



Hampstead Heath

Registered Charity

Hampstead Heath Extension Annex Room Consultation Report





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1 Executive Summary

The City of London Corporation appointed Groundwork London to carry out a public engagement and consultation process with Hampstead Heath Extension users about the use of an existing empty building, the annex room, located next to the public toilets on the Heath Extension. In order to ensure that the Hampstead Heath Extension continues to meet the needs of local users and residents, the City Corporation sought to gather information about how people use the Heath Extension, whether users would be in favour of turning the annex room into a refreshment kiosk and what users would be looking for in a refreshment kiosk, if introduced.

This report is based on the findings of two pop up engagement events on the Heath Extension, one on a weekday morning and one on a weekend afternoon, 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 October and December 2019.

In total, 717 people contributed their thoughts and aspirations for the use of the space. The online questionnaire received 607 responses, with 284 people leaving comments. 110 people participated in the engagement events, at which 67 comments were also received.

The overall response to the engagement and consultation process was largely positive with 72% of

questionnaire respondents stating that they would use a refreshment kiosk. 18% said that they would not use one, along with 8% of participants at on-site engagement events. There was no clear consensus on an alternative use for the annex room building, the most popular alternative use offered through the process was a meeting space for community groups, suggested seven times.

Considering the strong support received for the proposal, the City Corporation should consider initiating a tender process, seeking a catering provider that can deliver a refreshment kiosk that:

- is sympathetic to the "wild" and "peaceful" character of the Heath Extension.
- caters to the needs of a range of Heath Extension user groups.
- provides a simple, healthy, high-quality and affordable offer.

It is clear that the Hampstead Heath Extension is cherished by its users for its unique character, with many describing it as a "haven of nature" and a "rare oasis of undeveloped space". The main reason cited by participants who did not support the proposal of a refreshment kiosk was that it could be "detrimental to the wild and natural character of the Heath Extension". Particular concerns raised included the potential creation of litter, noise, vehicular traffic and commercialisation by a kiosk. It is therefore important that a refreshment kiosk is sympathetic to the natural setting and character of the Heath Extension.

The process has also indicated that the Heath Extension is used regularly by a number of groups. Of the community consulted with, 54% of participants usually visit the space for a walk or run, 38% visit to walk the dog and 8% visit for a sports practice or event. A number of suggestions were made for how a kiosk could cater for the needs of these individual user groups, for example by providing dog facilities, building partnerships with sports clubs and providing deals for groups and staff that work to preserve the Heath.

A small number of food and drink options were favoured throughout the process: freshly brewed tea and coffee, fresh fruit juices and smoothies, breakfast pastries, hot and cold snacks, healthy options and cakes. When asked to choose the most important aspect of a kiosk for them, 29% of questionnaire respondents chose 'quality of food and drink', while only 4% chose 'a wide range of food and drink options'. In a separate question, 93% of respondents either agreed or strongly agreed that 'affordability of food and drink' was important to them. Data suggests that the menu offered at a kiosk should be made up of a small selection of good quality, healthy and affordable offerings.

Finally, the engagement process revealed Heath Extension users' aspirations for an environmentally-friendly catering offer where they could purchase refreshments both on the go and to enjoy at the kiosk. 92% of respondents stated that it was important to them that the kiosk was environmentally friendly

and 44 people left comments requesting measures be put in place to ensure this. There was a high demand for an outdoor seating area in summer, with 95% of respondents agreeing that this was important to them, and some demand for indoor seating as well.

Above all, a refreshment kiosk on the Hampstead Heath Extension should strike a fine balance, enhancing enjoyment of the space without affecting the naturalness and tranquillity that make it so special and unique for all who use it.



2 Introduction / Background



The City of London Corporation (City Corporation) commissioned Groundwork London to carry out community engagement and consultation around the use of the annex room, an existing building on the Hampstead Heath Extension. The currently empty building is located next to the public toilets. The City Corporation sought to gather information about how people use the Heath Extension, whether users would be in favour of turning the building into a refreshment kiosk and what users would be looking for in a refreshment kiosk, if introduced.

Groundwork London carried out a programme of engagement activities between October and December 2019 to capture the views of local stakeholders and Heath Extension users. The findings of this public engagement process are contained within this report.

Objectives:

- To carry out community engagement with a wide range of Hampstead Heath Extension users in order to ascertain community support for the introduction of a refreshment kiosk.
- To effectively promote engagement activities to a large number and wide range of audiences.
- To produce a report presenting findings.

3 Methodology

The engagement process consisted of an online questionnaire survey and two on-site pop up engagement events.

Online questionnaire

Groundwork London prepared an online questionnaire, which was hosted on the City Corporation website. The questionnaire was open to the public for four weeks from Wednesday 23 October – Wednesday 20 November 2019.

The questionnaire was promoted both on and offline by the City Corporation, Groundwork London and stakeholder organisations. Posters were displayed along popular walking routes on the Heath Extension and the link was shared with regular user groups including but not limited to sports teams, local schools, the Hampstead Heath Consultative Committee and dog owners. Paper copies with prepaid return envelopes were available on request. The questions used appear in section 6.1 of this report.

The questionnaire consisted of 11 multiple-choice questions and 3 additional dialogue boxes offering respondents the opportunity to express specific opinions. The questionnaire received an excellent response rate of 607 completions. The results of individual questions appear in the 'Findings' section of this report and the detailed questionnaire data appears as section 6.2.

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 Heath Extension users, spanning the breadth of the local community, and to capture more nuanced opinion.

The events were promoted by the City Corporation, Groundwork London and stakeholder organisations. Events took place on the following dates in the space next to the public toilets on the Hampstead Heath Extension:

- Wednesday 23 October: 9:00AM – 12:00PM
- Saturday 26 October 13:00 – 16:00PM (weekend sporting events)

At the pop up stalls, participants were presented with a number of mood board images inquiring about Heath users' reasons for visiting the Heath Extension, the main reasons for visiting a potential refreshment kiosk, and what they would be looking for in a refreshment kiosk, if introduced. The results of the mood board exercise appear in the 'Findings' section and the board designs used can be found in section 6.3 of this report.

Participants were also offered the opportunity to leave further comments either directly related to the image boards or any other comments on post-it notes.

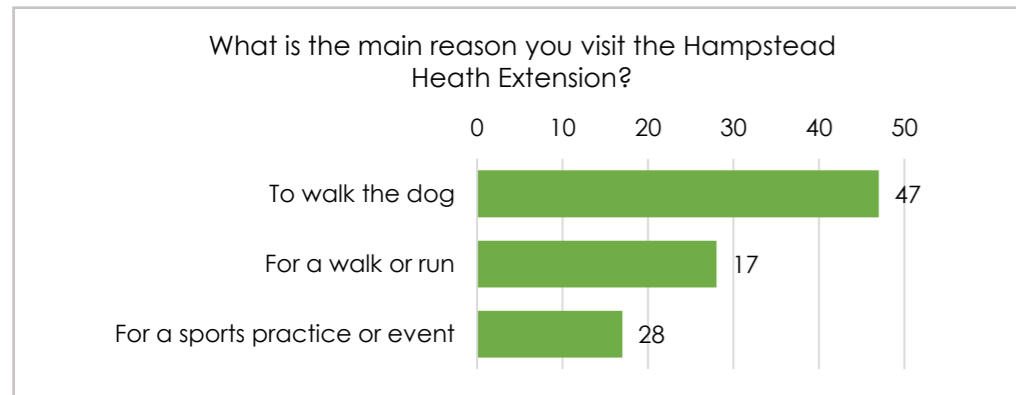
The pop-up engagement events engaged a total of 110 people and 67 individual comments were collected. All detailed data from the on-site engagement events, including all comments received, can be found in section 6.4 of this report.

4 Key Findings

4.1 On-site pop up engagement events

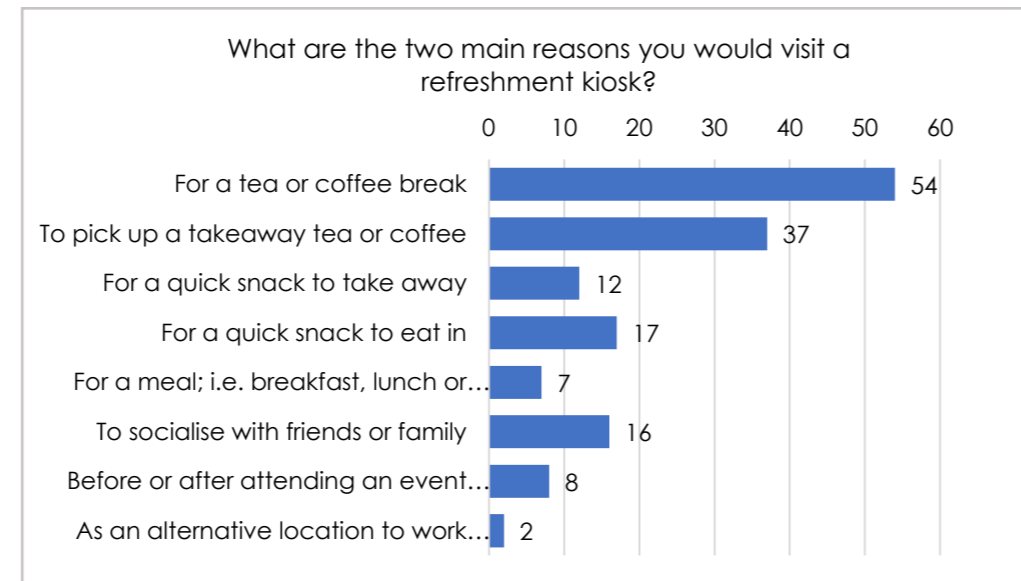
What is the main reason you visit the Hampstead Heath Extension?

Over 50% of participants answered that they visit the Heath Extension to walk their dog. Around a third answered that they come for a walk or a run (30%) and the remaining 18% of participants were visiting for a sports practice or event.



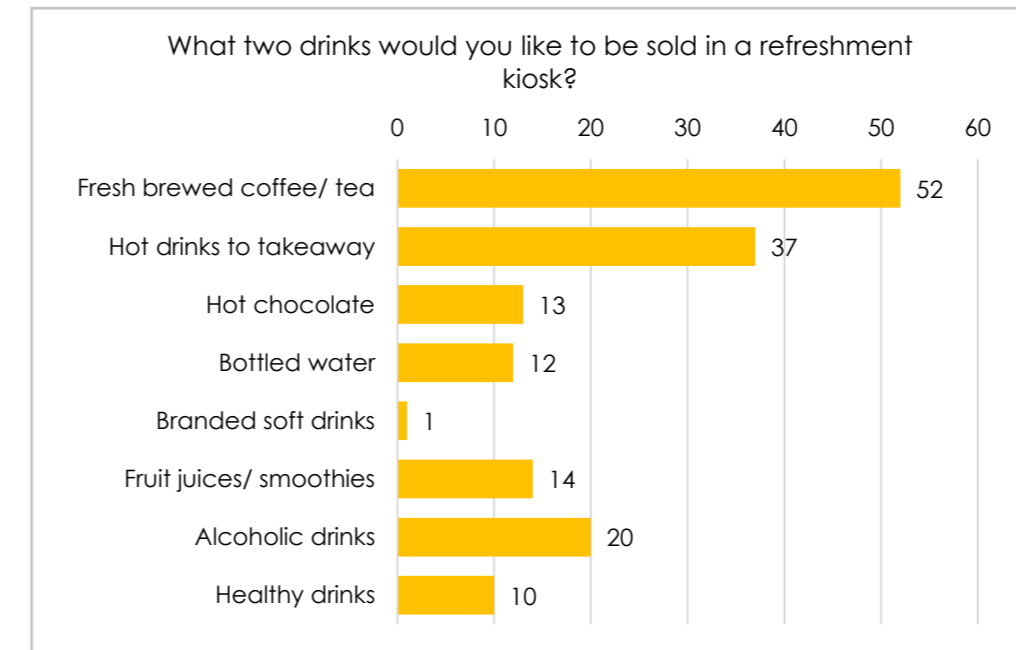
What are the two main reasons you would visit a refreshment kiosk?

Over half of participants (59%) chose to buy a tea or coffee as one of their main reasons for visiting a potential kiosk; 54 participants (35%) would buy a tea or coffee to drink at the kiosk while 37 would buy a hot drink to take away (24%). While 17 people chose to buy a snack to eat at the kiosk (11%), 12 chose to buy a snack to take away (8%). 16 people also said that they would come to a refreshment kiosk to socialise with friends or family (10%). 'Before or after an event' (8 people/ 5%), 'for a meal' (7 people/ 5%) and 'as an alternative location to work from' (2 people/ 1%) were the options chosen the least.



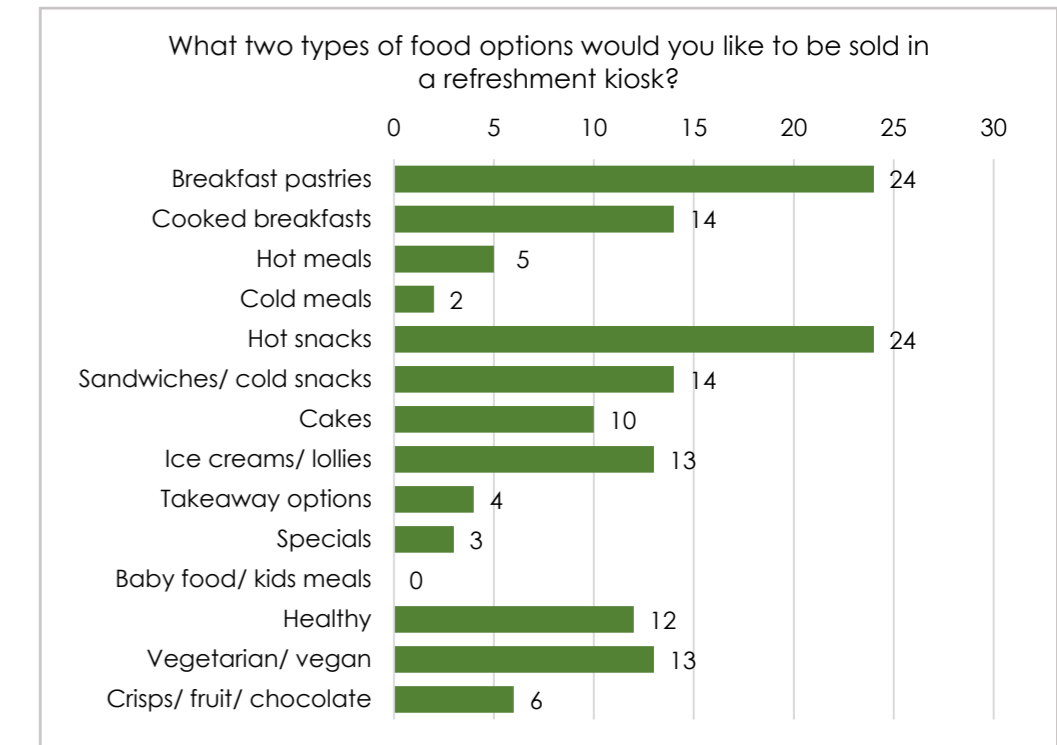
What two drinks would you like to be sold in a refreshment kiosk?

56% of participants answered that they would buy a tea or coffee at a refreshment kiosk. A tea or coffee to drink in was chosen more frequently by 52 people (33%) than to take away, which was chosen by 37 people (23%). 'Alcoholic drinks' (20 people/ 13%), 'fruit juices/ smoothies' (14 people/ 9%), 'hot chocolate' (13 people/ 8%) and 'bottled water' (12 people/ 8%) were also quite popular. Concerns were raised by 12 respondents, who left a comment about the potential impact of plastic bottles and takeaway cups on the environment and the amount of rubbish on the Heath. Four people specifically suggested incentives to encourage visitors to bring reusable cups.



What two types of food options would you like to be sold in a refreshment kiosk?

Of the 14 food options offered, 8 came out clearly as the most popular. 'Breakfast pastries' and 'hot snacks' came out on top with 17% of the votes, each chosen by 24 people. The second most popular options were 'sandwiches/ cold snacks' and 'cooked breakfasts', chosen by 14 people each (10%). With 13 votes (9%) each were 'ice creams/ lollies' and 'vegetarian and vegan options'. 'Healthy options' received 12 votes (8%) and 'cakes' received 10 (7%). The four least commonly selected options were 1. 'Baby food/ kids meals' with 0 votes; 2. 'Cold meals' with 2



votes/ 1%; 3. 'Specials' with 3 votes/ 2%; 4. 'Takeaway options' and 'hot meals' with 4 votes/ 3%, respectively.

It is worth noting that 9 people who participated in the on-site engagement stalls expressed that they did not support the idea of introducing a catering offer on the Heath Extension and did not vote on the mood boards. 8 of these left comments citing commercialisation, rubbish, vermin and health risks as their reasons for being against the proposal.

On-site engagement event: Any other comments:

A total of 67 comments were received. 23 were 'general' comments relating directly to the concept of a refreshment kiosk. 7 comments responded positively to the idea, while 8 responded negatively for the reasons mentioned above.

13 comments called for a dog-friendly café with facilities and snacks/ treats for dogs. 14 comments expressed concern about packaging that would be created by a refreshment kiosk and the negative impact this could have on the environment and waste levels on the Heath. A total of 17 further comments referred to the food and drink offer and further facilities or deals that could be offered at a refreshment kiosk for user groups, including children and sports teams.

The table below summarises the key themes of comments received at on-site engagement events. All detailed data, including full comments received, appear as section 6 of this report.

It should be noted that respondents were a self-selecting sample, through largely representative of Heath Extension users overall.

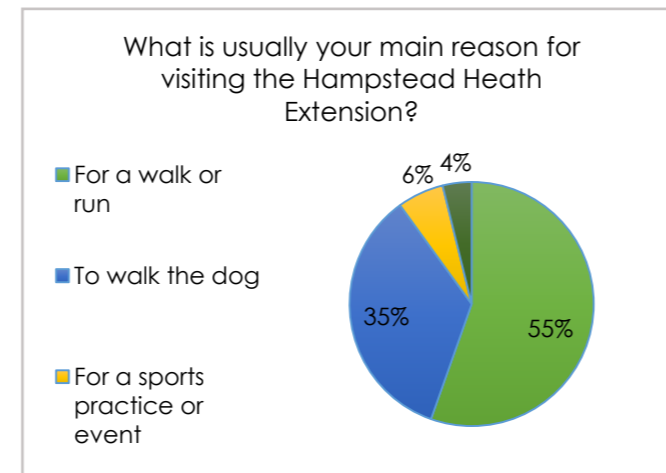
The on-site engagement events revealed a largely positive response from community members consulted with to the proposal of introducing a refreshment kiosk on the Hampstead Heath Extension

Rubbish/ enviaronmental impact	14
Dog-friendly	13
Negative comments (commercialisation, vermin, rubbish and health risks)	8
Positive comments	7
Deals for user groups	5
Food and drink offer	2
Other facilities	2
Outdoor seating	1

4.2 Online Questionnaire

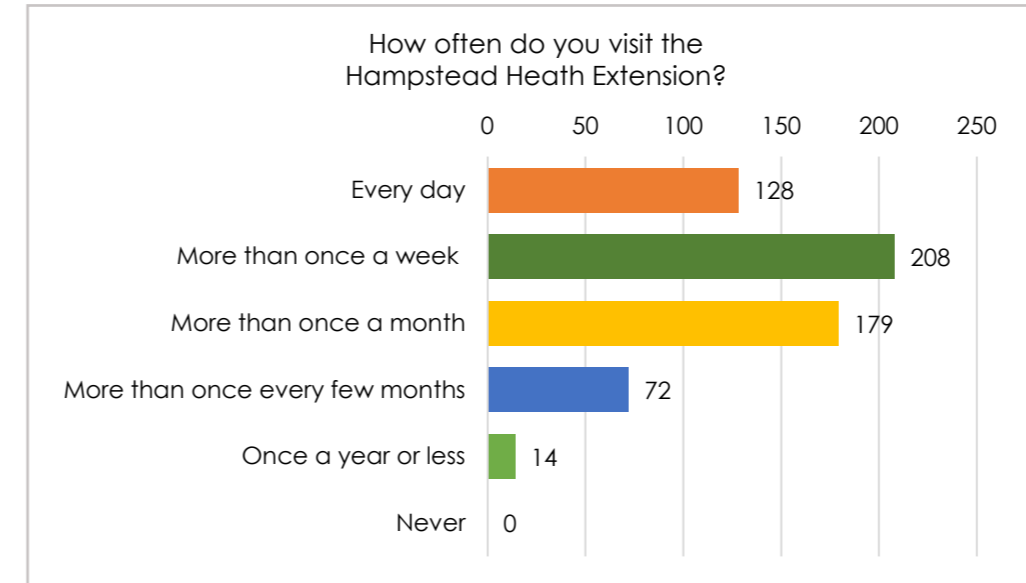
What is usually your main reason for visiting the Hampstead Heath Extension?

55% of questionnaire respondents usually visit the Heath Extension to go for a walk or a run, 35% visit to walk the dog and 6% visit for a sports practice or event. Of the 4% of respondents that selected 'other', the most commonly mentioned reasons were to observe/ and protect wildlife (6 mentions) and to work, relax and socialise (2 mentions each).



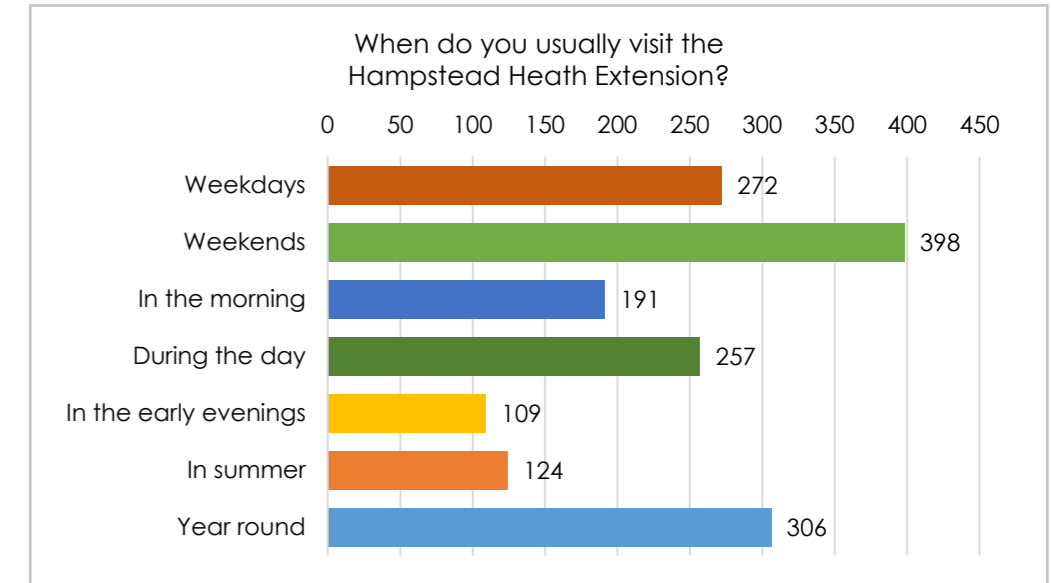
How often do you visit the Hampstead Heath Extension?

Everyone that completed the questionnaire had visited the Heath Extension before and the vast majority of questionnaire respondents were regular users of the Heath Extension, with 56% (336 people) visiting weekly at least. Of these, 35% (208 people) visit more than once a week whilst 21% (128 people) visit every day. A further 30% (179 people) visit more than once a month.



When do you usually visit the Hampstead Heath Extension?

When asked when they usually visit the Heath Extension, respondents were able to select as many options as applied to them. The most commonly selected options were 'at the weekends' (398 selections/ 24%) and 'year round' (306 selections/ 18%), however 'on weekdays' and 'during the day' were also selected frequently with 16% each. More respondents answered that they visit the Heath Extension 'during the day' (257 selections/ 16%) and 'in the morning' (191 selections/ 12%) than 'in the early evenings', which was chosen the least out of all of the options with 109 selections (7%). 'Year round' was selected 306 times (18%), proving to be more popular than 'in summer' with only (124 selections/ 7%).



Would you visit a refreshment kiosk on the Hampstead Heath Extension?

72% of respondents answered that they would visit a refreshment kiosk on the Hampstead Heath Extension. 18% would not visit a kiosk and a further 10% answered that they didn't know.

Of the total 284 comments received, strong opinions were expressed both in support of (204 comments) and against (82 comments) the proposal.

Of the 204 comments in support of the building being turned into a refreshment kiosk, 50 people left positive comments, such as "It would be great for this to happen. I was just thinking today as we

passed by how useful it would be!" and "It's a great idea, please do it. We've been living in the area for 10 years and it's something we always hoped would happen!" Some people even asked why there hadn't been a catering offer introduced on the Heath Extension sooner.

30 people commented that they would like a refreshment kiosk to be dog friendly. Some suggested dog facilities that a kiosk could provide, such as dog biscuits and water bowls, and most stressed that it would be important for them to be able to bring their dogs inside, particularly in the cooler months.

16 people wrote that they were in favour of introducing a refreshment kiosk so long as it was to be run in an environmentally friendly manner. They felt strongly that the kiosk should not support the use of single-use plastic and some felt it should offer no disposable packaging, including coffee cups, at all.

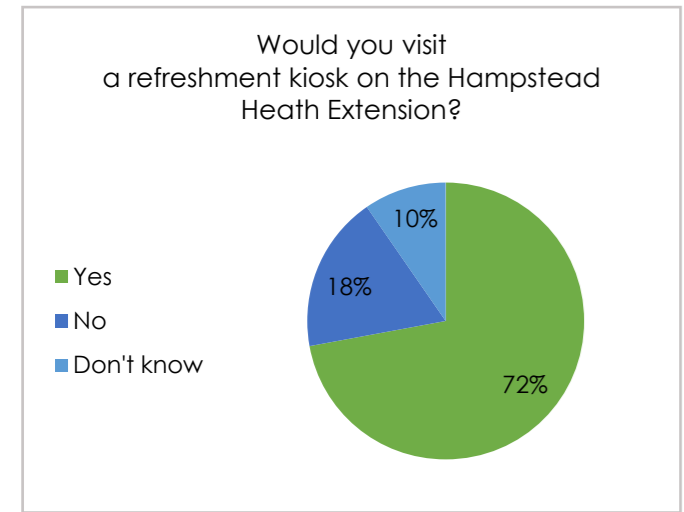
14 people commented that they would be in support of a community-centred kiosk, stressing the need for any catering offer introduced to be run independently and respond to local needs ("This is a great idea so long as it is run independently. I would absolutely not want this to be a chain like Benugo, Pret or Costa."). 10 people suggested a kiosk build partnerships with local sports teams and offer deals for groups that use the Heath Extension, while 4 people wanted a kiosk to offer training opportunities for local people.

Of the 82 comments against turning the building into a refreshment kiosk, a pressing concern was that a café or similar could negatively impact the "natural" and "wild" character of the Heath Extension. 24 respondents commented that introducing a refreshment kiosk could be detrimental to the peace and tranquility of the area, with one writing: "What I love about the Heath Extension is that it is a quiet, peaceful place, a sort of hidden treasure. I feel that a café would change the atmosphere and attract more people." 2 people went as far as to question whether a catering offer here would "be in breach of the Hampstead Heath Act, which states that the Hampstead Heath should be left in its wild and natural state."

13 people cited a potential increase in litter on the Heath Extension as their reason for not wanting a refreshment kiosk to be introduced and a further 13 people expressed that they felt there were already enough cafes in the nearby area.

9 people wrote simply that they like the Heath Extension as it is and wouldn't want anything to be changed. Other reasons cited for being against the proposal were that it would create extra noise (7 people), vehicular traffic (7), commercialisation (6) and that it would attract more commercial dog walkers to this green space (5).

Alternative uses for the annex room suggested include: a meeting space for local groups (7 people), an information or activity centre (5), an outdoor gym (4) and a playground (2).



Do you have any other comments or suggestions you would like to share with us about the proposal of a refreshment kiosk on the Hampstead Heath Extension?

Positive responses to refreshment kiosk proposal	50
Dog friendly	30
Rubbish/ environmental impact	16
Community hub/ independent	14
Good quality, simple, healthy food	11
Deals for local groups	10
Design fitting to its natural surroundings	8
Outdoor seating	7
Training opportunities for local people	4
Opening hours	3
Affordable	3
Children's meals/ facilities	3
Dietary requirements	3

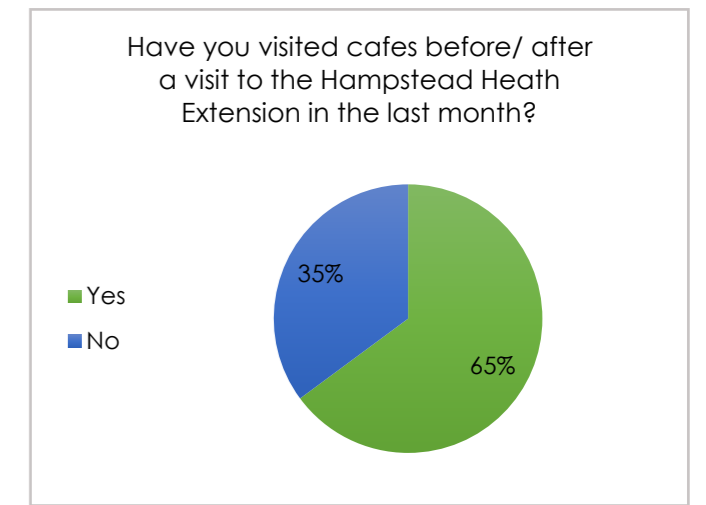
If you would not like to see the space on the turned into a refreshment kiosk, do you have any other comments

Would disturb the peace/ tranquillity/ countryside feel	24
Rubbish/ environmental impact	13
Already enough cafes nearby	13
Like it how it is	9
Meeting space for local groups	7
Noise	7
Vehicular traffic	7
Commercialisation	6
Information/ activity centre	5
Would attract more commercial dog walkers	5
Wildlife/ biodiversity	5
Health/ obesity	4
Trim trail/ outdoor gym	4
Children's play area	2
Space for yoga/ relaxation	1

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Have you visited cafes before or after a visit to the Hampstead Heath Extension in the last month?

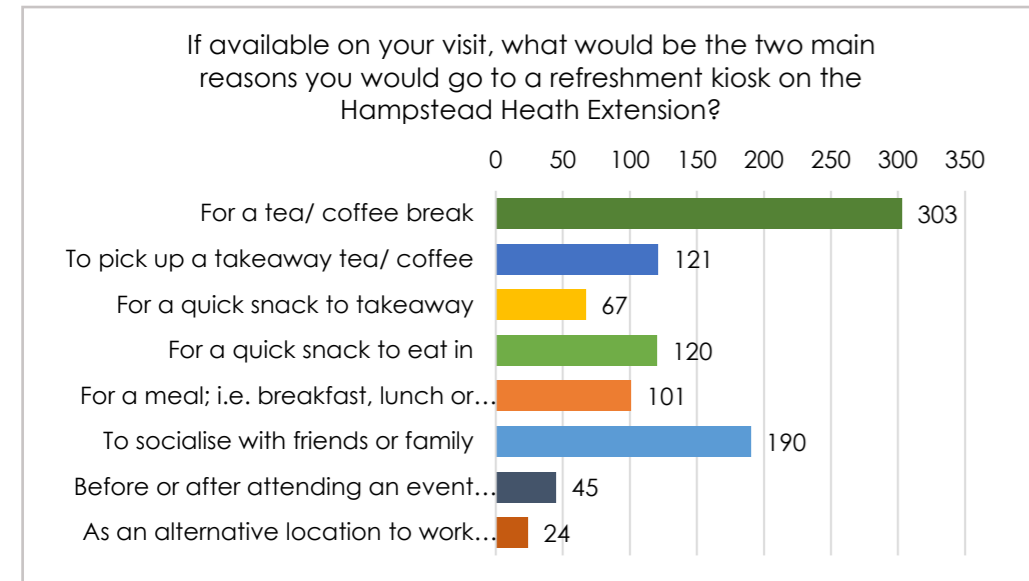
65% of respondents reported that they had visited cafes before or after a visit to the Heath Extension in the last month. When asked why they chose these cafes many reasons were cited, the most common of which was that the café was located conveniently in relation to the Heath Extension with 93 mentions. 62 people cited 'for a coffee', 32 cited 'for food' and 31 people cited 'for a refreshment before or after a walk'. Also frequently mentioned were 'for a break during a walk' (23 mentions), as it was 'dog friendly' (19 mentions), 'to socialise' (17 mentions) and 'as there was no café on the Heath Extension' (14 mentions).



If available on your visit, what would be the two main reasons you would go to a refreshment kiosk on the Hampstead Heath Extension?

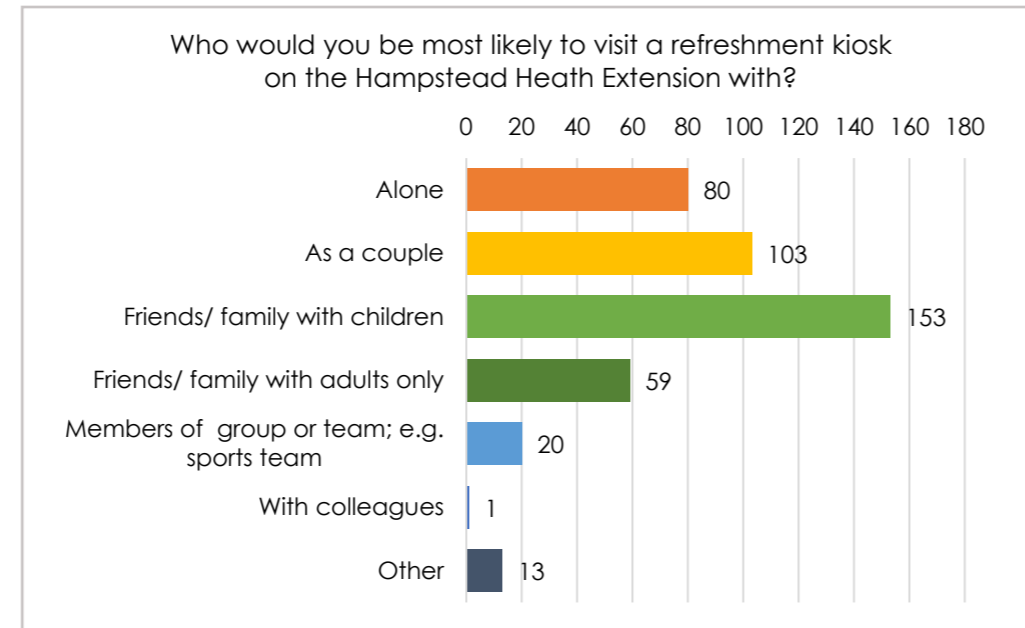
A potential refreshment kiosk on the Heath Extension would be most frequently visited for a tea or coffee break (chosen 303 times/ 31%). The second most popular option was 'to socialise with friends and family', chosen 190 times (20%). 'A tea/ coffee break' and 'for a quick snack to eat in (120/ 12%) were both selected more frequently than their takeaway alternatives (takeaway tea/ coffee – 121/ 12%; takeaway snack – 67/ 7%).

'For a meal' was the fifth most frequently selected option, chosen 101 times (10%). The three least commonly selected options were 1. 'as an alternative location to work from' (24/ 2%); 2. 'before or after attending an event nearby' (45/ 5%); 3. 'For a quick snack to takeaway' (67/ 7%).



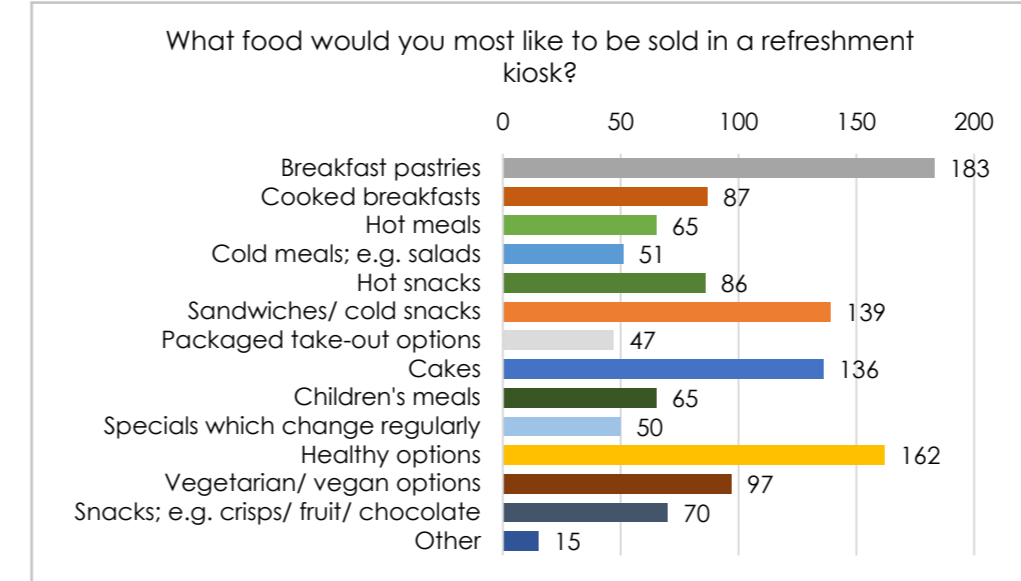
Who would you be most likely to visit a refreshment kiosk on the Hampstead Heath Extension with?

36% of respondents answered that they would visit with friends or family, including children. The next most popular responses were 'as a couple' with 24% (103 selections), 'alone' with 19% (80 selections) and 'with adults-only friends or family' with 14% (59 selections). Only 1 person selected that they would visit a kiosk with a colleague. Almost all of the respondents that selected 'other' reported that they would visit with their dog.



What food would you most like to be sold in a refreshment kiosk?

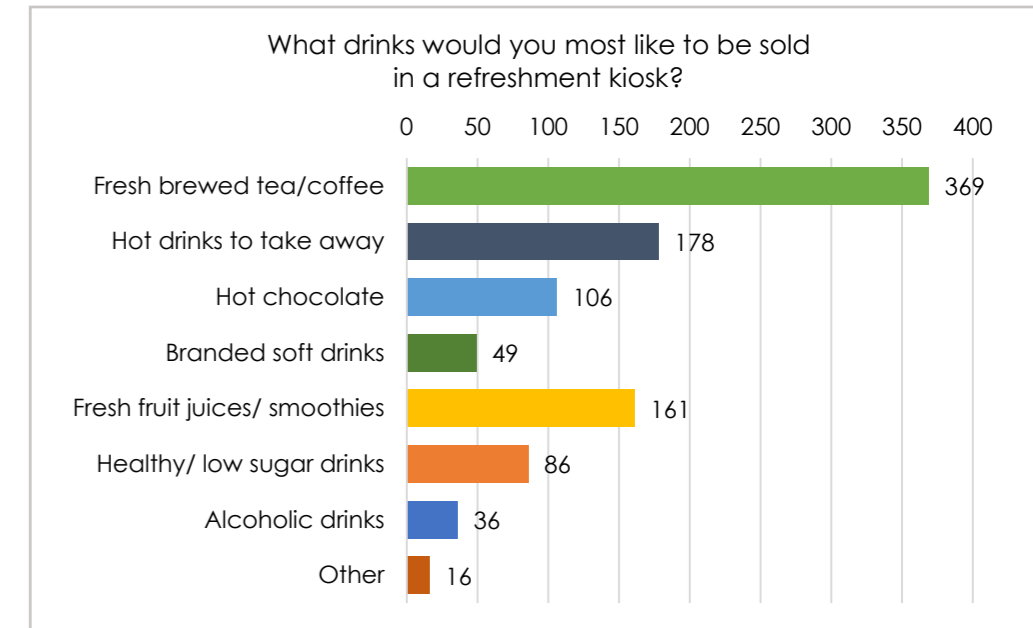
Respondents were asked to select the two most important food items to be sold in a potential refreshment kiosk. Most frequently selected was 'breakfast pastries', selected 183 times (15% of total responses). Considering that the Heath Extension is usually at its busiest in the mornings, when it very popular with walkers and dog walkers, it is unsurprising that this was the top choice. The three next most popular options were: 'healthy options', selected 162 times (13%), 'sandwiches and cold snacks', selected 139 times (11%) and 'cakes', selected 136 times (11%). The three food options that were selected least frequently, each only receiving around 50 selections (4% of the total responses) were: 1. 'Packaged take-out options'; 2. 'specials that change regularly'; 3. 'cold meals; e.g. salads'. Those respondents that selected 'other' largely requested more breakfast and brunch options, gluten-free options and ice cream.

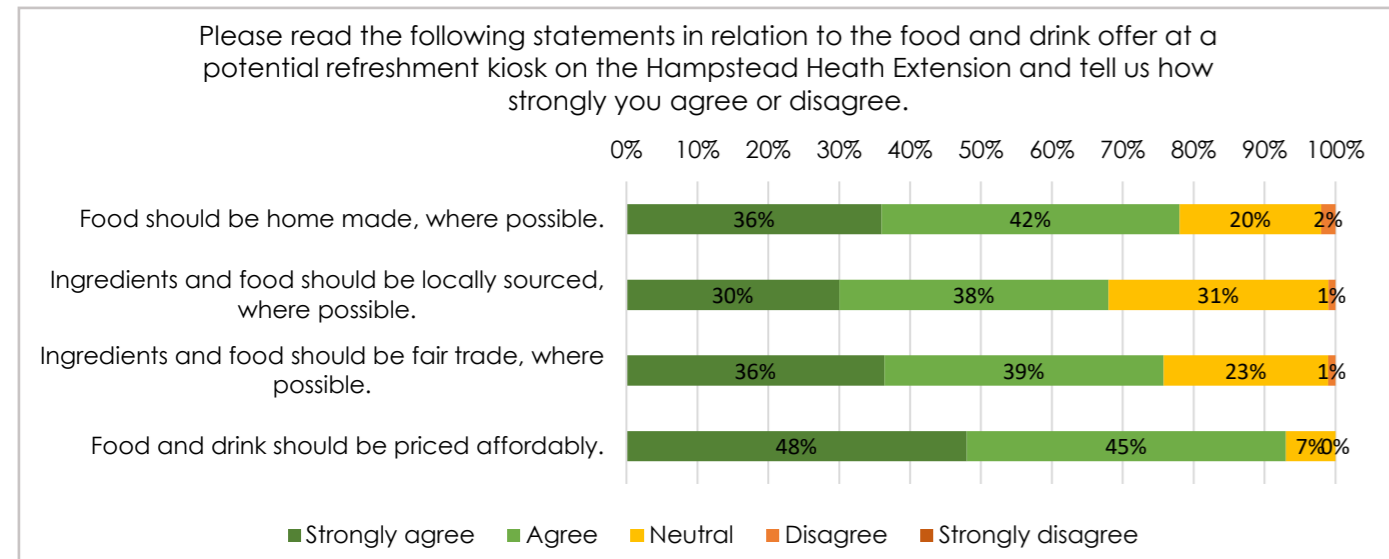


What drinks would you most like to be sold in a refreshment kiosk?

Respondents were asked to select the two most important drinks to be sold. Overwhelmingly, respondents reported that 'fresh brewed tea and coffee' were most important to them, with this receiving 37% of responses, selected 369 times.

178 people favoured 'hot drinks to take away' (18% of responses) and 161 people selected 'fresh fruit juices and smoothies' (16% of responses). The two least popular drink options were: 1. 'alcoholic drinks', selected 36 times (4%) and 2. 'branded soft drinks', selected 49 times (5%). A water refill station and recyclable cups were requested in comments left in the 'other section'.





Service of food and drink at a potential refreshment kiosk

93% of respondents felt that food and drink served at a potential refreshment kiosk should be priced affordably. As almost 50% of respondents agreed strongly with this statement, it would be worth exploring the affordability of food and drink on offer further. 78% of respondents felt that food should be home made, where possible. Similarly, 75% of respondents would like food and drink to be fair trade, where possible, and 68% would like food to be sourced locally. At 31%, more people responded neutrally to this statement than the other three.

Management of a potential refreshment kiosk:

Out of all of the statements relating to how a potential refreshment kiosk on the Heath Extension should be managed, respondents reacted most positively to an outdoor seating area being offered in summer, with a total of 95% of people finding this important and almost three quarters of respondents strongly agreeing (74%).

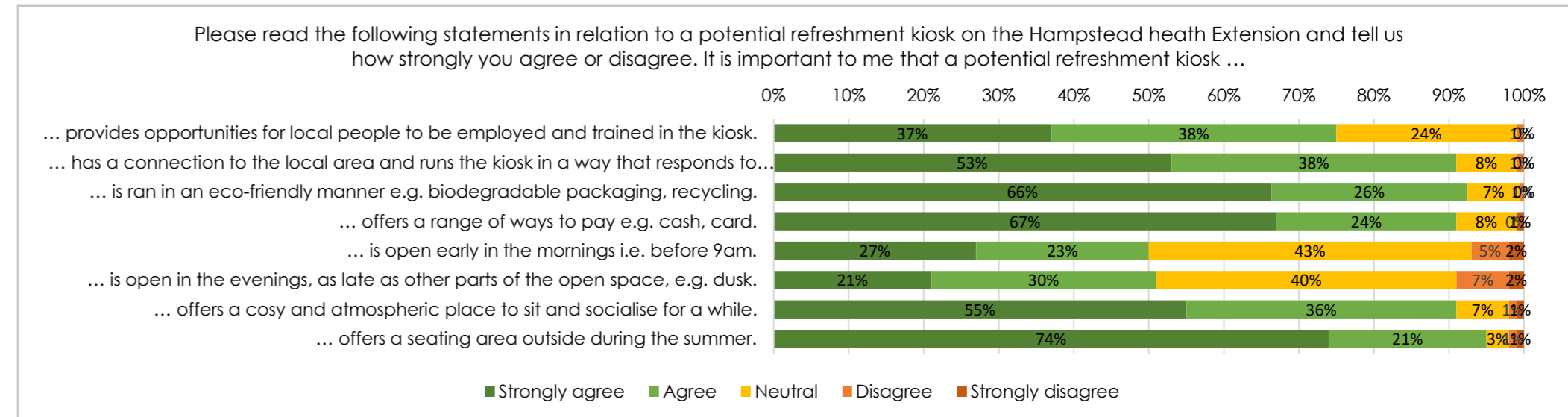
92% of respondents also found it important that any catering offer on the Heath Extension be run in an environmentally friendly manner. 66% of respondents agreed strongly with this statement.

The three statements that received the next most positive response, each receiving a total of 91% of respondents for whom they were important, were that the kiosk has a connection to the local area, offers a cosy and atmospheric place to sit and offers a range of ways to pay.

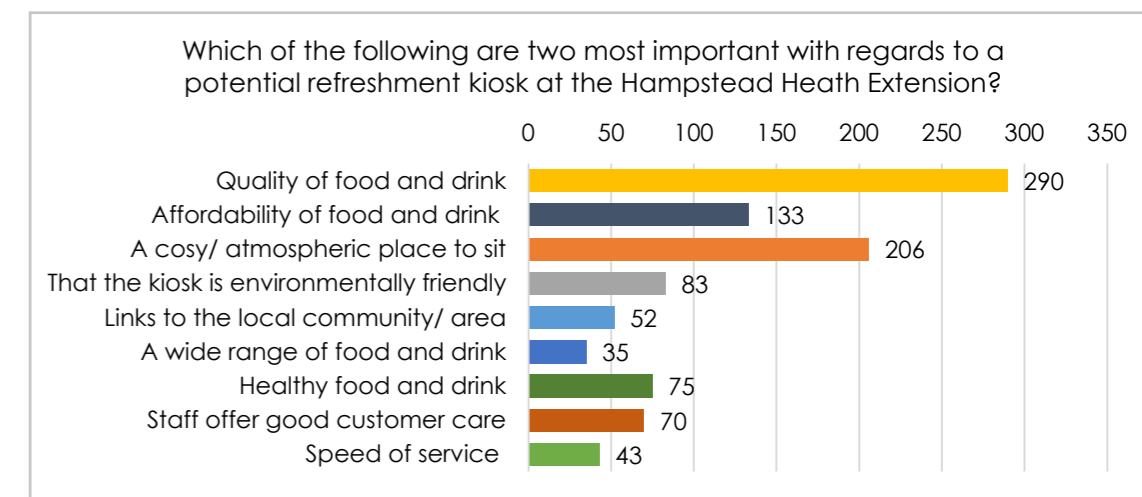
The two statements to which respondents reacted the most neutrally related to the opening hours of a kiosk. While 50% of respondents showed an interest in a kiosk opening early in the mornings, 43% answered neutrally. Similarly, while 51% of respondents showed an interest in a kiosk staying open into the early evening, 40% reacted neutrally. It is worth noting that more people felt strongly about the kiosk opening in the mornings (27%) than in the early evenings (21%). More people also responded negatively to a kiosk staying open in the early evenings (7%) than opening early in the mornings (5%).

The most important aspect of a refreshment kiosk:

Respondents were asked to select their two most important aspects of a refreshment kiosk out of a total of nine options. 'Quality of food and drink' came out on top with almost a third of respondents (290 people/ 29%) selecting this as the most important. This was followed by 21% of respondents (206 people) selecting 'a cosy and atmospheric place to sit'. Third most important was the 'affordability of food and drink', selected 133 times, with 13% of responses.



The three aspects selected by the least number of respondents were: 1. 'a wide range of food and drink', selected 35 times (4%); 2. 'speed of service', selected 43 times (4%) and 3. 'links to the local community/ area', selected 52 times (5%).



5 Headlines

5.1 There is strong support for a refreshment kiosk on the Hampstead Heath Extension.

The overall response to the engagement and consultation process was largely positive with 72% of questionnaire respondents stating that they would use a refreshment kiosk. The consultation process revealed Heath Extension users' aspirations for an environmentally-friendly catering offer where they could purchase refreshments on the go, as well as to enjoy at the kiosk.

That a refreshment kiosk on the Heath Extension should be environmentally-friendly came out strongly throughout the consultation process with 66% of respondents strongly agreeing and a further 26% agreeing that this was important (92% in total). 29 people left environment-related comments to the questionnaire, as well as 15 people at engagement events. As one person wrote "it would be fantastic if a Hampstead Heath Extension café could lead the way by being plastic free." Environmentally-friendly measures such as recycling, avoiding single-use plastic and a water station to refill bottles would be welcomed by Heath Extension users.

95% of people felt that an outdoor seating area is important. 21% of respondents (206 people) selected 'a cosy and atmospheric place to sit' as the most important aspect of a kiosk, ranking second only to 'quality of food and drink'. For respondents' main reason for visiting a kiosk, drinking a tea or

coffee (31%) or eating a snack at the kiosk (12%) were both selected more frequently than their takeaway alternatives (takeaway tea or coffee: 12%/ takeaway snack: 7%). This supports that there is a demand for outdoor seating in summer, as well as some form of indoor facility.

There was no clear consensus on an alternative use for the annex room building, the most popular alternative use offered throughout the process was a meeting space for community groups, suggested seven times.

5.2 A refreshment kiosk should be sympathetic to the "wild" and "peaceful" character of the Hampstead Heath Extension.

It is clear that the Hampstead Heath Extension is cherished by its users for its unique character, with many describing it as a "haven of nature" and a "rare oasis of undeveloped space". It is therefore unsurprising that some people feel strongly about potential changes to the space.

The main reason cited by participants who did not support the proposal of a refreshment kiosk was that it could be "detrimental to the wild and natural character of the Heath Extension". Users flagged their concerns in questionnaire comments surrounding the litter (29 people), noise (7 people), vehicular traffic (7 people) and commercialisation (6 people) that a kiosk could bring with it.



It is therefore important that a refreshment kiosk on the Heath Extension is sympathetic to its natural setting. As one respondent wrote, "it should be small and not ruin the natural beauty". Respondents suggested ways to address these concerns, including making the management of litter produced by a kiosk part of the contract and introducing incentives to encourage visitors to use refillable cups rather than disposable ones.

5.3 A refreshment kiosk should cater to the needs of a range of the Hampstead Heath Extension user groups.

Data from both the questionnaire and engagement stalls shows that the Heath Extension is used regularly by a number of user groups, with a total of 54% visiting for a walk or run, 38% visiting to walk the dog and 8% visiting for a sports practice or event. In order for a refreshment kiosk to become a resource valued by all who currently use and enjoy the Heath Extension, a kiosk should be sensitive to the needs of these individual user groups.

Comments were received both at engagement events (13 comments) and to the questionnaire (30 comments) calling for a refreshment kiosk to be dog friendly. This included providing facilities for dogs, such as water bowls, dog biscuits and facilities to hose down after a walk. Many people also expressed that it was important for them to be able to bring their dogs in for a coffee or refreshment break with them. As one participant

wrote "It would be important to have an area where you can sit inside with your dog, particularly in cooler months".

Other users commented that they would like a separate seating area for those visitors who come without dogs so as not to impede their enjoyment of the kiosk.

Multiple participants expressed throughout the engagement process how a kiosk would be welcomed by sports teams and supporters, who currently have no means of refreshment before or after matches, for example "it would be hugely beneficial to all those who play sports at the Heath on weekends, as well as those who come to watch others play." Partnerships with local teams were suggested in comments as a way to provide refreshment after sports events and as a guaranteed means of custom for the kiosk on weekends.

It was also suggested that the kiosk could provide deals and discounts for those that support the preservation of the Heath Extension, such as staff and volunteers and that it could give back to the community by providing training opportunities for local people.

5.4 A refreshment kiosk should provide a simple, healthy, high-quality and affordable offer.

Throughout the engagement process, a small number of food and drink options were favoured

repeatedly. Freshly brewed tea and coffee, both to drink at the kiosk and to takeaway, was ranked consistently as the most frequently selected option, making up 55% of total drink selections. Fresh fruit juice and smoothies were also selected widely. Breakfast pastries (15%), hot and cold snacks (18%), healthy options (13%) and cakes (11%) came out as the most popular food options. Hot and cold meals made up 9% of responses, however whether the building in question is large enough to house a kitchen that can prepare substantial meals requires further consideration.

'Quality of food and drink' was favoured by questionnaire respondents as the most important aspect of a refreshment kiosk with 29% choosing this option, while 'a wide range of food and drink options' was chosen the least, by only 4% of respondents. The third most important aspect for respondents was 'affordability' and 93% of respondents agreed that this was important to them.

The data suggests that the menu at a kiosk should be made up of good quality, healthy, affordable offerings and that this should be prioritised over a wide range of options.

6 Appendices

6.1 Online questionnaire

Hampstead Heath Extension Engagement and Consultation

Questionnaire

The City of London have appointed Groundwork London to carry out user engagement and consultation with Hampstead Heath Extension users on the use of an existing building located at the end of the male and female public toilets on the Heath Extension. To ensure that the use of this space meets the needs of Heath users and residents, we would like to gather as much information as possible about how people use the Heath Extension, how we might introduce a catering offer there and what people would be looking for in a catering offer on the Heath Extension if introduced.

We've devised a questionnaire to gather this information. The questionnaire will be available for a period of 4 weeks, closing on Wednesday 20/11/2019.

We really value your input, please take the time to complete this survey and don't forget to tell your friends and family! It should take around 10 minutes of your time.

Thank you for your participation.

Would you like to have a chat with us?

We'll be on the Heath Extension by the public toilets on **Saturday 26/10/19 from 1 – 4pm** to collect ideas from people walking through. Feel free to come and say hello!

1. How often do you visit the Hampstead Heath Extension?

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

2. When do you usually visit the Hampstead Heath Extension? Please select all that apply.

- Weekdays
- Weekends
- In the mornings
- During the day
- In the early evenings
- In summer
- Year round

3. What is usually the main reason for your visit to the Hampstead Heath Extension?

- For a walk/ run

- To walk the dog
- For a sports practice or event
- Other (please specify)

4. Would you visit a refreshment kiosk on the Hampstead Heath Extension (in the space located at the end of the male and female public toilets) if one were available on your visit?

- Yes
- No
- Don't know

If you answered 'yes' or 'don't know' to question 4, please complete questions 5 – 14.

If you answered 'no' to question 4, please skip to question 15.

5. Have you visited cafes before/ after a visit to the Hampstead Heath Extension in the last month?

- Yes
- No

6. If yes, what was your reason for choosing those cafes?

- For a coffee/ tea break
- To pick up a takeaway tea/ coffee
- For a quick snack to take away
- For a quick snack to eat in
- For a meal i.e. breakfast, lunch or dinner
- To socialise with friends or family
- Before or after attending an event nearby, e.g. sporting activity
- As an alternative location to work from

8. Who would you be most likely to visit a refreshment kiosk on the Hampstead Heath Extension with? Please select one only.

- Alone
- As a couple

- Friends/ family with children
- Friends/ family adults only
- Members of groups/ teams eg. Sports teams
- With colleagues
- Other (please specify below)

9. What drinks would you like to be sold in a refreshment kiosk? Please select the two most important.

- Fresh brewed coffee/ tea
- Hot drinks to take away
- Hot chocolate
- Branded soft drinks
- Fresh fruit juices/ smoothies
- Healthy/ low sugar drinks
- Alcoholic drinks
- Other (please specify)

10. What food would you like to be sold in a refreshment kiosk? 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
- Cakes
- Children's meals
- Specials which change regularly
- Healthy options
- Vegetarian/ vegan options
- Snacks e.g. Crisps, fruit, chocolate
- Other (please specify)

11. Please read the following statements in relation to a potential refreshment kiosk on the Hampstead Heath Extension and tell us how strongly you agree or disagree.

It is important to me that a potential refreshment kiosk...

	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 kiosk.						
... has a connection to the local area and runs the kiosk in a way that responds to specific, local needs.						
... is ran in an eco-friendly manner e.g. biodegradable packaging, recycling.						
... offers a range of ways to pay e.g. cash, card.						
... is open early in the mornings i.e. before 9am.						
... is open in the evenings, as late as other parts of the open space, e.g. dusk.						
... offers a cosy and atmospheric place to sit and socialise for a while.						
... offers a seating area outside during the summer.						

12. Please read the following statements in relation to the food and drink offer at a potential refreshment kiosk and tell us how strongly you agree or disagree.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	N/A or Don't know
Food should be home made, where possible.						
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.						

13. Which of the following are most important with regards to a potential refreshment kiosk at the Hampstead Heath Extension? Please select two only.

- Quality of food and drink
- Affordability of food and drink
- A cosy/ atmospheric place to sit
- That a kiosk 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

14. Do you have any other comments or suggestions you would like to share with us about the proposal of a refreshment kiosk on the Hampstead Heath Extension?

If you answered 'yes' or 'don't know' to question 4, please finish the survey here.

If you answered 'no' to question 4, please answer question 15.

15. If you would not like to see the space on the Hampstead Heath Extension turned into a refreshment kiosk, do you have any other comments or suggestions for an alternative use?

Thank you for taking the time to complete this questionnaire.

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

Paper copies of this survey are available on request. Please email asha.tomlin-kent@groundwork.org.uk.

If you would like to find out more about Hampstead Heath, e.g. be kept up to date with upcoming events please leave your email address below.

Follow Hampstead Heath on Facebook @HampsteadHeathCityofLondon and Twitter @CityCorpHeath



6.2 Online questionnaire results

What is usually your main reason for visiting the Hampstead Heath Extension?	
For a walk or run	333
To walk the dog	208
For a sports practice or event	37
Other	23

How often do you visit the Hampstead Heath Extension?	
Every day	128
More than once a week	208
More than once a month	179
More than once every few months	72
Once a year or less	14
Never	0

When do you usually visit the Hampstead Heath Extension?	
Weekdays	272
Weekends	398
In the morning	191
During the day	257
In the early evenings	109
In summer	124
Year round	306

Would you visit a refreshment kiosk on the Hampstead Heath Extension?		
Yes	72.09%	434
No	18.27%	110
Don't know	9.63%	58

Have you visited cafes before/ after a visit to the Hampstead Heath Extension in the last month?		
Yes	64.87%	277
No	35.13%	150

If yes, what was your reason for choosing those cafes?	
Location was convenient	93
For a coffee	62
For food	32
For a refreshment before/ after a walk	31
To have a break during a walk	23
It was dog friendly	19
To socialise	17
As there was no café at the Heath Extension	14
It was child friendly	12
For ice cream	6
For healthy food	4
Outdoor seating	4
Value for money	4
Before/ after a sports event	4

If available on your visit, what would be the two main reasons you would go to a refreshment kiosk on the Hampstead Heath Extension?	
For a tea/ coffee break	303
To pick up a takeaway tea/ coffee	121
For a quick snack to takeaway	67
For a quick snack to eat in	120
For a meal; i.e. breakfast, lunch or dinner	101
To socialise with friends or family	190
Before or after attending an event nearby; e.g. sporting activity	45
As an alternative location to work from	24

Who would you be most likely to visit a refreshment kiosk on the Hampstead Heath Extension with?	
Alone	80
As a couple	103
Friends/ family with children	153
Friends/ family with adults only	59
Members of group or team; e.g. sports team	20
With colleagues	1
Other	13

What drinks would you most like to be sold in a refreshment kiosk?	
Fresh brewed tea/coffee	369
Hot drinks to take away	178
Hot chocolate	106
Branded soft drinks	49
Fresh fruit juices/ smoothies	161
Healthy/ low sugar drinks	86
Alcoholic drinks	36
Other	16

What food would you most like to be sold in a refreshment kiosk?	
Breakfast pastries	183
Cooked breakfasts	87
Hot meals	65
Cold meals, e.g. salads	51
Hot snacks	86
Sandwiches/ cold snacks	139
Packaged take-out options	47
Cakes	136
Children's meals	65
Specials which change regularly	50
Healthy options	162
Vegetarian/ vegan options	97
Snacks, e.g. crisps/ fruit/ chocolate	70
Other	15

Please read the following statements in relation to the food and drink offer at a potential refreshment kiosk on the Hampstead Heath Extension and tell us how strongly you agree or disagree.					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Food should be home made, where possible.	36%	42%	20%	2%	0%
Ingredients and food should be locally sourced, where possible.	30%	38%	31%	1%	0%
Ingredients and food should be fair trade, where possible.	36%	39%	23%	1%	0%
Food and drink should be priced affordably.	48%	45%	7%	0%	0%

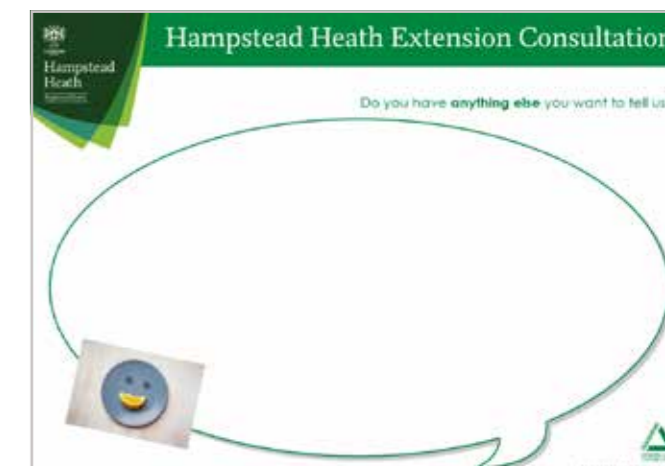
Please read the following statements in relation to a potential refreshment kiosk on the Hampstead Heath Extension and tell us how strongly you agree or disagree. It is important to me that a potential refreshment kiosk ...					
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
... provides opportunities for local people to be employed and trained in the kiosk.	37%	38%	24%	1%	0%
... has a connection to the local area and runs the kiosk in a way that responds to specific, local needs.	53%	38%	8%	1%	0%
... is ran in an eco-friendly manner e.g. biodegradable packaging, recycling.	66%	26%	7%	1%	0%
... offers a range of ways to pay e.g. cash, card.	67%	24%	8%	0%	1%
... is open early in the mornings i.e. before 9am.	27%	23%	43%	5%	2%
... is open in the evenings, as late as other parts of the open space, e.g. dusk.	21%	30%	40%	7%	2%
... offers a cosy and atmospheric place to sit and socialise for a while.	55%	36%	7%	1%	1%
... offers a seating area outside during the summer.	74%	21%	3%	1%	1%

Which of the following are two most important with regards to a potential refreshment kiosk at the Hampstead Heath Extension?	
Quality of food and drink	290
Affordability of food and drink	133
A cosy/ atmospheric place to sit	206
That the kiosk is environmentally friendly	83
Links to the local community/ area	52
A wide range of food and drink	35
Healthy food and drink	75
Staff offer good customer care	70
Speed of service	43

Do you have any other comments or suggestions you would like to share with us about the proposal of a refreshment kiosk on the Hampstead Heath Extension?		
General positive responses to refreshment kiosk proposal		50
Dog friendly		30
Rubbish/ environmental impact		16
Community hub/ independent		14
Good quality, simple, healthy food		11
Deals for local groups		10
Design fitting to its natural surroundings		8
Outdoor seating		7
Training opportunities for local people		4
Opening hours		3
Affordable		3
Children's meals/ facilities		3
Dietary requirements		3

If you would not like to see the space on the Hampstead Heath Extension turned into a refreshment kiosk, do you have any other comments?		
Would disturb the peace/ tranquility/ countryside feel		24
Rubbish/ environmental impact		13
Like it how it is		9
Already enough cafes nearby		13
Noise		7
Vehicular traffic		7
Commercialisation		6
Would attract more commercial dog walkers		5
Wildlife/ biodiversity		5
Health/ obesity		4
Meeting space for local groups		7
Information/ activity centre		5
Trim trail/ outdoor gym		4
Children's play area		2
Space for yoga/ relaxation		1

6.3 On-site pop up engagement event consultation boards



6.4 On-site pop up engagement event consultation results

Colour key: Aspirational Negative Positive

This section contains the detailed results of the mood board exercise conducted at two pop up engagement stalls on the Hampstead Heath Extension, engaging 101 people, as well as the 67 comments collected. In the 'general' column positive, negative and aspirational comments are indicated by colour

General	Dog facilities	Environmental impact / rubbish	Food and drink offer/ other facilities
Great idea.	Dog treats/ biscuits. A kiosk for dogs, like the Seattle Dog Food Truck. Drinks, and dog ice lollies	No bottled water. Rubbish could be a problem.	Keep it simple and affordable!
Agree, it's a great idea.	Dog ice cream (Kenwood)	Takeaway only with own refillable cups, and there should be a discount.	Hot breakfast and a drink should get change from £10.
Can't wait. I really hope it comes to fruition.	Must be dog friendly	Food to take away only with own food containers.	Would love outside seating.
I would not buy any food or drink on the Heath. There is an obesity problem nationally and I see no reason to add to this. Food outlets encourage vermin and heaven knows we have enough of these – rats, squirrels, crows, magpies and gulls.	Dog treats	No disposable cups, should all be recyclable.	Let's have a Trim Trail!
Really great idea.	Dog snacks	Concerned about rubbish left on the Heath.	Small play are for children
Marvellous idea. Go for it!	Poo bags	People could pay extra for a single use cup? I.e. bring your own. No extra rubbish needed.	Picnic deal to take out
I love Hampstead Heath, all the staff and all the dogs!	Dog wash	Nothing to encourage more rubbish.	Pre-paid vouchers for Jewish Sabbath observants.
No professional dog walkers.	Dog facilities would be great – water, meals (i.e. ability to eat at the same place as owners)	No takeaway wrapping. No rubbish.	Post-rugby pint!
Any commercialisation will encourage more dog walkers = more mess.	Another area for dog poo bags.	Nothing to take away.	Agree, would definitely go for a post-rugby pint.

General	Dog facilities	Environmental impact / rubbish	Food and drink offer/ other facilities
This would commercialise a lovely open space. We have a café at Golders Hill. Please don't open a café.	Need more bins for dog waste.	Very simple food with no wrapping/ plates needed. Bring your own cups for tea and coffee – or pay for a recyclable cup.	Agree with post-rugby pint.
This space is perfect don't change a thing. If you want food go to Golders Hill Park.	Please may we have a dog enclosure area for safe play?	Would generate more rubbish.	Post-rugby social e.g. hot food/ pint.
More wardens.	More poo bins please.	Nothing to take away.	Review children's playground to make it more attractive.
No drones.	More poo bins.	Caution – litter. No plastics.	This place needs a forest school/ education centre.
Only independent		No plastics which will be dumped in the bushes.	I agree that a forest school/ education centre would be good.
No shop. No café as too much rubbish (and human poo) on Heath. Use for educational purposes.			Outside seating but sensitive to keeping the 'vibe' the same.
Do not need to change this green space!			A proper playground to encourage physical activities.
If it goes ahead then it should be run by a family business and not a chain!			Education centre. Yoga for adults, teaching for children.
Good idea.			
No commercial dog walkers please.			
An open space not to be changed. If you need snacks go 5 minutes to Golders Hill Park			
Keep it simple. Don't want it to become super busy. It's a haven due to lack of facilities.			
No – as it will encourage commercial dog walkers.			
The Heath is not a place for dog walkers at the exclusion of others.			
23 responses. 7 positive. 8 negative.	13 responses	14 responses	17 responses

