

Committee(s):	Date(s):
Hampstead Heath Consultative Committee	7 April 2014
Subject: Education and Play Activities on Hampstead Heath	Public
Report of: Superintendent of Hampstead Heath	For Information
<p>Summary</p> <p>The Hampstead Heath Education and Play Services continue to provide an essential mechanism for engaging the local community with the natural and social history of the Heath. In 2013, the teams educated 8,990 students and 900 accompanying teachers and adults through formal education programmes; engaged with over 25,000 young people and 9,800 adults through facilitated play programmes; and inspired over 5,400 individuals through nature-focused family events. In total, the services engaged directly with over 50,000 individuals.</p> <p>The Education and Play Services also support and work in partnership with the RSPB-led Wild About Hampstead Heath Project, which has educated an additional 1,080 students through formal sessions. This partnership has supported a significant milestone in 2013, with more than 10,000 students educated on the Heath in one year.</p> <p>Recommendations</p> <p>That the Consultative Committee notes the content of this report, in particular the success of the education and play programmes in 2013, and continues to support these services during 2014-15.</p>	

Main Report

Background

1. Engaging the local community and young people with the natural and social history of the Heath is the main focus of the Education and Play Teams. The services focus respectively on engagement through formal learning sessions with schools, and on informal learning activities such as facilitated play sessions and learning events.
2. The Hampstead Heath Education Team focuses on formal learning sessions and has educated more than 36,000 students from the local community since opening the Heath Life Education Centre in 2006. The team also organises a wide range of informal learning events to engage with and spread important conservation messages to families and adults.
3. The Play Team on Hampstead Heath focuses on informal learning activities such as facilitated play sessions, which have formed an important part of the Heath community for more than 40 years. The Play Team currently manages a One O'clock Club for under-5s and their carers in partnership with Queen's Crescent Community Centre, and a full range of play opportunities at the

Adventure Playground. Along with these activities, the Play Team also provides formal learning sessions to schools and learning events based on the Heath or at the formal play-facilities.

Current Position

4. In 2013, a major milestone was achieved in partnership with the RSPB-led project, Wild About Hampstead Heath, with more than 10,000 students educated through formal learning programmes on the Heath that year. All these students received hands-on, inspirational experiences with nature, while gaining an understanding of the importance of green spaces.
5. The Hampstead Heath Play and Education Teams played an essential part in achieving this milestone and are key to engaging with and educating our local community of the importance and benefits of Open Spaces.

Formal Learning Sessions

6. During 2013, the Education and Play Teams worked with 8,990 students in 362 separate education sessions, from Early Years through to Tertiary groups (representing a 43% increase from 2012). A further 900 teachers and accompanying adults were involved in these sessions. We attribute this rise in bookings to broader and more co-ordinated marketing to schools, a more user-friendly website page, and our reputation in the local school community which has resulted in an increase in word-of-mouth bookings. A breakdown of these visits is provided in Appendix A.
7. At the request of the Committee in 2012, the Education and Play Teams focused on understanding and developing our audiences. In particular, our programme participation was analysed by Borough, to allow us to understand our impact across London more readily. In 2013, we engaged students from 10 different London Boroughs (increased from 8 in 2012). A breakdown of this information is provided in Appendix A.
8. As well as analysing our audiences by Borough, we looked at our audiences by age group and subject. In the past, our main audience has been Key Stage 2 classes studying science subjects. However, in 2013 we doubled the number of Key Stage 1 students participating in our programmes: this rise in Key Stage 1 classes is almost entirely responsible for our increases from the 2012 figures. As a result of this shift in audience, we have refocused energy on ensuring that staff skills and programmes are appropriate for Key Stage 1.
9. As well as an increase in Key Stage 1 programmes, we have noticed a rise in regular bookings from home-education groups. In particular, the Adventure Playground has developed a successful, long-term relationship with a Camden - based group that uses the facilities twice weekly. These relationships provide a higher depth of engagement with the students, while providing regular income.
10. In 2011, the City Bridge Trust generously supported the development of three new zoo-based learning programmes to enhance engagement at Golders Hill Park Zoo. These programmes have grown consistently in success and popularity from initially representing 1% of our bookings to 6% in 2012 and now 8% of our bookings in 2013. In fact, in 2013 we have more than doubled the number of students benefitting from these programmes from our 2012 figures. Due to the popularity of these programmes, we will be adding a fourth Zoo programme in 2014.

11. While the focus of our formal education strand is our work with schools, we also provide work experience placements as part of our opportunities for learning. The Play Team worked with 2 secondary school students as part of their PHSE curriculum, and with a long-term MSc student who was studying Educational Psychology. The team was able to pass on their knowledge, skills and enthusiasm to these young people, as well as giving them a thorough grounding in play-skills.

Informal Activities

12. In 2013, more than 25,000 children and 9,800 accompanying adults participated in facilitated play at the Adventure Playground and One O'clock Club.
13. The Adventure Playground welcomed 12,889 young people in 2013 through a free after-school club that operates from 3.15pm, plus a drop-in play scheme during school holidays. This was supplemented by a Saturday Club, which attracted slightly more young persons. The holiday drop-in play scheme provided opportunities for a total of 5,466 young people, with the main audience being 8-11 year olds, while the after-school club and Saturday opening brought in 7,423 young people, with 2,969 being over the age of 12. As a result, the after-school club and Saturday opening are key opportunities to engage with the under-represented group of young people over the age of 12.
14. Facilitated play sessions delivered by the Adventure Play Team remain a key tool for engaging with communities, and act as a stepping stone to the wider Heath environment, by offering valuable learning opportunities and information aimed at attracting harder-to-reach young people via alternative routes. In particular, the Adventure Play Team targets local areas of deprivation in the NW5, NW3 and NW1 post codes. In 2013, young people from these communities represented 83% of attendees at the Adventure Playground. Appendix B provides a full breakdown of the audiences by post code area.
15. The One O'clock Club welcomed 12,763 children under the age of five and 9,853 carers. This well-used and invaluable service offers structured activities that encourage early socialisation skills, physical co-ordination and free creativity for children under five, as well as informed staff who provide information and support to carers.
16. A further 5,400 individuals attended 59 nature-focused events across the Open Spaces. These events are key vehicles for delivering important messages about the importance of the Heath and NLOS green spaces to our local communities.

Partnerships, Community Education & Funded Projects

17. *City Bridge Trust:* The Education and Play Teams are on track to accomplish all their CBT actions for the final year of the funding including;
 - Increasing participation figures by 5%.
 - Preparing a cross-site paper on education.

- Developing a natural play trail.
 - Finishing the Kenwood Eco-Field Project.
 - Building a partnership with Camden Youth Offending Service.
18. *Wild About Hampstead Heath (WAHH)*: The WAHH Team has just finished a very successful first year of their three-year project. The team is on track with their ambitious targets, aiming to engage a diverse audience with the natural history of the Heath. In particular, 910 children have been educated at the Classroom Classroom in Golders Hill Park, 180 children have been educated and 50 teachers trained as part of the 'Heath-Friendly Schools' programme, 17 new volunteers have been recruited including 4 volunteer 'Volunteer Co-ordinators', 1 Education Trainee has benefited from the programme, and the interpretation bicycles have made their debut on the Heath at weekends.

Safeguarding

19. The Safeguarding Policy has been reviewed and no major changes are to be made. This policy provides clear guidelines for dealing with safeguarding and child protection issues.

Corporate & Strategic Implications

20. The education and play programmes directly support 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 and Play Services also contributed to Improvement Objective 4: *'Market our services and provide events and opportunities to learn for all within our communities'*.
21. The education and play programmes are also essential in delivering against the following Departmental Objectives: *'Encourage responsible use of the Open Spaces by underrepresented groups'* and *'Maintain the education programmes at all sites, to encourage broader involvement in Open Spaces activities'*.

Financial Implications

22. The Education and Play Services generated a total of £15,593 from formal education sessions. This income is essential for contributing towards the salary of the casual staff who support and deliver these sessions.

Conclusion

23. In partnership with the Wild About Hampstead Heath project, we achieved a major milestone with over 10,000 students educated through formal programmes on the Heath during 2013. The Hampstead Heath Education and Play Services contributed to that milestone by educating 8,990 students. The services also engaged with over 25,000 young people and 9,800 adults through facilitated play sessions, inspired 5,400 people through our nature-focused events, and grew our audiences across our programmes.

Background Papers:

Hampstead Heath Education Service Annual Report 2012

Appendices

Appendix A – Formal Education Sessions on Hampstead Heath

Appendix B – Informal Activities on the Heath

Appendix C – Evaluation of formal and informal programmes

Contacts:

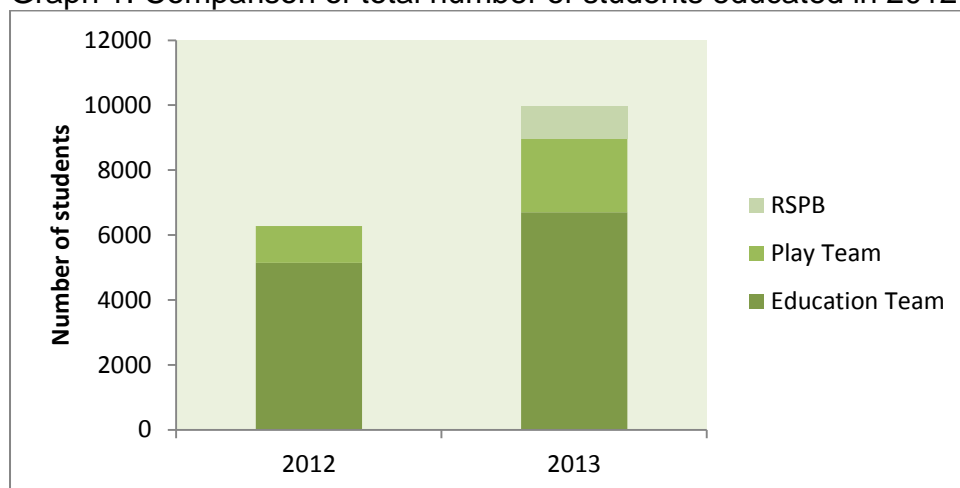
Grace.rawnsley@cityoflondon.gov.uk | 0207 482 7073

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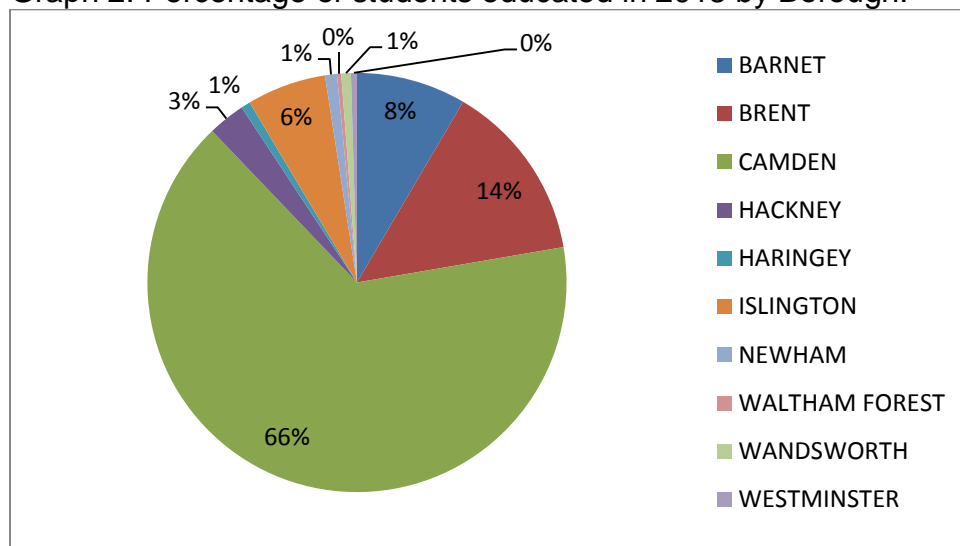
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Appendix A – Formal Education Sessions on Hampstead Heath

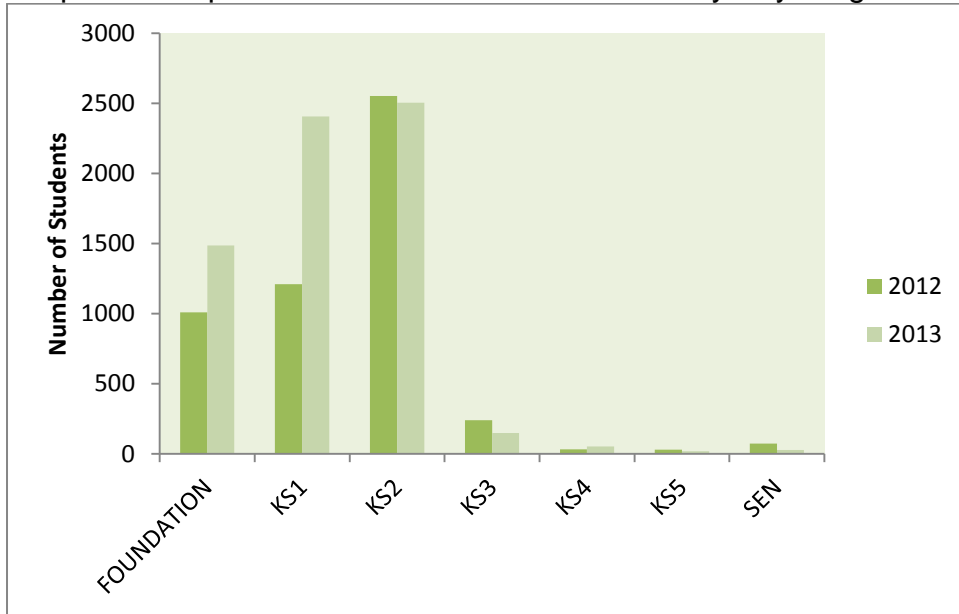
Graph 1: Comparison of total number of students educated in 2012 and 2013.



Graph 2: Percentage of students educated in 2013 by Borough.

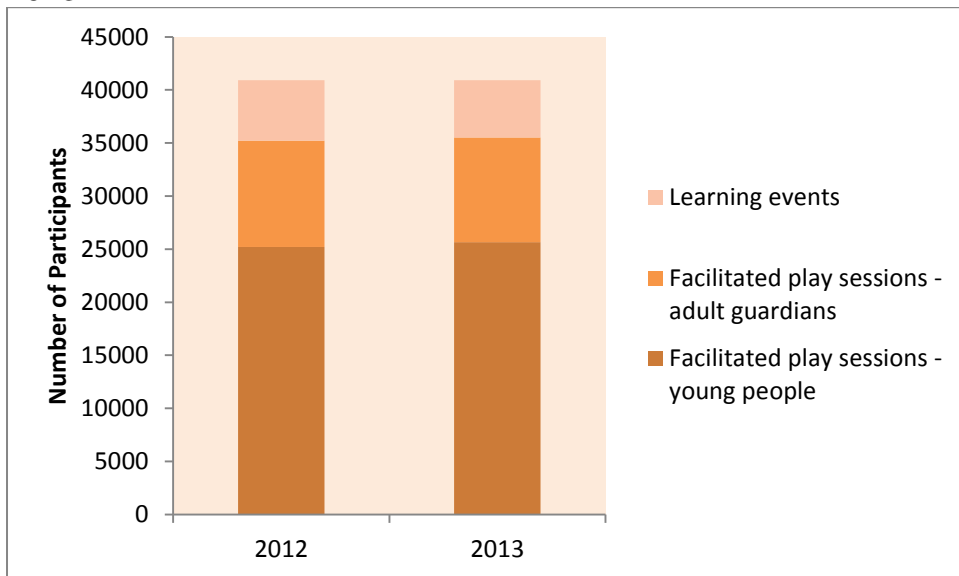


Graph 3: Comparison of the number of students by Key Stage in 2012 and 2013.

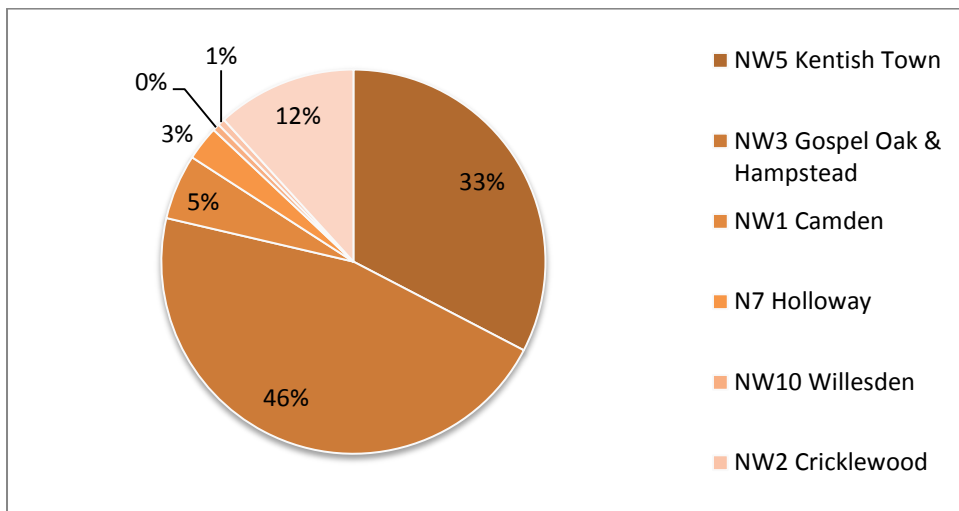


Appendix B – Informal Activities on the Heath

Graph 4: Comparison of total number of participants in informal activities in 2012 and 2013.

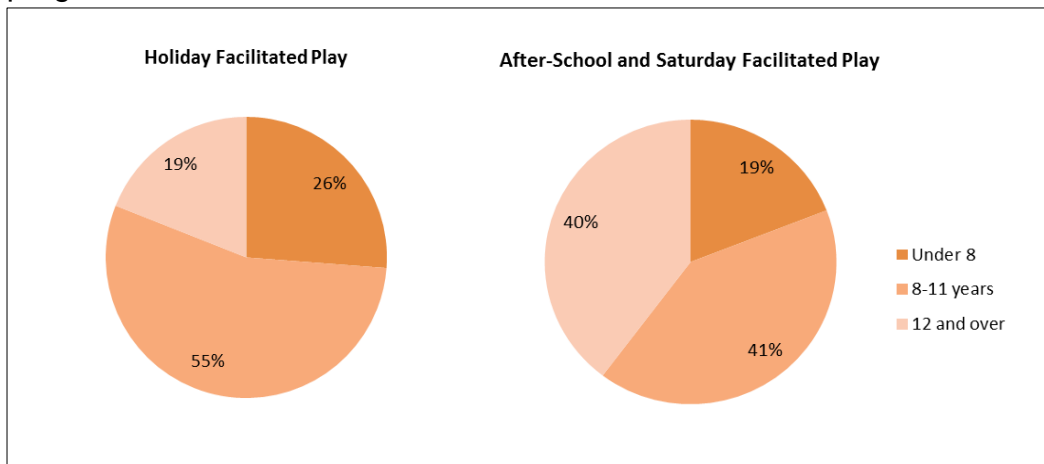


Graph 5: Percentage of participation in facilitated play by post code area in 2013



*Gospel Oak and Kentish Town are areas with high indices of deprivation.

Graph 6: Comparison of age group participation in different facilitated play programmes in 2013.

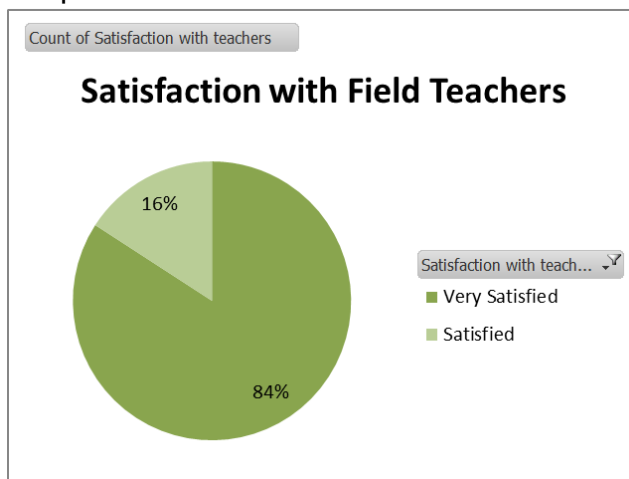


Appendix C – Evaluation of formal and informal programmes

Graph 7: Satisfaction with visit.



Graph 8: Satisfaction with Field Teachers.



Example of an evaluation from a student

