

Committee Hampstead Heath, Highgate Wood & Queen's Park Committee	Dated: 27 September 2017
Subject: A Community Vision for Hampstead Heath	Public
Report of: Superintendent of Hampstead Heath	For Decision
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Summary

The process to review and update the Hampstead Heath Management Plan has reached another important milestone with the conclusion of community engagement to create a Community Vision. The purpose of this report is to share the findings from the community engagement and to propose a vision statement for Members approval. The Community Vision is informed by over 1,300 survey responses and hundreds of aspirations and comments collected throughout May and June 2017.

Recommendation

Members are asked:

- To approve the proposed Community Vision statement for Hampstead Heath.

Main Report

Background

1. Undertaking wide community engagement to articulate a long term vision for the Heath was a key recommendation from a review of the 2007 Plan that was conducted in 2016.
2. Consultants prepared a draft statement for a Community Vision for Hampstead Heath and a report summarising the findings of the consultation and presented these to the Hampstead Heath Consultative Committee on 17 July 2017.
3. A programme of engagement activities commenced in April 2017 and concluded on 2 August 2017 with a final stakeholder meeting to feedback to workshop participants and key stakeholder groups.

Current Position

4. The proposed Community Vision (Appendix 1) incorporates suggestions and amendments captured during the meeting of the Hampstead Heath Consultative Committee on 17 July and comments expressed at the final stakeholder feedback meeting on 2 August 2017.

5. The responses to the draft Community Vision were overwhelmingly positive with strong support for the aspirational tone that reflects the submissions made by participants.
6. Amongst the many comments expressed, two key themes emerged from discussions:
 - it is important that the statement reflects that the Heath is actively managed including the areas that may be perceived as wild and untouched;
 - the importance of finding and maintaining a balance between the impacts of visitors and conservation of the Heath's many attributes.

Proposals

7. The proposed Community Vision statement (Appendix 1) aims to distil the diverse range of views that were expressed and encapsulate the many aspirations that were shared throughout the engagement process.
8. A report summarising the results of the community engagement is included in Appendix 2.
9. The next stage of the project will see development of an Outcomes Framework and high level management strategies in the context of the Community Vision for the Heath. Together with the Community Vision, these will constitute the 2018 Plan.
10. It is proposed that the Outcomes Framework be discussed with the Hampstead Heath Consultative Committee in January 2018, and subsequently with the Hampstead Heath, Highgate Wood & Queen's Park Committee for review and endorsement at the meeting on 21 February 2018.

Corporate & Strategic Implications

11. Subject to Committee approval, the 2018 Plan and associated Management Framework will be completed and ready for implementation in April 2018 to align with the annual Business Planning Cycle. The 2018 Plan will sit in the context of the Hampstead Heath Act, 1871, and is a key deliverable identified in the Open Spaces Department Business Plan.

Implications

12. The community engagement has provided useful insights into the ways that visitors and the local community value the Heath and the way it enriches their lives. Submissions have been overwhelmingly positive and affirming, providing a wealth of aspirational data and a strong foundation of good will for developing the 2018 Plan and guiding management over the next ten years.

Conclusion

13. Creating a shared Community Vision for Hampstead Heath is an important milestone in development of the 2018 Plan. The proposed Community Vision paints a vivid picture and provides a shared vision for the future of the Heath.

Appendices

- Appendix 1 - Proposed Community Vision
- Appendix 2A - Report – Heath Vision Results Summary Report
- Appendix 2B - Appendices to Heath Vision Results Summary Report – consultation data

Background Papers

- November 2016 Committee Report: Hampstead Heath Management Plan Review Findings
- March 2016 Committee Report: Hampstead Heath Management Plan Review and programme outline
- Superintendent's Report to the Hampstead Heath Consultative Committee 17 July 2017

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