

<b>Hampstead Heath, Highgate Wood and Queen's Park Committee</b>	<b>Date(s): 15th April 2013</b>	<b>Item no.</b>
<b>Subject: Hampstead Heath Education Service - Annual Report 2012</b>		<b>Public</b>
<b>Report of: Superintendent of Hampstead Heath</b>		<b>For Information</b>
<b><u>Summary</u></b>		
<p>This report reviews the success and key achievements of the Hampstead Heath education service in 2012, including its work on formal and informal education, community education and partnership working.</p> <p>The Hampstead Heath education service continues to be instrumental in engaging our local communities with the natural history of the Heath. In 2012, 5,142 students attended 220 formal education sessions with over 510 accompanying adults and teachers achieving £12,500 income. Over 5,700 members of the public attended the 63 nature-focused events delivered across Hampstead Heath, Highgate Wood and Queen's Park. In addition, the education service worked closely with our partner organisation, the RSPB, to secure approximately £500,000 Heritage Lottery Fund grant to deliver new education focused activities on the Heath in 2013.</p>		
<b>Recommendations</b>		
<p>That the Management Committee note the success of the education service in 2012 in delivering opportunities for over 5,000 young people to utilise the Heath for outdoor learning.</p>		

## **Main Report**

### **Background**

1. The Hampstead Heath Education service has operated as a dedicated education facility since 2006 with the opening of a classroom space at Parliament Hill. Since 2006, the service has educated over 30,000 students from the local community including Barnet, Camden, Islington and Brent. A range of informal education events help to engage with and spread important conservation messages to families and adults in the area as well. The Education Service continues to grow in success and diversity through the years.

## **Current Position**

2. The Hampstead Heath education service remains a key tool for engaging our local communities with the natural history of our sites, through a range of diverse and inclusive activities. The service is managed by the Community Education Officer and Education Assistant, supplemented with support from qualified Educational Rangers who are employed on a casual basis.

## **Review of 2012**

### *Formal Education Programme*

3. The education team worked with 5,142 students in 220 separate education sessions from Foundation & Early Years through to Tertiary groups. A further 510 teachers and accompanying adults were engaged through these sessions. A breakdown of these visits is provided in Appendix A.
4. In 2012, the education service focused on evaluating our services to ensure that we were meeting our customer's needs. 97% of teachers were satisfied or very satisfied with our school sessions. Our field teachers achieved a 96% satisfaction rate for their ability to meet the learning objectives and inspire the students. 99% of teachers told us that our sessions met the learning objectives agreed in advance. Finally, our administration process received a 100% satisfaction rating from teachers and school administrators (See Appendix B for details).
5. As part of our work on evaluation, the education service successfully applied to renew our Learning Outside the Classroom Quality Badge, recognising the outstanding and high quality services we provide for students and teachers.
6. Understanding our audiences allows us to effectively market our current services and analyse gaps in our provision. In 2012, our major audience continued to be Key Stage 2 groups focused on science. However, we noticed a steady increase in the bookings for orienteering sessions across all age groups. Our work with Special Educational Needs, Early Years and Foundation groups has also increased in 2012.
7. A noticeable trend in our visitation by schools was the increasing use of Golders Hill Park as an educational resource. In 2010, the number of sessions using Golders Hill Park represented less than 2% of our annual education sessions. In 2011, this increased to 6% and in 2012 this has increased to 18% (See Appendix A). The trend can be attributed to increased marketing to Barnet schools, the creation of new education sessions focused on the park, and the consultation process for involving local schools in the Wild about Hampstead Heath (WAHH) project.

8. Along with a significant rise in the number of sessions being held at Golders Hill Park, the new City Bridge Trust funded education sessions, focused on Golders Hill Zoo, have also been growing in popularity. In 2010, the number of sessions at Golders Hill Zoo represented less than 1% of the education bookings. In 2012, the number of sessions has risen to 6% of our bookings, highlighting the value of Golders Hill Zoo as an educational resource for Barnet schools.
9. In 2012, we proactively listened to our customers (teachers & students) to ensure that we are always striving to improve our services. We incorporated feedback left on feedback forms, from 15 different teachers into improving our education sessions.

### ***Informal Education Programme***

10. In 2012, the education service delivered 63 events for the public which engaged with over 5,700 individuals (representing a 10% increase on 2010 and 26% increase on 2011). These events are key vehicles to delivering important messages about the natural history, heritage and management of the Heath as well as focussing on the value of the Heath and our other sites in North London as green spaces for our local communities. The events ranged from Olympics and Paralympics-themed wildlife events to Bat walks and Zoo days (See Appendix C for details of the events programme attendance).
11. Responding to demand from 2011, the education service delivered extra Bat walks in 2012 to bring the total to 6 per year. Additionally, a Bat walk for a local primary school was also arranged to pilot a potential new programme for schools. Bat walks continued to be fully booked at least a month in advance with extensive waiting lists. As a result, in 2013 we will again increase our Bat walks to respond to this demand.
12. In 2012, the team delivered events at many of the festivals and celebrations held on our sites this year in conjunction with the Green to Gold campaign and the Diamond Jubilee celebrations. Along with participating in these festivals, the education team organised and delivered the Hampstead Heath Heritage Festival & Conker Championships on the 7<sup>th</sup> October 2012. Over 650 individuals attended to celebrate the natural and social heritage of Hampstead Heath.

### ***Partnerships, Community Education & Funded Projects***

13. *City Bridge Trust*: The education service formed an essential aspect of the City Bridge Trust application and is on track to complete all its targets for 2012. This includes: the continuing work on the teaching garden at the Kenwood Eco-field in conjunction with the Conservation team; 2 new events; 1 new partnership arrangement with London Zoo; and outreach work with 3 schools in areas of deprivation.

14. *Wild About Hampstead Heath (WAHH)*: The Royal Society for the Protection of Birds (RSPB) and City Corporation were successful in securing approximately £500,000 grant from the Heritage Lottery Fund to develop and implement the WAHH project. The first year action plan is underway with refurbishments being completed at both the Parliament Hill Changing Rooms and Golders Hill Park Glasshouse. A new kingfisher bank has also been installed at the Viaduct Pond, with excellent viewing from the bridge. A new project team was recruited by the RSPB to manage the project moving forward.
15. *Camden Summer University*: The ‘Wildlife & Landscape Photography’ course was run through the Camden Summer University for a second year. 10 young people between the ages of 16-19 attended the week long course based at the Education Centre which focused on learning the basics of photographing natural scenes. Each student produced a portfolio for use at job or school interviews, and was awarded an AQA qualification in photography.

### **Safeguarding Policy**

16. In 2012, a new safeguarding policy was developed by the education team in conjunction with the play team and Leisure and Events Manager. This policy is still under review but provides clear guidelines for dealing with safeguarding and child protection issues for the future. Additionally, both full-time members of the education team have recently attended refresher training on Safeguarding.

### **Corporate & Strategic Implications**

17. The education programme directly supports the Open Spaces Business Plan Strategy Aim 4: ‘Promote opportunities to value and enjoy the outdoors for recreation, learning and healthy living.’ The work of the education service also contributes to the Improvement Objective 4: ‘Market our services and provide events and opportunities to learn for all within our communities.’

### **Implications**

18. The education service generated £12,500 from formal education sessions. This income is essential for paying towards the salary of the casual education rangers who deliver these sessions.

### **Conclusion**

19. In 2012, the Hampstead Heath Education Service engaged with 5,142 students, over 510 teachers and accompanying adults, and 5,700 members of the public through a variety of events, school sessions and programmes. Evaluation remains a key aspect of our work and our attention to detail and

customer service resulted in a 97% satisfaction rating from our customers and a consecutive Learning Outside the Classroom Quality Badge.

**Background Papers:**

Hampstead Heath Education Service Annual Report 2011

**Appendices**

Appendix A: Details of formal education programme

Appendix B: Measures of satisfaction and customer feedback

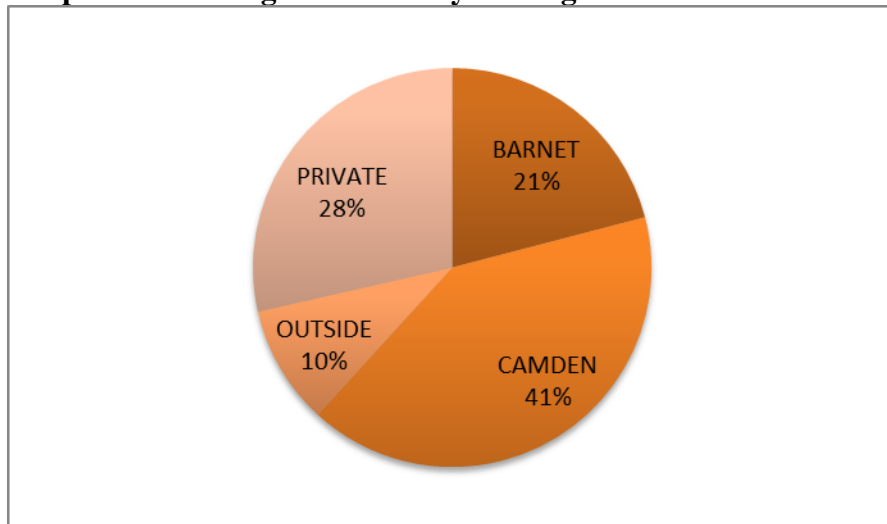
Appendix C: Details of the informal events programme

**Contact:**

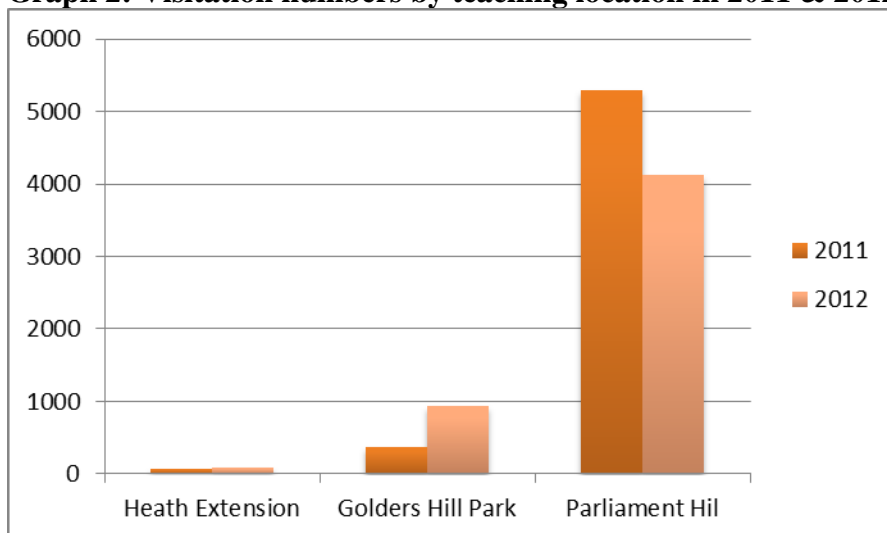
*grace.rawnsley@cityoflondon.gov.uk / 020 7482 7073*

## Appendix A: Details of formal education programme

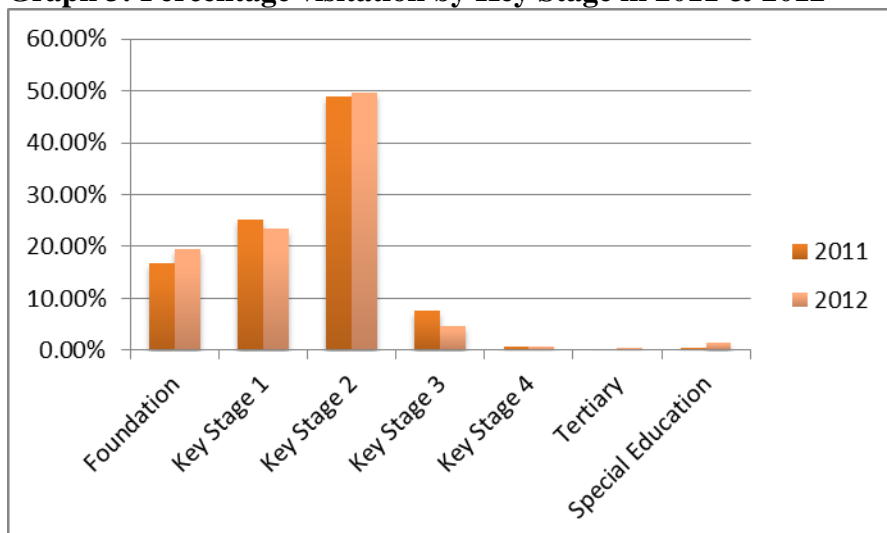
**Graph 1: Percentage visitation by Borough in 2012**



**Graph 2: Visitation numbers by teaching location in 2011 & 2012**

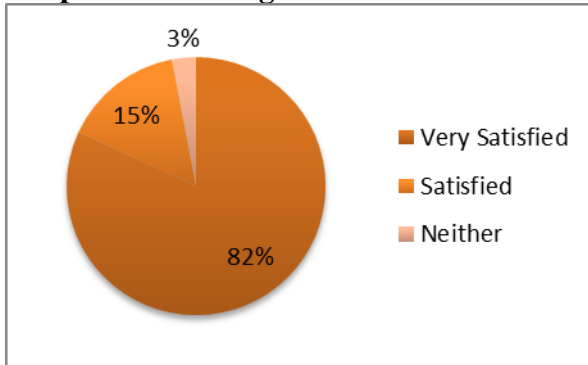


**Graph 3: Percentage visitation by Key Stage in 2011 & 2012**

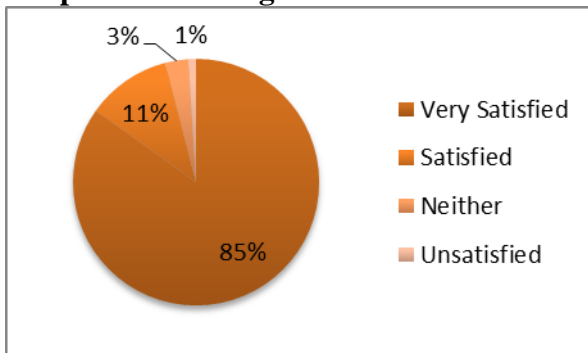


## Appendix B: Measures of satisfaction and customer feedback

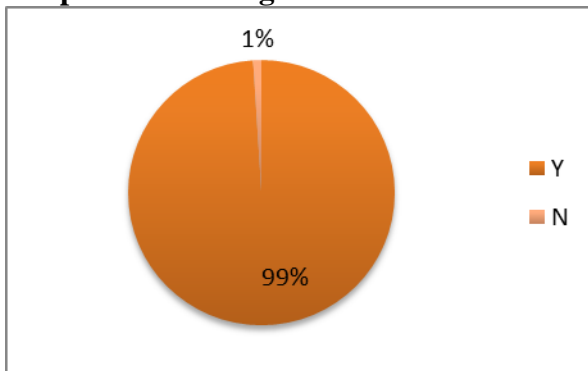
**Graph 4: Percentage satisfaction with total visit experience**



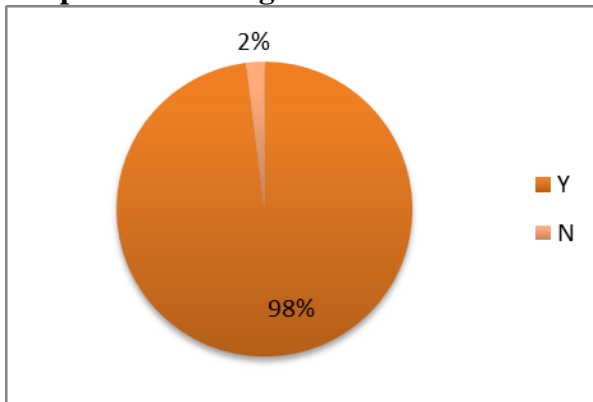
**Graph 5: Percentage satisfaction with field teacher performance**



**Graph 6: Percentage satisfaction with learning objectives**

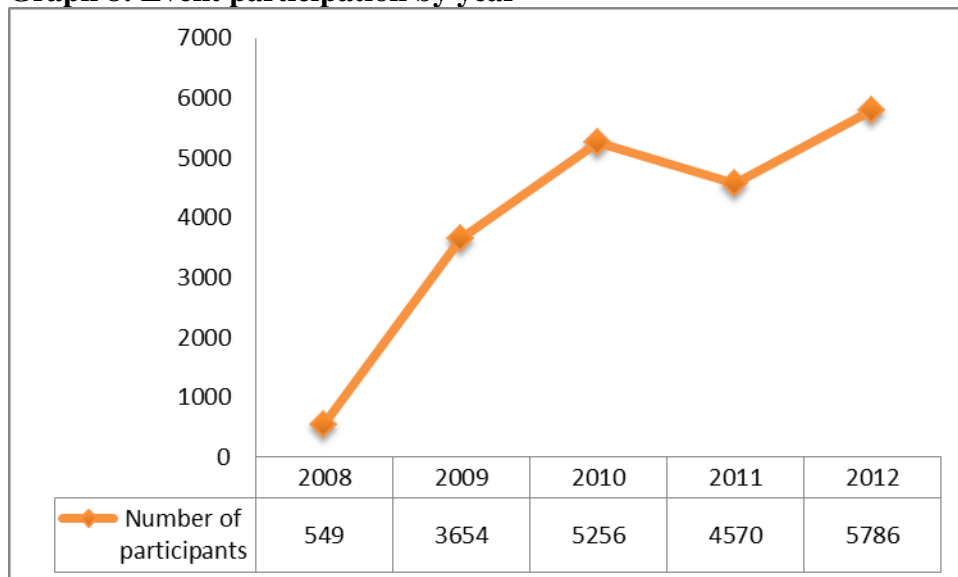


**Graph 7: Percentage evaluation of 'value for money'**



## Appendix C: Details of the informal events programme

**Graph 8: Event participation by year**



\* 2011 was characterised by extremely wet summer weather and many events were cancelled.