

<b>Committee(s)</b>	<b>Dated:</b>
Hampstead Heath Consultative Committee – For Discussion	<b>17<sup>th</sup> July 2017</b>
<b>Subject:</b> A community vision for Hampstead Heath	<b>Public</b>
<b>Report of:</b> Superintendent of Hampstead Heath	<b>For Discussion</b>
<b>Report author:</b> Lucy Gannon, Open Spaces and Heritage	

## **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 a draft vision statement for your consideration. The draft community vision is informed by over 1300 survey responses and hundreds of aspirations and comments collected throughout May and June 2017.

## **Recommendation(s)**

Members are asked:

- To consider the Consultant's report summarising the findings of the community engagement and the draft community vision statement and to provide feedback to the Superintendent on the contents of this report.
- That the views of the Hampstead Heath Consultative Committee are conveyed to the Hampstead Heath, Highgate Wood and Queen's Park Committee.

## **Main Report**

### **Background**

1. The ten year management plan for Hampstead Heath will expire at the end of 2017 and development of a revised Plan for implementation in April 2018 (2018 Plan) is a priority project.
2. The project is progressing in accordance with the programme outline presented to the Consultative Committee and Management Committee in March 2016.
3. A review of the 2007 Plan was undertaken in 2016 in consultation with past working group members and recommended five themes for developing the 2018 Plan. Key recommendations were endorsed by the Hampstead Heath, Highgate Wood and Queen's Park Committee in November 2016 including a general approach that the 2018 Plan will build on the strengths and reflect the intentions of the 2007 Plan while ensuring it remains relevant into the future.

4. Particularly relevant to this report is the recommendation that development of the 2018 Plan should involve wide community engagement to articulate a long term vision for the Heath which will inform strategic principles that can guide future management decisions and resolution of emerging issues.

### **Current Position**

5. In March 2017 consultants were appointed to deliver the following services:
  - Prepare an audience development plan for the Hampstead Heath.
  - Deliver engagement activities that achieve representative engagement of the wider Hampstead Heath community to capture community aspirations.
  - Prepare a draft vision statement for Hampstead Heath.
6. The engagement process to develop a community vision for Hampstead Heath commenced in April 2017 with the establishment of an advisory group and continued throughout May and June 2017.
7. Engagement activities included two workshops with key stakeholders and community organisations, six pop-up consultation stands at various locations across the Heath and an online survey that closed on 19 June 2017. Over 1,340 completed surveys were received in addition to 200 people who participated in the other activities.
8. Consultants prepared a draft statement for a community vision for Hampstead Heath and a report summarising the findings of the consultation. (Refer to Appendix 1 and Appendix 2).

### **Proposals**

9. It is proposed that the vision statement be no more than a page in length. The statement aims to distil the diverse range of views that were expressed, to create a community vision that encapsulates the many aspirations that were shared throughout the engagement process.
10. The views of this Committee are sought with regard to the draft community vision (refer to Appendix 1).
11. A report summarising the results of the community engagement is included in Appendix 2.
12. As proposed in the Superintendent's Update to this Committee in May 2017, a full report including a proposed vision statement will be submitted to the Hampstead Heath, Highgate Wood & Queen's Park Committee on 25 September 2017.
13. 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.
14. It is proposed that a full report on progress be submitted to the Hampstead Heath Consultative Committee for consideration in January 2018, and subsequently to the Hampstead Heath, Highgate Wood & Queen's Park Committee for review and endorsement.

### **Corporate & Strategic Implications**

15. 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. It will sit in the context of the Hampstead Heath Act (1871) and is a key deliverable identified in the Open Spaces and Heritage Department Business Plan.

## **Implications**

16. The community engagement has provided useful insights into the ways that visitors and the local community value the Heath and the ways 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**

17. Creating a shared community vision for Hampstead Heath is an important milestone in development of the 2018 Plan. The draft vision statement paints a vivid picture and provides a shared vision for the future of the Heath.

## **Appendices**

- Appendix 1 – Draft 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

## **Lucy Gannon**

Project Management and Support Officer, Open Spaces and Heritage

T: 020 7332 3779

E: [lucy.gannon@cityoflondon.gov.uk](mailto:lucy.gannon@cityoflondon.gov.uk)