



Here is your vision for Hampstead ... do you agree?

Welcome!

Please take some time to read through the proposed vision for Hampstead and South End Green. This document is intended to **inform and consult** local residents and those who work in the area on how you would like to see the neighbourhood develop in the future. **We would like you to complete a questionnaire in order to find out your views.**

Why is this document important?

The government has given **local communities the right to shape development** in their areas, through the Localism Act 2011. Communities can do this by forming neighbourhood forums and creating neighbourhood planning policies.

What is a neighbourhood plan?

Hampstead residents and businesses can help create a neighbourhood plan which addresses planning issues that matter to us all. A neighbourhood plan is an important document with real legal force. It allows communities to exert more control over where development takes place, to influence the type and quality of that development, and to ensure that the change it brings meets local objectives.

A neighbourhood plan for Hampstead would help shape:

- The quality of future buildings in Hampstead
- The character of our streets and open spaces
- How our landscape and trees are protected
- How our heritage can be valued and conserved
- The types of homes that are developed
- A friendlier environment for walkers and cyclists
- A more vibrant Hampstead Village and South End Green supporting local shops and jobs

Hampstead Neighbourhood Forum

The Hampstead Neighbourhood Forum is made up of local residents, business people and our Camden councillors, giving our community the opportunity to create a neighbourhood plan for Hampstead and South End Green. The Hampstead Neighbourhood Forum is being considered for designation by Camden Council as of August 2014. The Forum currently has more than 700 members. Anyone who works or lives inside the forum area can be a member and all **help is welcome**. The boundary area of the Forum is shown on the map in this document. In addition to helping shape local planning policies, **the Forum can help set up projects and initiatives** to benefit Hampstead residents and businesses. You can read about what we have done so far on our website: www.hampsteadforum.org

Please tell us how we should move ahead.



Public engagement

Over the past year we have met and talked to hundreds of local people about what would make our neighbourhood a better place to live and work. We have held public events at Burgh House, Hampstead Community Centre, St Stephen's, South End Green Festival and the Hampstead Summer Fair. From all the ideas we have heard, the Forum's committee has put together a community-led vision for Hampstead, with specific aims and objectives.

Community-led vision

This consultation document asks you whether you agree with the vision and objectives that we have formulated on your behalf. **Please fill in the attached questionnaire** and tell us what you would like to see in Hampstead's neighbourhood plan.

Adopting our own neighbourhood plan gives us the opportunity to be proactive and resist inappropriate development.

What are the timings?

The neighbourhood plan will cover a 15 year time period with a review every 5 years.

What's next?

We now want to spread the word and consult more widely on this vision. Over the next several months, we will consult more people, gather evidence to support your ideas, and develop policies for a better neighbourhood. The results of this consultation will shape the planning policies we incorporate into our neighbourhood plan.

This plan will undergo extensive consultation before being examined by an independent examiner and voted on in a public referendum. If approved by a majority of local people, Camden will adopt our plan and refer to it when making decisions on planning applications in our area.

Tell us what you think

If you live or work inside the Hampstead Forum area (see map) then we would like to hear your views. We need to demonstrate that we have consulted widely on this first round of ideas. It is vitally important that we hear from as many people as possible.

You can complete the questionnaire on our website: www.hampsteadforum.org

Otherwise, you can complete the questionnaire on paper, using the form enclosed.

The consultation on the vision and objectives for Hampstead and South End Green closes on **17 October 2014**.

Completing the questionnaire

We have set out five key headings, identified during our public meetings as issues that are important to local people. For each issue, there are proposed aims and objectives for you to consider and we would like you to respond by marking how strongly you support these ideas.

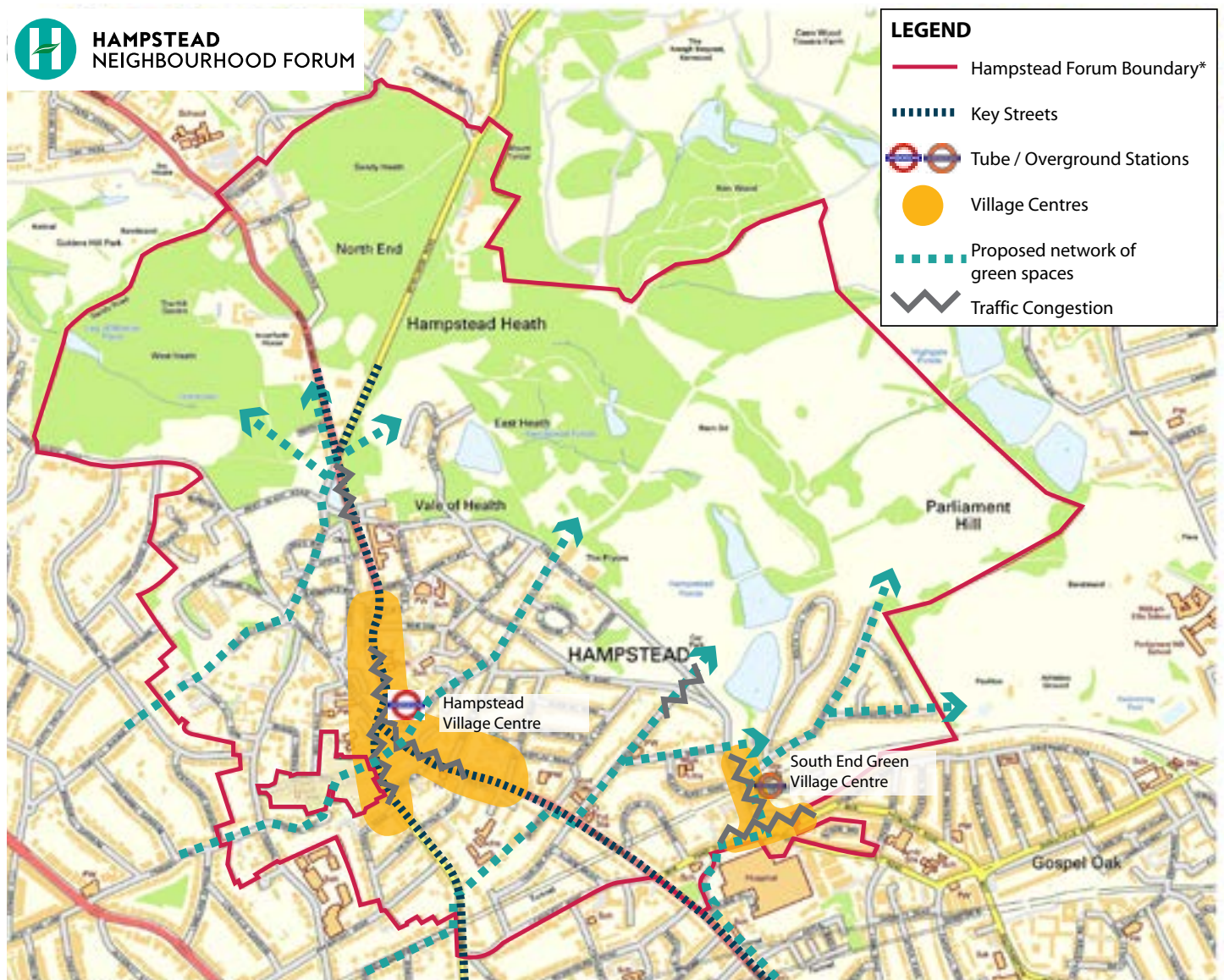
When you have finished, please follow the instructions on how to return your completed questionnaire. If you want to add your own comment on the proposals, please write in the box provided in the questionnaire or, if there isn't enough space, use a separate sheet of paper and attach it to the questionnaire.

Hampstead Neighbourhood Forum Committee: Janine Griffis (Chair), David Castle (Vice Chair), Stephen Taylor (Secretary), Alex Nicoll (Communications Officer), Stuart Flude (Treasurer), Bob Buhr, Vicki Harding, Fiona Reeve, Melissa Remus Elliot, Kimry Schlacter, Ellen Solomons, Ben van Bruggen, Laurie White, Sebastian Wocker, Jeremy Wootliff.
Ex-officio: Cllrs Siobhan Baillie, Tom Currie, Simon Marcus, Stephen Stark, Theo Blackwell.

Vision statement

Our proposed vision is to conserve and foster Hampstead's charm and liveability, by protecting the distinctive character of buildings and open spaces, the Heath, healthy living, community spirit, and the local economy.

Vision map



Map contains Ordnance Survey Data (OS OpenData) © Crown Copyright and database right .

* The Hampstead Forum area boundary is being considered for designation by Camden Council as of August 2014. N.B. The outline around Church Row and Perrins Walk represents an area is covered by a separate neighbourhood forum and that the Hampstead Plan will not cover this area.



1. Homes and heritage

Aim: Support Hampstead's future as a lively and contemporary London neighbourhood in an exceptional heritage area of picturesque streets, landmark buildings and historic terraces and houses.

Objectives:

- A. Safeguard the qualities that make Hampstead a conservation area including pursuing high quality new design and rejecting poor design.
- B. Conserve and foster the charm, human scale and sometimes quirky connectivity of Hampstead's buildings and spaces.
- C. Ensure a balance of dwelling types to meet the needs of Hampstead's diverse community of professionals, families and older residents.



2. Streets and movement

Aim: Reinforce Hampstead as a safe and walkable neighbourhood with access to amenities and good public transport, where residents have convenient alternatives to private car travel, while recognising the need for cars.

Objectives:

- A. Where appropriate, prioritise the needs and demands of pedestrians and cyclists, the young and the elderly over general vehicular traffic, balancing the needs of all travellers.
- B. Promote walking, cycling, and public amenity through high quality streetscape and urban design; focus on the quality and design of our walkways and roads through excellent engineering.
- C. Improve air quality and safety by minimising traffic congestion.



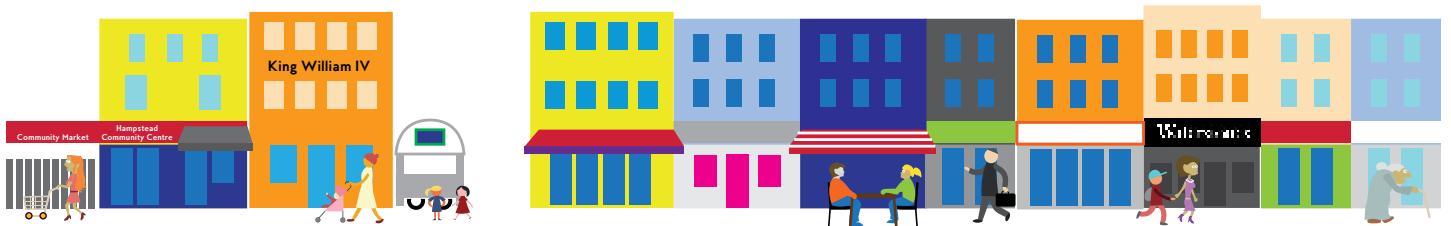


3. Local economy

Aim: Create a lively and prosperous Hampstead economy that supports visitors as well as residents' needs, with support for neighbourhood shops, small enterprises, markets, and local job opportunities.

Objectives:

- A. Recognise the tourist appeal of Hampstead and the Heath and ensure local shops, businesses and amenities better serve the needs of visitors.
- B. Maintain and enhance the distinct character of Hampstead's two village centres – South End Green and Hampstead town – and encourage a broad retail mix to better serve the needs of local residents.
- C. Improve provision of business services (e.g. printing shops, shared offices) and digital infrastructure (e.g. mobile connections and broadband) for the growing number of small enterprises, artists, writers, and professional freelancers working from home, cafés and small offices.



4. Open space and landscape

Aim: Protect and enhance Hampstead's landscape, from the Heath to its tree-lined streets, gardens and network of green spaces.

Objectives:

- A. Identify Hampstead's network of green spaces and establish rigorous guidelines for enhancing their character.
- B. Increase biodiversity and reduce surface water run-off by encouraging soft landscaping and discouraging extensively paved private gardens and public open spaces.
- C. Extend the protection afforded to Hampstead Heath and surrounding designated Metropolitan Open Land to gardens and smaller open spaces and routes leading to the Heath.





5. Building community

Aim: Keep alive Hampstead's local flavour and sense of belonging and loyalty by protecting and enhancing local community facilities and programmes.

Objectives:

- A. Protect and enhance amenities, such as health centres, churches and pubs, for the community now and for the future by making the best use of existing facilities.
- B. Strengthen cultural and community networks to enhance Hampstead's cherished village-like community character.
- C. Retain the area's appeal to families by fostering a choice of good schools and family housing in a safe neighbourhood.



Please complete the questionnaire

If you live or work inside the Hampstead Forum area (see map) then we would like to hear your views.

You can complete the questionnaire on our website: www.hampsteadforum.org

Otherwise, you can complete the questionnaire inside this document

✋ Hand deliver it to: **Keats Community Library** at 10A Keats Grove or
Barclays Bank at 28 Hampstead High Street

or

✉ Post to: Hampstead Neighbourhood Forum c/o 14 Denning Road, Hampstead NW3 1SU

The consultation on the vision and objectives for Hampstead and South End Green closes on **17 October 2014**.

To find out more about the Forum, read about what we have heard from you so far or to get involved, please see our website or email us.

www.hampsteadforum.org

info@hampsteadforum.org

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