

Committee	Dated:
Hampstead Heath Consultative Committee	29 October 2018
Subject: Draft Hampstead Heath Management Strategy 2018-2028	Public
Report of: Superintendent of Hampstead Heath	For Discussion
Report author: Lucy Gannon, Open Spaces Department	

Summary

The purpose of this report is to present the draft Hampstead Heath Management Strategy (formerly Plan) 2018-2028 for discussion and feedback to inform the development of the final version, which will be present to the Hampstead Heath, Highgate Wood & Queen's Park Committee for approval on 28 November 2018.

This draft has been developed following consultation with key stakeholder groups and incorporates the views and suggestions received. A key change is that the document is now referred to as the Hampstead Heath Management Strategy 2018-2028.

Recommendations

It is recommended that:

- Members provide feedback and comments on the draft Hampstead Heath Management Strategy 2018-2028.
- The views of the Hampstead Heath Consultative Committee be conveyed to the Hampstead Heath, Highgate Wood & Queen's Park Committee at their meeting on 28 November 2018.

Main Report

Background

1. The ten year term of the 2007 Hampstead Heath Management Plan concluded in 2017 and development of a revised document continues as a priority.
2. A review of the 2007 Hampstead Heath Management Plan was undertaken in 2016, in consultation with Members of the 2007 Working Groups and Open

Spaces staff. The review recommended five themes for developing the Hampstead Heath Management Strategy 2018-2028 (Management Strategy). The key recommendations of the review were endorsed by this Committee and the Hampstead Heath, Highgate Wood and Queen's Park Committee (HHHWQPC) in November 2016. These have shaped the development of the Management Strategy and the Management Framework for the Division.

Current Position

3. The project is progressing in accordance with the programme stages presented to the Hampstead Heath Consultative Committee (HHCC) and HHHWQPC in April 2018, enabling additional time for consultation, prior to presentation of the final draft Management Strategy to HHHWQPC in November 2018.
4. This project addresses the recommendations for each of the five themes identified during the 2016 Consultative Review of the 2007 Hampstead Heath Management Plan:
 - Progress: measuring progress and achievements to date;
 - Structure: reviewing the structure of the plan and associated framework for delivery;
 - Relevance: refreshing the objectives to ensure relevance in the current and future contexts;
 - Engagement: fostering a spirit of shared stewardship;
 - Evaluation: adopting an outcomes-based approach.
5. The review recommended that the document be brief (approximately 20 pages) that can be more readily updated, presenting high level management priorities and building on the strengths and intentions of the 2007 Hampstead Heath Management Plan.
6. The draft Management Strategy has been developed in accordance with the Design Council Commission for Architecture and the Built Environment (CABE) guide to best practice and complies with requirements for Green Flag and other schemes.

Proposals

7. The draft Management Strategy has evolved in response to feedback and further review undertaken throughout August and September 2018. A key change is to refer to the document as a Strategy rather than a Plan. This suggestion was received during a number of consultations and reflects the revised approach. Key to this is the removal of management actions from this high-level strategic document to the newly established Divisional Plan.
8. Appendix 1 presents the draft Management Strategy which adopts an outcomes-based approach to achieve the aspirations of the Heath Vision. The Management Strategy is embedded in the new Management Framework which establishes a direct link between the long-term outcomes in the Management Strategy and work delivered on the ground.

9. The proposed format is in line with the Corporate Plan (see appendix 2).
10. Design services will be procured to design the final Management Strategy to comply with the Open Spaces identity and to reflect the style of the Corporate Plan.

Corporate & Strategic Implications

11. The draft Management Strategy and associated Management Framework aligns with the City of London Corporation's annual business planning cycle.
12. The outcomes-based approach aligns with the wider City of London Corporation approach to develop high-level outcomes for the Open Spaces Department Business Plan 2018 - 2023 and the Corporate Plan.
13. The approach being taken at Hampstead Heath is a strong example of how the objectives of the Corporate Plan are delivered to communities on the ground at a local level.
14. Resources and funding for implementation of the Management Strategy will be allocated annually via the 3 year rolling Divisional Plan, as projects are prioritised.

Conclusion

15. The draft Management Strategy reflects the recommendations of the 2016 Consultative Review in that it adopts an outcomes-based approach and a Measurement Framework and is approximately 20 pages in length.
16. Taking account of feedback from Members of this Committee, a final draft of the Management Strategy will be presented to the HHHWQPC on 28 November 2018 for approval.

Appendices

- Appendix 1 – Draft Hampstead Heath Management Strategy 2018-2028.
- Appendix 2 – City of London Corporate Plan 2018-2023

Background Papers

- Update on the Management Plan for Hampstead Heath, 9 July 2018 Report to Hampstead Heath Consultative Committee.

Lucy Gannon

Project Management and Support Officer, Open Spaces

T: 020 7332 3779

E: lucy.gannon@cityoflondon.gov.uk