengthen local, regional, national and international relationships to secure new opportunities for business, collaboration and innovation.

- Promote London for its creative energy and competitive strengths.
- **CP Outcome 10:** We inspire enterprise, excellence, creativity and collaboration. We will:
 - Create and transform buildings, streets and public spaces for people to admire and enjoy.
 - Protect, curate and promote world-class heritage assets, cultural experiences and events.

This strategy also supports the work outlined in the following corporate strategies: Joint Health and Wellbeing, Corporate Volunteering, Social Wellbeing, Mental Health, Education, Visitor Destination and Transport and as such, joint action planning will take place wherever possible. All work delivered through this strategy will also comply with the priorities set out in our Equalities and Inclusion Action Plan.

Conclusion

We are pleased to commend the many and diverse benefits of sport and physical activity through this strategy. We feel that this strategy will contribute positively to London's cultural and community life, build on the existing work of our Open Spaces and schools, and support the delivery of our statutory duties to protect and improve the health and wellbeing of our residents, workers and students, and to promote the value of sport and physical activity to our visitors.

Ultimately, sport and physical activity delivers positive social, economic and health benefits for all. However, as in our own individual lives, there are both challenges and opportunities when it comes to ensuring sport and physical activity is prioritised, and so we know that we must collaborate with others and commit to learning from our work in this space.

Appendix One – Our assets for this strategy

A full mapping exercise of our sport and physical activity related assets across all our sites, including our family of schools, is underway and due to be completed in 2020. Key assets and activities identified to-date are included at Appendix One, but we recognise that more exist across the City of London family of schools, for example:

Within the Square Mile –

1. **Golden Lane Sport and Fitness Centre** – which we have commissioned Fusion Lifestyle to run.
2. **Outdoor Gym** – located between Lower Thames Street and the Thames riverside, between London Bridge and Old Billingsgate, made up of benches with instructions for completing different exercises.
3. **Guildhall Yard** – available to host sport and physical activity events, including Yard Yoga, Police tug of war, Fletcher's archery etc.

4. **Square Mile Streetscape** – available for use in mass participation sporting events, such as London Landmarks Half Marathon, Square Mile relay etc.

Outside of the Square Mile

Open Spaces –

1. Hampstead Heath:

- Cricket facilities: two cricket nets, one cricket square
- Football facilities: two pitches
- Rugby: six grids
- Tennis facilities: 10 hard courts
- Swimming facilities: one lido, three ponds
- Athletics facilities: one full track, one cross country club
- Other facilities: one bowls and croquet club lawn, one outdoor gym, one orienteering course, one outdoor table tennis table, one soft ball pitch and one rounders pitch (marked and used when required), five angling ponds.

2. Golders Hill:

- Rugby: two grids
- Tennis facilities: two grass courts, four hard courts
- Other facilities: two croquet half-size practice lawns, one junior orienteering course, two outdoor table tennis tables.

3. Hampstead Extension:

- Cricket facilities: two cricket nets, two cricket squares
- Football facilities: three pitches
- Rugby: three rugby pitches
- Athletics facilities: 70 m and 100m marked for local schools, one junior cross-country club
- Other facilities: marked horse-riding bridle routes.

4. Queens Park:

- Tennis facilities: six hard courts
- Golfing: one nine-hole pitch and putt
- Other facilities: four trim trail items, two tag rugby team areas from April to August.

5. Highgate Wood:

- Cricket facilities: two cricket nets, one cricket square
- Football facilities: two pitches
- Athletics facilities: 70 m and 100m marked for local schools
- Other facilities: one trim trail.

6. West Ham Park:

- Cricket facilities: three cricket nets, two cricket squares
- Football facilities: one adult pitch, two junior training pitches, three junior artificial pitches.
- Tennis facilities: 12 hard courts

- Athletics facilities: 400m and 100m running track marked for school sports days
- Other facilities: one outdoor gym, and up to three rounders pitches (marked and used when required).

7. The Commons:

- Football facilities: one grass pitch leased to Caterham Pumas on Couldson Common.

8. Wanstead Flats:

- Football facilities: 44 pitches in operation, but potential for 60.

9. Epping Forest:

- Cricket facilities: two leased cricket grounds.
- Athletics: host several cross-country clubs and Orion Hammers is a running club based in the Forest
- Golf facilities: three leased courses (two are nine hole and one is 18 hole)
- Other facilities: orienteering course, 25 angling lakes, open to horse riding in summer and marked horse riding bridle routes, able to host school sports days.

10. Chingford:

- Golfing facilities: one golf course.

It should also be noted that the Open Spaces listed above can and are used regularly for a variety of mass participation events, and in some cases, as part of major sporting events.

End of strategy.

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

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