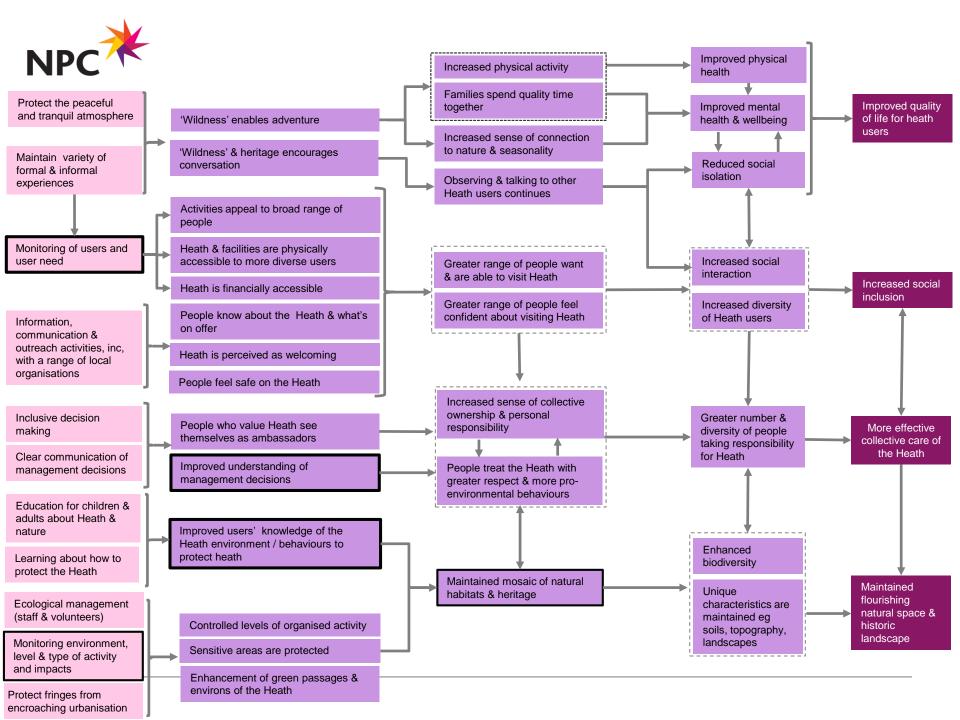


HAMPSTEAD HEATH OUTCOMES FRAMEWORK

Draft 1

29 January 18



NARRATIVE



Drawing on the Community Vision for Hampstead Heath, there are four key 'outcomes' (or benefits) arising from how the Heath is used and maintained that contribute to realising the Vision—broadly, that the Heath is conserved in a way that enhances our lives.

At the top of the theory of change diagram, **quality of life for people who use the Heath** is increased through improvements to physical health, mental wellbeing and reduced social isolation—and these outcomes are mutually supportive. All aspects of wellbeing are achieved by maintaining a variety of experiences and activities, which appeal to a range of people and families, while the wildness and heritage of the Heath encourages adventure and interaction with other Heath users. The benefits of maintaining a variety of opportunities for physical activity need to be balanced with impacts on the ecology of the Heath—so monitoring the level, type and impact of user activity is important.

Reducing social isolation is a key element of improving heath users' quality of life. It is also an important contributor to the second key outcome for achieving the Community Vision—that **social inclusion is increased** by the Heath. Social inclusion depends on both increasing the diversity of Heath users and people interacting with each other. This is likely to flow from people feeling confident about visiting and using the Heath, combined with a sense that the Heath community is open and welcoming.

Achieving a diversity of Heath users depends in part on ensuring activities appeal to a broad range of people. The Heath also needs to be physically and financially accessible for a range of users, and people need to feel safe and welcome on the Heath – so monitoring users and users' needs is important to ensure this is achieved. And as well making sure people *want* and *are able* to use the Heath, a diverse range of people need to *know about* the Heath and what's on offer. (PTO)



Communication, education and outreach activity, particularly working with a range of (local) partners, schools and other organisations, will mean more people have the knowledge and confidence to visit the Heath and enjoy its unique mix of wild and natural spaces, heritage and sports facilities.

Increasing the diversity of Heath users needs to go hand in hand with users feeling part of the Heath community. The experiences already outlined, which help new and diverse users feel confident about visiting the Heath, will be enhanced by experienced users seeing themselves as Heath ambassadors. Alongside this, ensuring clear communication and improved understanding of management decisions will help all users feel part of the Heath community. Complementing experiences that make the Heath feel welcoming and open with educational activities/resources that engage people about what makes the Heath a special place, the Heath environment and behaviours that protect it, will encourage users to adopt pro-environmental behaviours. Combined, this will not only increase the likelihood of social interaction and inclusion among users, but will help ensure that a greater number and diversity of people feel a sense of collective responsibility for the Heath's upkeep. This will support the achievement of the third key intermediate outcome—more effective collective care of the Heath.

Effective ecological management from staff and volunteers, cooperation among the local community to protect green passages and protect fringes from encroaching urbanisation, along with monitoring the level and impact of user activity, will mean that the Heath's mosaic of natural habitats and heritage is protected. With more diverse users treating the Heath with greater respect and taking collective responsibility for the Heath's upkeep, the final key outcome—maintaining a flourishing natural space—can be achieved.