

Appendix 3: Summary of consultation on the draft Hampstead Heath Management Strategy

Summary of public consultation

Public consultation on the proposed outcomes, priorities and commitments set out in the draft Strategy was conducted via an online survey in October which closed on 19th November 2018. The survey was live for 40 days and was promoted via social media and posters placed on noticeboards across Hampstead Heath.

Survey Results:

A total of 55 responses were submitted to the survey which included a mix of quantitative and qualitative questions.

Over 90 percent of respondents felt that the Heath Vision aligned well or very well with their aspirations for Hampstead Heath.

80 percent of respondents stated that the Outcomes in the draft Strategy reflected the aspirations of the Heath Vision well and very well.

Over 70 percent of respondents took the time to respond and share their views to the question ‘What do you think are the main strengths of the Outcomes and Priorities in the draft Strategy’?

No respondents suggested additional priorities in response to the question ‘Do you think there should be any other Priorities included in the draft Strategy’?

Over two thirds of respondents said they would like to receive updates about the Strategy and provided contact details to enable this.

The full range of comments received will be considered in the roll out and implementation of the Strategy and the wider Management Framework. Several comments refer to operational matters which will be referred as appropriate.

The results of the public consultation survey demonstrate that the majority of respondents support the four Outcomes and associated Priorities set out in the draft Strategy, with strong alignment with the aspirations of the Heath Vision.

Summary of comments received from Hampstead Heath Consultative Committee and response

(Excerpt from draft HHCC minutes of 29th October 2018)

Members’ comments	Superintendent’s Response/Resolution
The Superintendent noted that there was still some duplication from the foreword to the text within the Strategy which will be addressed in the final version.	Noted and amendments made.
Members were advised that a reference to the status of the 2007 Management Plan would be incorporated by	The Superintendent advised that the Transition Plan will be updated and presented with the complete suite of

Members' comments	Superintendent's Response/Resolution
explaining the importance of the Transition Plan (Towards a Management Plan for the Heath 2007 – 2017 - A summary of progress to date), that was presented to Members in July 2018.	documents for the 2019/20 Management Framework including the revised Divisional Plan and the Annual Work Programme.
The Superintendent noted that a Member (London Council for Recreation and Sport) had provided feedback in relation to the role of the Heath Sports Clubs and organisations and queried that Priorities 4 and 5 have shared Commitments.	Recognising the interconnection between physical health (Priority 4) and mental health and emotional wellbeing (Priority 5) the Strategy has been revised to combine these into a single Priority.
Priority 11 was edited following advice from a former Chairman that gender-neutral language should be used throughout the Strategy.	Noted and amendments made. The term 'man-made threats' has been amended to 'human threats'. (Note that Priority 11 has become Priority 10 in the revised Strategy).
With regard to the role of the Strategy in helping to resolve conflicts, the Superintendent confirmed that the 10-year strategy, sets out the aspirations which will guide day to day decision making. There may be situations where a judgement call has to be made about which factor to prioritise. However, all four themes are important and will need to be considered carefully when deciding how to act.	Noted and amendments made. A paragraph has been added to address this in the section How this Strategy will be used (refer to page 7). Decision-making and resolution of issues will aim to develop options that optimise all four Outcomes to achieve the greatest impact. Generally, these will be addressed via the Divisional Plan as it is developed, implemented and reviewed annually to reflect changing priorities.
In response to a query from a Member (Hampstead Garden Suburb Residents' Association) regarding whether future drafts of the Divisional Plan would take account of the Outcomes and Priorities from the Management Strategy and address specific aspects, the Chairman advised that links between the different plans and the Management Strategy would be made and they would become clearer when they are aligned. The Superintendent explained that the Divisional Plan would be aligned with the Outcomes in the Strategy.	The 2019/20 Divisional Plan will be developed to ensure it reflects the structure of the Strategy and that the projects and work streams that are prioritised for delivery reflect the ten Priorities and take us closer to achieving the Heath Vision. Committee members will be consulted as this work unfolds.
A Member (Hampstead Garden Suburb Residents' Association) queried where Polices e.g. veteran trees and the	The Superintendent confirmed that the website was the most appropriate place to provide links to these documents. A review of the City of London Corporation

Members' comments	Superintendent's Response/Resolution
Golders Hill Park Zoo, could be accessed once agreed.	web site is currently underway, and it is expected that functionality will be improved to enable documents to be readily accessible.
With regards to Commitment 41 under Priority 11: Responsible Management, a Member (Hampstead Garden Suburb Residents' Association) suggested adding, that the City of London Corporation would take appropriate action if necessary as it was the responsibility of the Corporation to enforce responsible management. The Chairman suggested reordering the list so that the Commitments did not end on a negative point. The Superintendent noted that there was a further reference to the Corporation's powers under the City of London Corporation (Open Spaces) Act 2018 under Priority 3.	Noted and amended. Added a reference to 'uphold the Hampstead Heath byelaws'. This is also addressed in the summary of legislation relating to the Heath included in the Appendices.
A Member (Highgate Society) noted under the parameters of the Heath Vision (p33) that "together we care for the Heath"; however, he felt the issue was that not all people did care for the Heath and the aim was to strive to encourage everyone to care and learn from each other. The Superintendent agreed to strengthen the wording in the introduction of the Theme.	Noted. The wording of the Heath Vision remains unchanged, as approved in 2017. Collective care for the Heath is addressed in Priority 8: Visitor behaviour is pro-environmental. There is a strong connection to Priority 3: A balance is maintained between visitor activities and the conservation of natural, built and heritage values.
A Member (Friends of Kenwood) felt the wording in paragraph in the foreword after the bold sentence required a change in tone.	Noted and amended.
In response to comments from a Member (London Wildlife Trust) regarding Commitment 1 under Priority 1 concerning natural habitats and the reference to the 2009 General Botanical Survey, which was nearly 10 years old and could prove restrictive in the future. The Superintendent advised that the reference was to bring reassurance around the distribution of trees, scrub, grassland and heathland	Noted and amended. The Measurement Framework will set out the detail for monitoring the extent of each broad habitat type over time.
Following a comment from a Member (Heath and Hampstead Society) regarding conflict resolution which he	Noted and amended. Addition of reference to the existing governance arrangements including statutory

Members' comments	Superintendent's Response/Resolution
felt should be a priority and come to the Committee, especially matters with competing issues (e.g. the Model Boating Pond access arrangements), the Chairman agreed and confirmed that this would continue to be the case.	consultation via the Hampstead Heath Consultative Committee.
A Member (Highgate Society) stated that Commitment 2 under Priority 1 was vague and inarticulate and should be amended to reference the Heath's heritage and archaeology.	Noted and amended.
A Member (Highgate Society) noted that the Legislative Framework (p49-52) was very helpful and suggested the information could be attached as a standing item on future agendas	Noted.
Members were encouraged to provide comments via email following the meeting up until mid-November.	A Member (Dartmouth Park Conservation Area Advisory Committee) provided comments. The Strategy has been amended to incorporate these where applicable.