

HAMPSTEAD HEATH OUTCOMES FRAMEWORK

Draft 1

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Protect the peaceful and tranquil atmosphere

Maintain variety of formal & informal experiences

Monitoring of users and user need

Information, communication & outreach activities, inc, with a range of local organisations

Inclusive decision making

Clear communication of management decisions

Education for children & adults about Heath & nature

Learning about how to protect the Heath

Ecological management (staff & volunteers)

Monitoring environment, level & type of activity and impacts

Protect fringes from encroaching urbanisation

'Wildness' enables adventure
'Wildness' & heritage encourages conversation

Activities appeal to broad range of people
Heath & facilities are physically accessible to more diverse users
Heath is financially accessible
People know about the Heath & what's on offer
Heath is perceived as welcoming
People feel safe on the Heath

People who value Heath see themselves as ambassadors
Improved understanding of management decisions

Improved users' knowledge of the Heath environment / behaviours to protect heath

Controlled levels of organised activity
Sensitive areas are protected
Enhancement of green passages & environs of the Heath

Increased physical activity
Families spend quality time together

Increased sense of connection to nature & seasonality
Observing & talking to other Heath users continues

Greater range of people want & are able to visit Heath
Greater range of people feel confident about visiting Heath

Increased sense of collective ownership & personal responsibility
People treat the Heath with greater respect & more pro-environmental behaviours

Maintained mosaic of natural habitats & heritage

Improved physical health

Improved mental health & wellbeing

Reduced social isolation

Increased social interaction

Increased diversity of Heath users

Greater number & diversity of people taking responsibility for Heath

Enhanced biodiversity

Unique characteristics are maintained eg soils, topography, landscapes

Improved quality of life for heath users

Increased social inclusion

More effective collective care of the Heath

Maintained flourishing natural space & historic landscape

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.