

# GROUNDWORK LONDON

## Hampstead Heath Community Vision Report

4 July 2017



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## Executive Summary

The City of London commissioned Groundwork to consult with Heath users and the wider community about Hampstead Heath and to capture residents, visitors and workers' views to help inform the long term community vision for the Heath and to help feed in to the new 10 year Management Plan (2018 - 2028) for the Heath.

This report is based on the findings from two stakeholder workshops with key users groups plus the wider community, two focus group workshops ( a youth group and a disability group), consultation stalls in 6 locations over 4 days, 4 staff consultations and both a paper and online survey lasting 4 weeks. A webpage allowed the public to be informed of progress and a direct email allowed them to send additional comments. The consultations took place over 7 weeks so can only represent a snapshot of community aspirations and views. The survey link was sent to 256 local and London wide organisations / schools/ groups representing diverse groups within the community. It was also emailed to people who have registered with City of London for updates and newsletters, which is comprised of over 1700 email addresses.

In total 1,589 people were involved in the first stage consultation, contributing their thoughts and aspirations for the Heath in 50 years time. 52 people were involved in the workshops, 170 people left their initial postcode reference during the consultation stalls, although 381 comments were received. City of London engaged with 24 staff, and there were 1342 responses to the survey. 711 people provided their contact details to be updated about progress.

The second stage involved reporting back to key stakeholders and workshop participants as well and giving updates to all those who asked to be kept informed. The report and vision were presented to the consultative committee to review on July 17<sup>th</sup> 2017. The final vision report and statement will be completed in the autumn 2017.

Overall, the key message was for Hampstead Heath to remain in its semi wild state, with open and free access to roam. The public place the highest regard on the peace and tranquility of the Heath and the positive impact this has on their lives, and see conserving the natural habitats as a high priority. In terms of exercise over 80% visit the Heath predominantly to walk and enjoy nature, placing the highest value in the natural environment, its wildlife and tranquility.

Survey responses rated conserving natural habitat and enhancing health and wellbeing as the most important benefits to future generations, followed closely by keeping people active and enhancing the quality of life of local communities.

Heath users considered relaxing and unwinding, connecting with nature and just enjoying being outdoors as the most important focus for future generations, as well as wanting it to be a welcoming and accessible place for all ages, abilities and backgrounds. There is an acknowledgement that the Heath can benefit everyone's sense of wellbeing, especially mental and emotional wellbeing and is seen as a healthy respite from urban life.

Some respondents saw the consultations as an opportunity to suggest specific improvements or to voice concerns. These were passed on to City of London.

The community vision statement represents the key aspirations for the ways in which the Heath can best enrich the lives of current and future generations.

## 1. Introduction

The City of London Corporation commissioned Groundwork London (GL) to carry out community and stakeholder engagement to help inform the Management Plan (2018-2028) for Hampstead Heath and to develop a long term (50 year +) Community Vision for the Heath. Groundwork London carried out engagement activities between 6 May and 19 June 2017 to capture the views of stakeholders, local residents and visitors to Hampstead Heath to feed into the development of the Community Vision.

This report outlines the engagement methodology and summarises results from each stage of consultation. Key findings and emerging themes are discussed. These informed the Community Vision Statement.

## 2. Objectives

- To develop audience development and activity plans to ensure effective engagement of different audiences
- To map community aspirations and priorities through creative and appealing engagement activities
- To effectively promote engagement activities to a large number and wide range of audiences
- To run whole community and targeted community engagement activities, including reaching out to underrepresented groups
- To produce a report presenting findings
- To develop a Community Vision

## 3. Methodology

Table below summarises the engagement activities carried out:

Engagement mechanism	Target Audience, Number of people engaged	Format
Online Information	Whole community	Web page containing project information and regular updates Direct email for questions, concerns and comments
Posters	Posters in and around the Heath and in the local area. Posters emailed to all stakeholders and community groups	Publicise events, website and survey, maximise engagement and feedback
Community Vision Workshops with stakeholder and community groups x2	Stakeholder and community groups Sat 6 May 3 hrs, St Johns Downshire Hill NW3, 22 people attended, 19 organisations Fri 12 May 3 hrs, Highgate Civic & Cultural Centre NW5, 20 people attended, 17 organisations	Large group, collaborative dialogue. Collective info gathering Identify and explore themes Creative and open thinking
Pop-Up Vision Stalls in six Heath locations:	People visiting the Heath 16 <sup>h</sup> /17/ 18/ 20 May 2017 Golders Hill Park, Kenwood Stables, Swain's Lane, Parliament Hill summit, farmers market and Athletics track 170 people engaged 381 comments	Stalls with consultation questions and post-it notes, collected emails and comments Responses recorded Tied in with 1 existing event at the athletics track



<b>Focus/ discussion groups x 2</b>	27 <sup>th</sup> April 2 hrs, Fresh Youth Academy Highgate New Town, 4 people attended  8 <sup>th</sup> May 1 hr, Barnet Mencap, 8 people attended	Address the needs of specific groups: young people and people with disabilities. In depth discussions to explore issues in more depth and develop shared understanding
<b>Questionnaire survey</b>	For local and global communities who know the Heath. 1342 responses. Emailed to 250 organisations and 50 emails collected at stalls.	Ascertain key aspirations and priorities for the Vision

## 4. Key Findings

### 4.1 Community Vision Workshops

#### 4.1.1. Community Vision Workshop 1

##### **Conserve and Protect**

Conserving the Heath was viewed by all as the main priority and having a positive impact on people and wildlife alike. Attendees would like to keep the Heath as wild, free, natural, open and unique as it is now, illustrated by the following quote, which echoes what many participants expressed:

*'The Heath stays an un-manicured and wild, natural, free open space where flora and fauna can thrive for all to enjoy'*

##### **Social and Well Being Outcomes**

The Heath is valued as a space that provides access to the countryside in the city, a wild, natural, free open space that directly contributes towards meeting social and health outcomes. All agreed that the Heath has a positive impact on visitors' health and wellbeing, through formal and informal use.

##### **Sympathetic, high quality management**

Those present felt that the Heath is well managed at present and placed great importance on sufficient resources being available for the Heath to be managed to the highest standard, with benefits for people and wildlife. Staff are valued and some expressed a view that the work carried out by paid staff should be complemented by tasks being carried out by volunteers. Some perceived large or commercial events and activities as a potential threat to the unique character and quality of the environment of the Heath. Some participants cautioned against relying on commercial events to create revenue for the upkeep of the Heath.

##### **Access**

Stakeholders felt that the Heath is and should continue to be accessible to all irrespective of age, background and ability.

##### **Widening access & community outreach**

Underrepresentation by certain groups, e.g. local residents from more deprived areas, BAMER and young people, was acknowledged. Further investigation into specific barriers and how to overcome them was suggested. Raising awareness of the benefits and unique characteristics of the Heath was discussed.

#### **4.1.2 Community Vision Workshop 2**

##### **Conserve and protect**

Participants highlighted the importance of protecting the Heath as a unique, wild, free, accessible green open space. It ought to be managed to maximize its biodiversity and wildlife value, which would also result in social benefits gained through having access to a biodiverse and good quality green space.

##### **Balancing needs of people and wildlife**

A careful balance needs to be struck to provide open access for all and to maintain less managed and “wilder areas” and a range of habitats. Needs of those seeking more active pursuits need to be balanced with needs of those who value the Heath as a green oasis and visit it for quiet informal recreation, contemplation and its tranquility.

##### **Sympathetic, high quality management**

Managing the Heath as a space for its ecological value and wildlife was a clear priority for participants. Any potentially negative impact from revenue generating activities should be carefully considered to ensure they do not detract from the Heath’s unique character.

##### **Access for All**

Access was discussed by participants in its physical and perceptual senses. Physical access was generally regarded as good, while under represented groups- BME and local people living in the more deprived parts of the local area- did not always feel that the Heath is a space for them. Community outreach and culturally appropriate promotion should be considered to ensure a diverse range of audience can benefit from what the Heath has to offer.

##### **Future proofing**

Climate change and the Heath’s resilience to more extreme weather events were areas of concern for the future. Proactive management, climate change adaptation and mitigation measures and nature based solutions should be reflected in future management plans.

Thought should also be given about the impact of higher footfall and more visitors, especially at peak times.

For full reports of each Conversation Event, please see Appendix 1

## **4.2 Focus Group workshops**

### **4.2.1 Fresh Youth Academy**

Social and Health outcomes came out strongly. Young people value the Heath as a place where they feel safe, are able to have private conversations, a place for relaxation and clearing one’s head. They also highlighted the importance of play, having the opportunity to spread out and have fun.

Accessibility was discussed as the group felt that the lower part of the Heath could cater for teenagers more, with informal, free, basketball hoops in one of the tennis courts to attract a wider group of local people.

They all agreed that the Heath of the future should look and feel the same.

### **4.2.2 Barnet Mencap**

Only half of the participants had visited the Heath before. Barriers to visiting were lack of information regarding wheel chair accessibility, provision of accessible toilets and fear of getting lost. Those who were able to walk were concerned about uneven ground and were unsure about how easy and comfortable it would be for them to access and walk around the Heath. Those who had visited fed back that some areas were inaccessible to them.

The group discussed the Social and Health benefits of being in open spaces, and place a high value on feeling free, safe and happy in a green open space. Please see Appendix 2 for full results.

### 4.3 Vision Stalls on the Heath

Casual visitors were asked how they would like the Heath to look and feel in 50 years time. 400 comments were given. These are the main themes that emerged:

1. **Protect / maintain:** 42% / 169 comments mention keeping the Heath as it is with little or no change Eg: *'As it is today – and open to all'*. Some of these mention the impact on their wellbeing-
2. **Social / health outcomes:** 58 comments touch on health, wellbeing, staying active and appreciation of the Heath. Eg: *'Renews me, psychically, physically, mentally. Feels ethereal'*. Most talked about, tranquility, peace and quiet.
3. **Suggestions:** 68 comments covered a wide range of issues. Eg: *'locality reference in isolated areas of the Heath to enable reporting by public to emergency services.'* Signage, events, the island, vehicle use, events, facilities were mentioned.  
Within Suggestions there were subthemes of Dogs and Cycling which displayed the range of opinions and suggestions of Heath users. Another subtheme which emerged from one stall were 11 comments regarding Wildlife.
4. **Dogs:** 35 people commented on the dogs on the Heath, most of them mentioned controlling the behaviour and amount of dogs on the Heath, especially commercial dog walkers.
5. **Cycling** there were 13 comments about cycling, wanting better routes across or around the Heath.

#### **Jigsaw Sum-up words from Workshop and Stalls:**

Participants were asked to add one word to a jigsaw piece that sums up how they use, think or feel about the Heath. These are illustrated in the Word cloud below. The larger the word the more often it was mentioned. 188 pieces were completed at this stage. “natural” and “green” were words associated with the Heath by the largest number of users, followed by “peaceful”, “wild” and “free”.



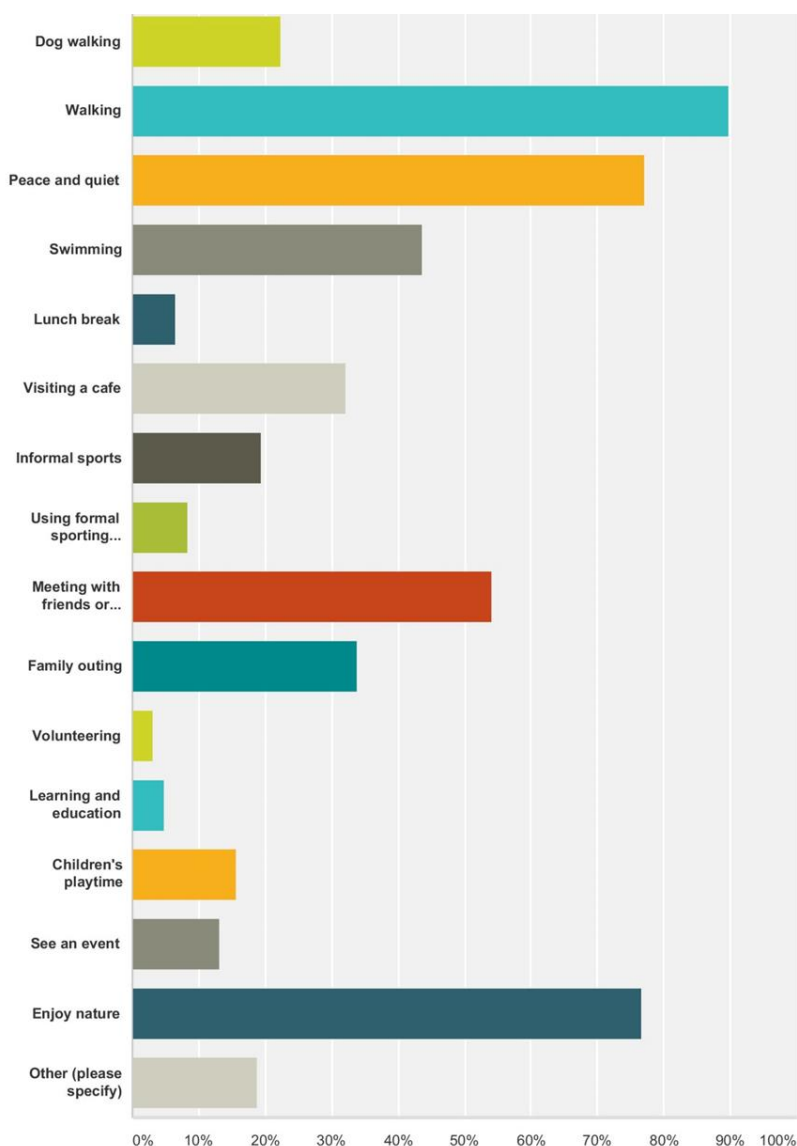
#### 4.4. Survey Online and paper Vision Survey

**Question 1** Graph 1 shows that the 3 main reason for visiting the Heath are Walking (89%), Enjoying nature (76%) and Peace and quiet (77 %). This reflects the unique offering of Hampstead Heath as a piece of countryside in the city.

The Heath is also popular as a meeting place with over half of respondents (54%) citing this as a reason for visiting the Heath. Swimming was also popular with 43 % of respondents visiting the Heath for a swim.

The least popular activities were volunteering (3%), learning and education (4% , lunchbreak (6%) and using formal sports facilities 8%.

##### **Q1 What are your reasons for visiting?**



**Graph 1: Reasons for Visit**

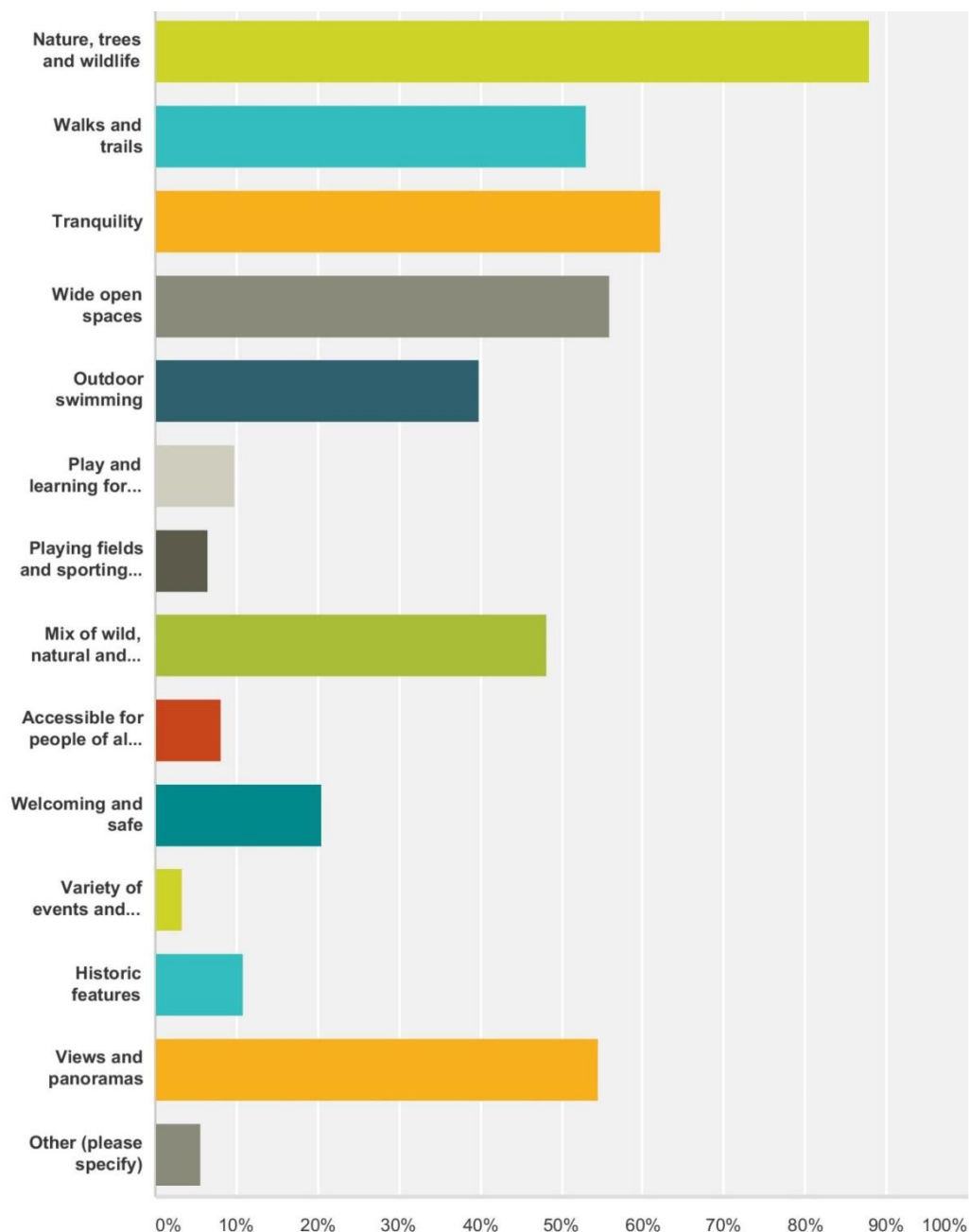


**Question 2** The overwhelming majority of respondents (88%) value the Heath for Nature, Trees and wildlife. Over half of respondents value its Tranquillity (62%) and Wide open spaces (60%).

The Heath provides options for sports and exercise, 6.4% value it for its playing fields and sports provision, while events and activities were valued at 3.4%.

Respondents clearly value the Heath as a wild and natural space, appreciate the wild environment and what nature has to offer, and less as a space for more active pursuits.

**Q2: Reflecting on Your experience of the Heath, what to do value most? Choose up to 5**



**Graph 2: What people value most**

**Question 3** sought to ascertain longer term aspirations and priorities by asking respondents to rate the strength of agreement of aspects of the Heath that future generations should be able to benefit from. These were rated with 1 being Strongly agree, to 5 being Disagree.

The statements about being outdoors, relaxing and recharging through connecting to nature came out very strongly. The vast majority (84%) strongly agreed that one should be able to Enjoy being Outdoors, followed closely by 78.3% who felt it was very important for the Heath to be a place to Relax and Unwind and 78% Strongly agreed on being able to Connect with nature.

The next cluster of responses were 67% Strongly agreed that one should be able to enjoy its unique/ varied landscape, 66% to escape from pollution (air, noise and light), and 66% to stay active and healthy. Play and explore came in at 58%.

1 in 5 respondents (19%) strongly agreed that attending events was important. A small minority strongly agreed that it was important to share our rich culture and to learn a new skills (14% and 13% respectively).

The highest percentage of Disagree was 13% Learning a new Skill followed by 10% Attending Events.

**Q3 Table 3 Please indicate to what extent you agree with the following statements.  
In 2070, the Heath will be a place for current and future generations to:**

Answer Options	Rating Average	rank
Relax, unwind, recharge	3.78	2
Enjoy being outdoors	3.85	1
Connect with nature	3.77	3
Escape from pollution (air, noise and	3.59	
Be active, stay healthy	3.62	
Play and explore, for all ages	3.47	
Connect with the past / local history	2.93	
Conserve natural habitats	3.55	
Share stories and celebrate our rich	2.56	
Feel welcome, included and safe	3.18	
Connect and socialise	2.95	
Attend events and community activities	2.66	
Learn a new skill, grow and develop	2.39	
Volunteer and make a difference	2.57	
Enjoy distinctive views and vistas	3.53	
Appreciate the unique and varied	3.65	4

The word cloud below illustrates which one word or phrase sums up the Heath for respondents. The larger the word the more it has been mentioned.

#### Q4: Which one word or phrase sums up the Heath for you?

The most popular words to emerge were Nature, London and City, closely followed by Space, Peace, Relax and Escape



#### Question 5

focused on specific benefits for the future that span social, environmental and economic issues and asked respondent to think beyond the boundaries of the Heath itself. Respondents were asked to rate statements on a scale of 1-5, with 5 being very important and 1 Not at all Important

Conserving Natural Habitats was selected as being very important or important by nearly all respondents (95%).

Enhancing Health and Wellbeing and Keeping People Active also scored very highly, with 91% and 89% of votes respectively finding these issues very important or important.

71% considered Adapting to Climate Change to be very important / important but fewer (43%) felt as strongly about Keeping London Safe from Flood Risk. 6% felt that Keeping London safe from Flood risk and 5% felt Contributing to local Prosperity were not at all Important.

#### Q5 Thinking beyond the boundaries of the Heath itself. How important do you think each of the following benefits will be for future generations?

Answer Options	Rating Average	rank
Seeing the Heath as linked to other green spaces	3.65	
Enhancing health and wellbeing	4.62	2
Conserving natural habitats	4.78	1
Working in partnership to tackle future	3.80	
Adapting to climate change	4.14	
Keeping London safe from flood risk	3.41	
Enhancing the quality of life of local	4.47	4
Encouraging community participation and	3.91	
Keeping people active	4.53	3
Contributing to local prosperity and tourism	3.49	

**Question 6** Respondents were able to add any other comments they might have. The 650 Responses received are grouped by theme, presented in the table below. Some comments covered more than one theme.

Theme	No. of comments	% of 650 comments
Protect and maintain	412	63%
Suggestions	167	25%
Commercialisation / revenue/ money generating concerns	118	18%
Cycling	85	13%
Accessibility	63	9%
Wellbeing	60	9%
Dogs	54	8%
Outdoor Swimming	54	8%
Sport/ exercise	26	4%
Drone (anti)	11	1.6%
Amenities	10	1.5%

See Appendix 4 for more survey details

## Monitoring

80% of people are local residents with 6% visiting and 5% being members of a Heath user group or working locally. The largest number of respondents were between 45 and 64 years old (43%), followed by 24% who were aged between 22 - 44 and 24% who were over 65 years old. Only 4% were under 19 years old and only 4 responses from under 16 years old. The majority of respondents (58%) were female and 38% males (the other 4 % preferred not to say). The vast majority (94%) speak English as a first language. Only 7% of respondents considered themselves to be living with a disability.

Over half visit the Heath once or more than once a week, with 19% visiting a few times a month. 767 people left their contact details. See Appendix 4 for more information.

## 5. Headline Findings

## Conserving the unique nature of Hampstead Heath

The clearest message is that the Heath is valued by all for its wild, green, open space and free access to nature and wildlife. From all engagement activities the overarching theme was that people want to ensure that future generations have the opportunity to experience the Heath in the same way as they have done.

Many have highlighted that the wild and untamed places are very important to them, as is the ability to get lost, have some privacy and escape from the pressures of city living and from other people. 63% of comments from Q6 of the survey mentioned wanting the Heath to be enjoyed in the same way by future generations. 42% (169 out of 400) of comments from the stalls were about protecting and maintaining the Heath.

In fact the health of the Heath emerges as being of key importance to all: in Q2, 87% (a full 25% more than the 2nd choice) valuing 'Nature, Trees and wildlife' and in Q5, 95% seeing 'Conserving natural habitats' as important or very important for future generations. Conserving and maintaining the Heath's unique characteristics and ecosystems emerges as a clear theme.

Data	Survey: 87% value the Heath's Nature, trees and wildlife (ranked highest Q2) 95% view 'Conserving natural habitats' as very important/ important (ranked highest Q5) 63% of Comments were about Protecting and maintaining the Heath (majority of comments Q6)
Stall:	42% focused on protecting and maintaining

## **The Heath as a 'good neighbour'**

A key theme from conversations has been that the Heath continues to be the treasured companion, the location of stories, the family friend, witnessing generations upon generations growing up and growing old, using and appreciating the Heath in different ways.

The Heath is a receptacle for cherished memories, a reminder of rites of passage, a safe port in a storm, a life-enhancing and reinvigorating destination, a refuge to visit for reflection and recharging. Both the fabric of the place and the experience of visiting the Heath hold a key place in peoples' hearts.

## **Wellbeing and an antidote to city living**

The key aspiration for 50 years from now was for the health, wellbeing and conservation of the Heath to be seen as crucial with the understanding that this impacts on the wellbeing of all Londoners. In Q5 of the survey, the public chose 'conserving natural habitats' as the most important, with 'enhancing health and wellbeing' also having a significant response.

The mental and emotional benefits from time spent on the Heath also emerged as a major theme, with key words such as 'peace', 'tranquility', 'sanctuary' and 'quiet' running through all the comments and discussions. From Q1 'Walking' emerged as the key active wellbeing benefit (89% of reasons to visit the Heath). In terms of the words chosen to sum up the Heath (Q4), 80% of respondents gave words or phrases linked to emotional and mental wellbeing, seeing the Heath as an oasis, sanctuary, and space to unwind and recharge.

In Q5 89% felt that Staying Active was important/ very important for future generations. Currently from the survey 89% of people visit the Heath to walk. In terms of physical wellbeing 31% of people from the survey are engaged in sports, both informal and formal ( 373 plus a further 50 in the 'Other' section for running /jogging /exercise bring the total to 423) with 43% swimming.

The ponds and the lido are clearly highly valued by Heath users as contributing to health and connecting them to nature, with direct benefits to wellbeing. In Q2 39% selected outdoor swimming as being very valuable to their experience of the Heath. The lido and swimming were mentioned 39 times in Q6 Comments as well as in the stalls and workshops. The women's only space was specifically mentioned as a unique space when commenting about the ponds.

A key aspect which emerged from the workshops and survey (118 out of 650 comments / 18%) was the importance to their wellbeing of having the Heath as a respite from the commercialisation (the word they chose) and the hustle and bustle of the surrounding city. This is echoed by frequency of the words: quiet, tranquility and peace. 62% of people value 'Tranquility' (Q2) with 1033 out of 1340 (77%) respondents selected 'Peace and Quiet' as a reason for visiting the Heath (Q1). In Q3 79% strongly agree that Relaxing and Unwinding are important. 19% strongly agree about Attending Events and Community Activities.

In discussions from workshops and stalls many comments were made about a perceived rise in the amount of events and activities. Concerns were raised about the potential impact of events and activities on what they most value on the Heath - tranquility, open access, interaction with nature and wildlife and escape from noise and air pollution. There was a desire to ensure that CoL carefully plans to minimize the disruption and impact of events and activities as well as limiting the number and size of activities/ events in terms of footfall and footprint.

Data Survey: 77% visit the Heath for Peace and Quiet (2<sup>nd</sup> Q1)  
62% value the Tranquility of the Heath (2<sup>nd</sup> Q2)  
79% want future generations to be able to Relax and Unwind (2<sup>nd</sup> Q3)  
78% want to future generations to be able to Connect to Nature (3<sup>rd</sup> Q3)  
91% view Enhancing Health and Wellbeing as very important / important (2<sup>nd</sup> Q5)  
85% of Sum Up Words (Q4)  
9.5% of comments about Wellbeing (Q6)  
Stall: 14.5% of comments about Wellbeing



## The unique character of the Heath

This theme came through in different guises. There were suggestions of raising awareness of the Heath's rich history; for example, through an education project / programme. Also a range of suggestions about encouraging an understanding of its biodiversity, geology, habitats and campaigns plus the community's role as custodians. A theme emerged about educating visitors about expected behaviour to help protect and appreciate the Heath, and to explain that it is not a park.

A key part of the Heath's uniqueness is its wildlife, fungi and flora. 1178 out of 1340 (87.91%) in Q2 selected 'Nature, Trees and Wildlife' as being important to the community and in Q5 82% of responses selected 'Conserving Natural Habitats' as being very important (4% more than Enhancing wellbeing and 6% more than Keeping People Active).

There was concern that the unique nature of the Heath could be impacted from development around the fringes of the Heath. Some of those engaged were concerned that any developments around the Heath might disrupt and remove wildlife habitats, and negatively impact on the Heath feeling open and welcoming. 54% selected Views and Vistas as holding importance for them, as being able to look at the horizon and see the links to trees and other green spaces helps create the feeling of being in the countryside. There was the view that the Heath should be valued as the 'Lungs of London' with green arteries stretching along green corridors (such as gardens and railway sidings) across London and beyond, creating a healthier and more biodiverse city.

## Inclusive and Accessible

The themes of inclusivity and accessibility were clearly expressed, acknowledging that the Heath is open and inclusive to all, but recognising that the diverse communities in London could be better represented by Heath users and that more outreach could be done. There were suggestions to work with more young people to engage them in making the Heath more accessible to their age group. Many comments revolved around championing the Heath as being open to people of all ages, income levels and backgrounds.

Although wanting to make the Heath open to all was expressed clearly, there were also concerns raised that higher footfall plus extremes of weather, might negatively impact on the quality of the open spaces. The desire to conserve and protect, both the natural environment of the Heath plus its wildlife habitats, should be carefully balanced with the needs and demands of a higher volume of visitors. There is a desire for a means to encourage visitors, as custodians, to have some sensibility about how their actions might impact on the delicate ecosystems and wildlife of the Heath. There were comments/ concerns about events and activities that need to be paid for, making them inaccessible to those on a lower incomes, plus physically cutting off areas of the Heath for the events – e.g. cross country and Art Fair.

Data    Survey: 8% valued the heath as accessible for all abilities (Q2)  
             20% valued it being welcoming and safe (Q2)  
             73% Agreed/ strongly agreed that feeling Welcome, Included and Safe was important for future generations  
             Comments 63 comments were about Accessibility (Q6)

## Custodians of the Heath

The Vision engagement activities showed that the City of London is valued as a custodian to protect habitats, the Heath's unique characteristics, quietness and wildness. CoL is seen to be doing a good job at maintaining it to a high standard. The hope is that the City of London continues to improve the way in which it engages and works collaboratively with the community in the management of the Heath and to raise awareness that we are all custodians.

There is a desire that the City of London continues to work across the Heath and not outsource sports facilities / ponds to outside businesses. There were few comments about the quality of the facilities on the Heath, with a few calls to improve toilet blocks.

In addition, the community acknowledge the staff who work on the Heath, with comments on how they are considered integral to the Heath's sense of community, are often experts in their field and have a good understanding of the Heath users.

In terms of encouraging the Heath users to view themselves as custodians of the Heath, in the survey, 677 people left their email addresses to be kept updated on the Vision, plus current and future Hampstead Heath issues. A further 32 left their emails at the pop up stalls.

### **Most frequently mentioned suggestions**

The key suggestion that emerged was for commercial dog walkers to be limited or prohibited. The comments mentioned both the impact on the environment of large amount and/ or poorly controlled of dogs. From the survey 22% of walkers on the Heath were dog walkers. There were many comments wanting more cycle lanes, or better connection between existing routes, or a cycle route running round the Heath, especially linking the lido and the swimming ponds. However implementation might impact on the high value placed on 'Tranquility' and 'Peace and Quiet'. There were also comments about the perceived overuse of vehicles, how their noise, speed and fumes negatively impact on wellbeing, the character and the environment of the Heath. There were 11 comments suggesting prohibiting the use of drones on the Heath.

## **6. Conclusions**

The majority of participants in the consultations are passionate about Hampstead Heath, it holds a special place in their hearts and memories. Many have been involved in historic campaigns on issues either around or within the Heath. The consultations reflect some of the key stakeholders made up of user groups and societies linked to the Heath, plus casual users and occasional visitors. The survey went global with some people contributing who have fond memories of growing up near the Heath.

Over 700 people have shared their contact details and are keen to hear more about the progress of the Management Plan, the Vision Statement and other City of London updates. Although many youth and schools were regularly updated during the process there was not a high amount of responses from young people.