

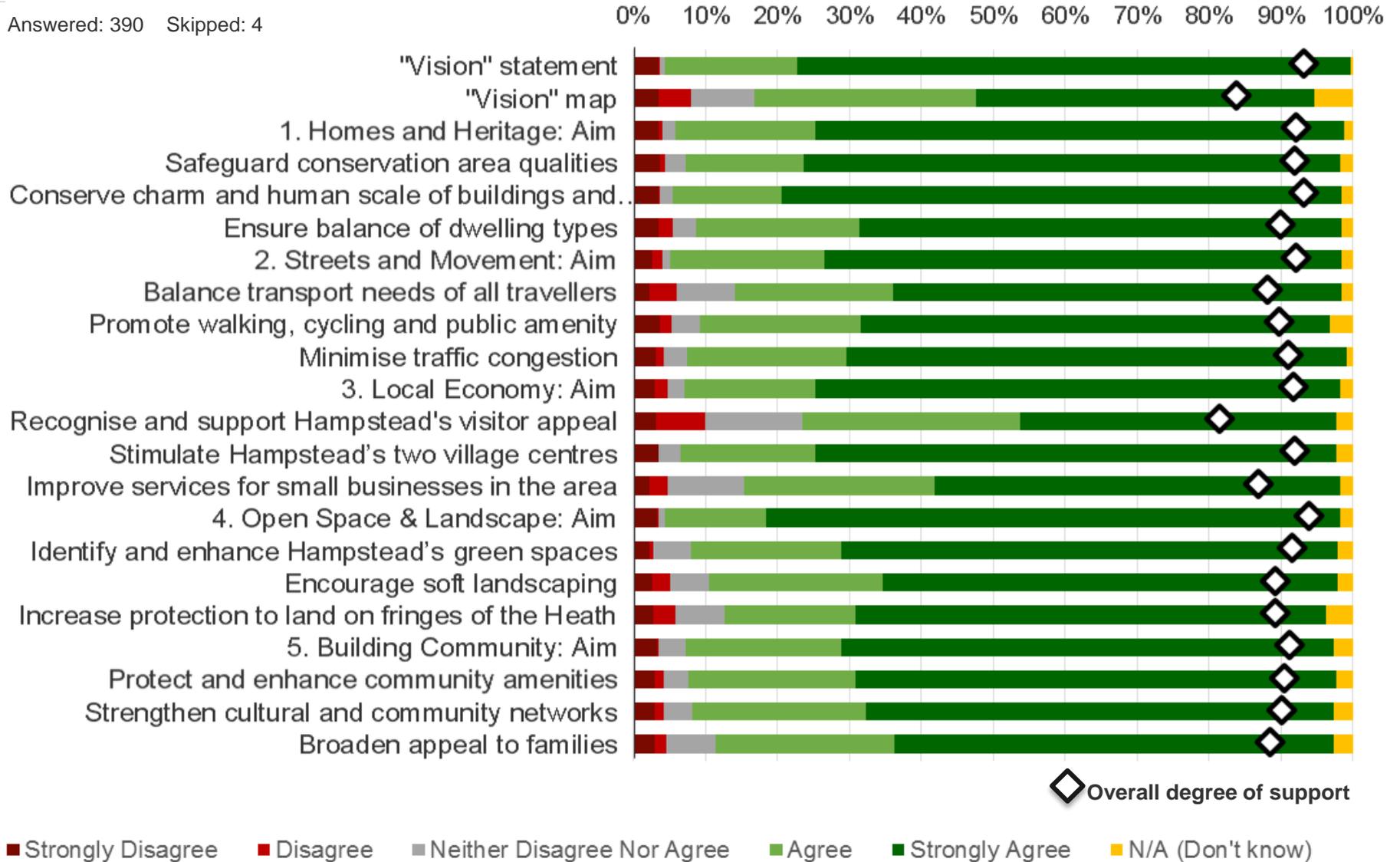
# Vision questionnaire

Detailed review of  
the community's response  
to the proposed aims and objectives

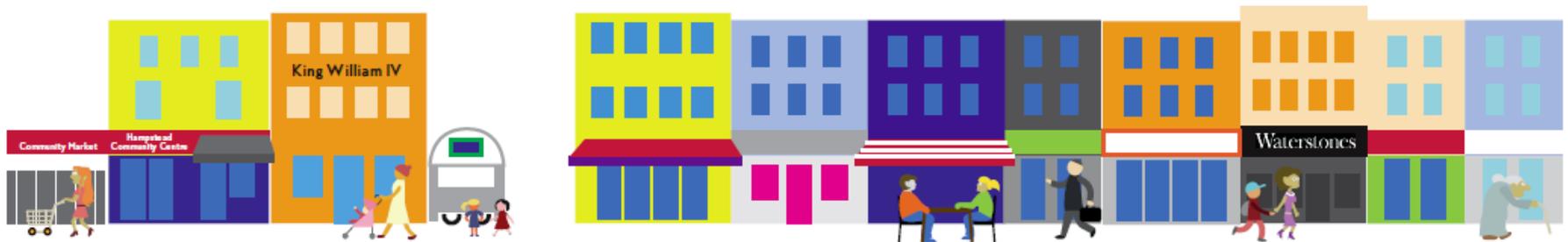


# Vision questionnaire: Summary

Answered: 390 Skipped: 4



# Community response: By type of respondent

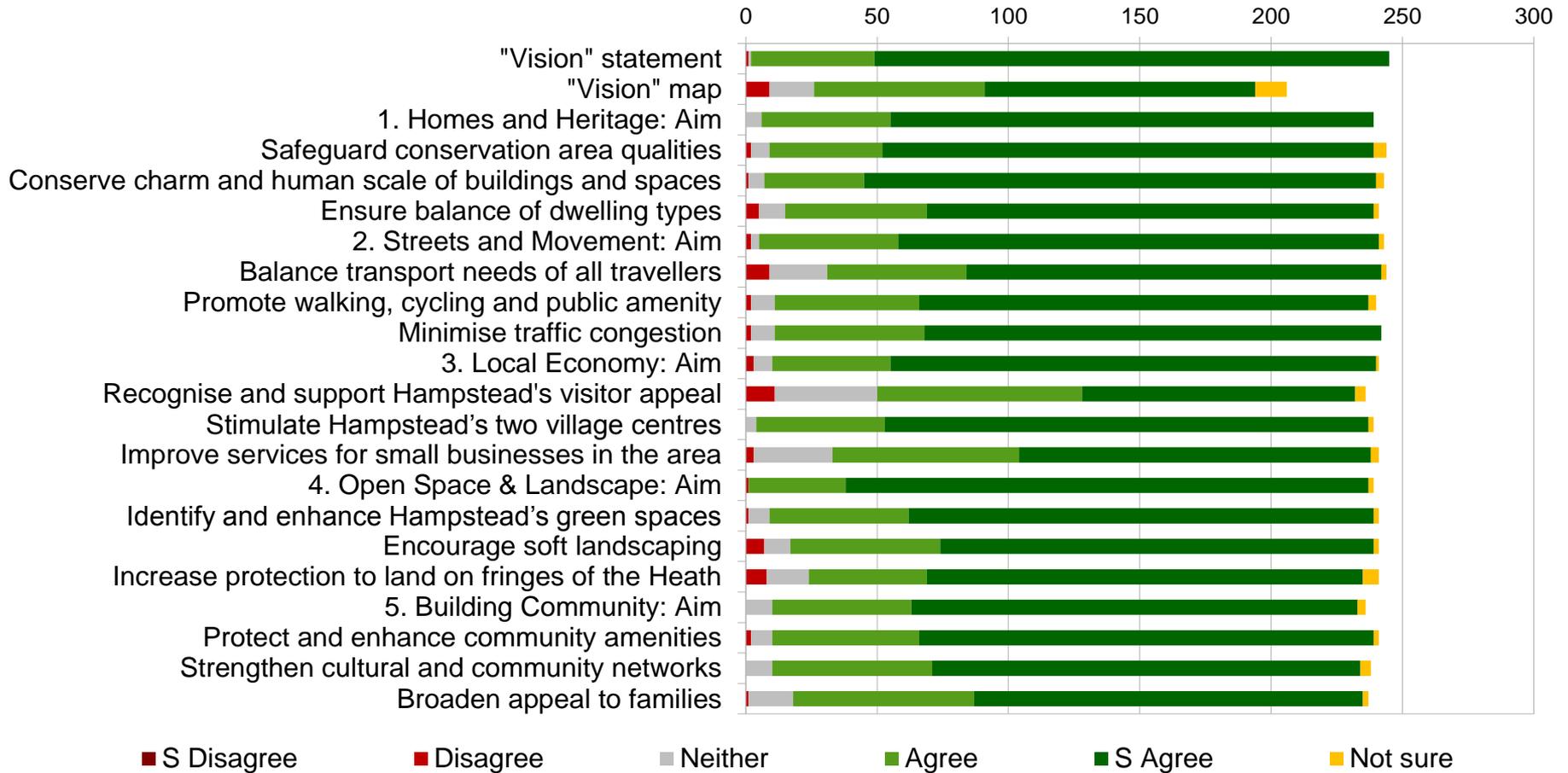


# Vision questionnaire:

## Those who live in Hampstead

Answered: 254

### Only live in Hampstead (No. of responses, not percentage)

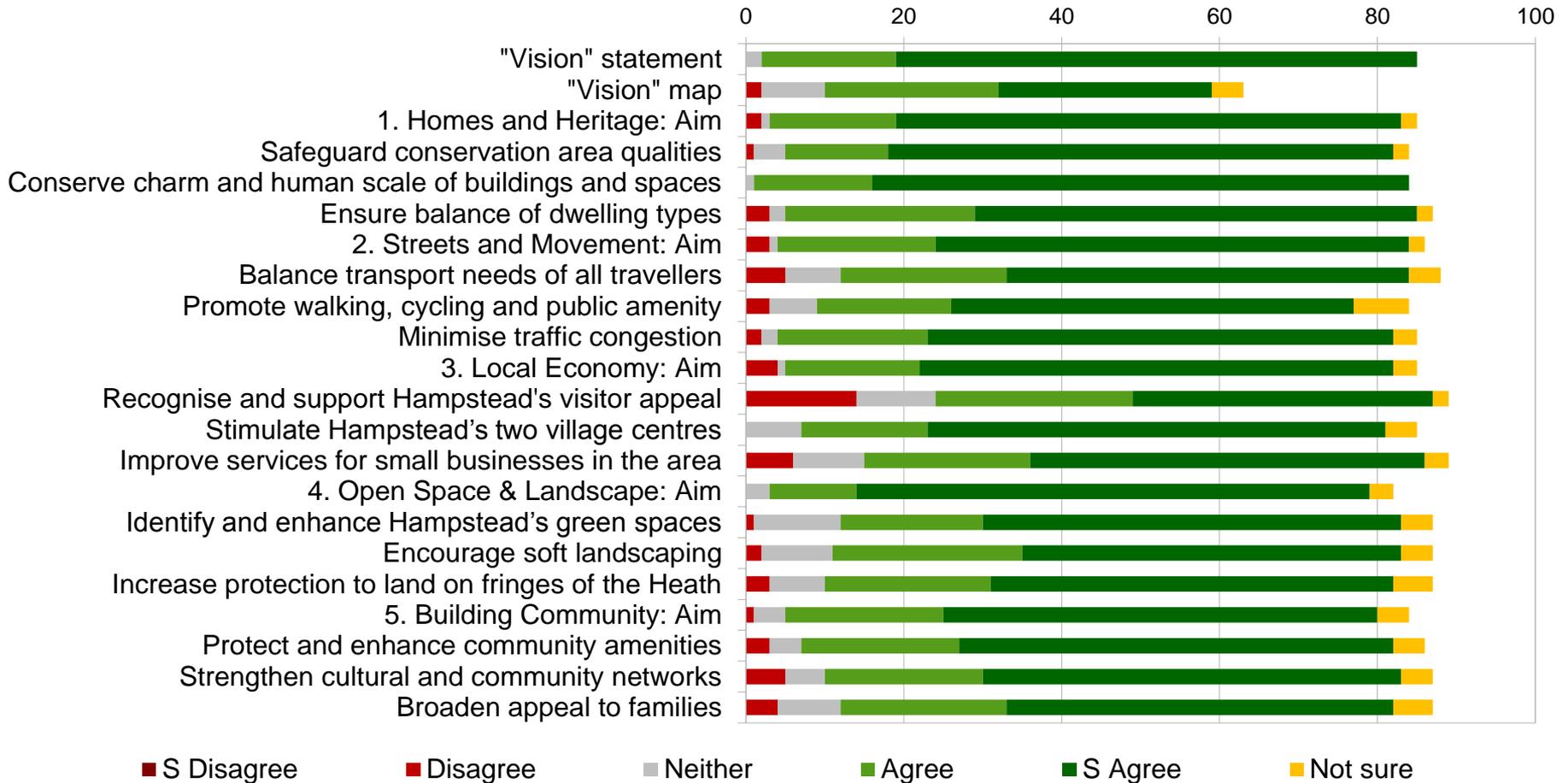


# Vision questionnaire:

## Those who live and work in Hampstead

Answered: 95

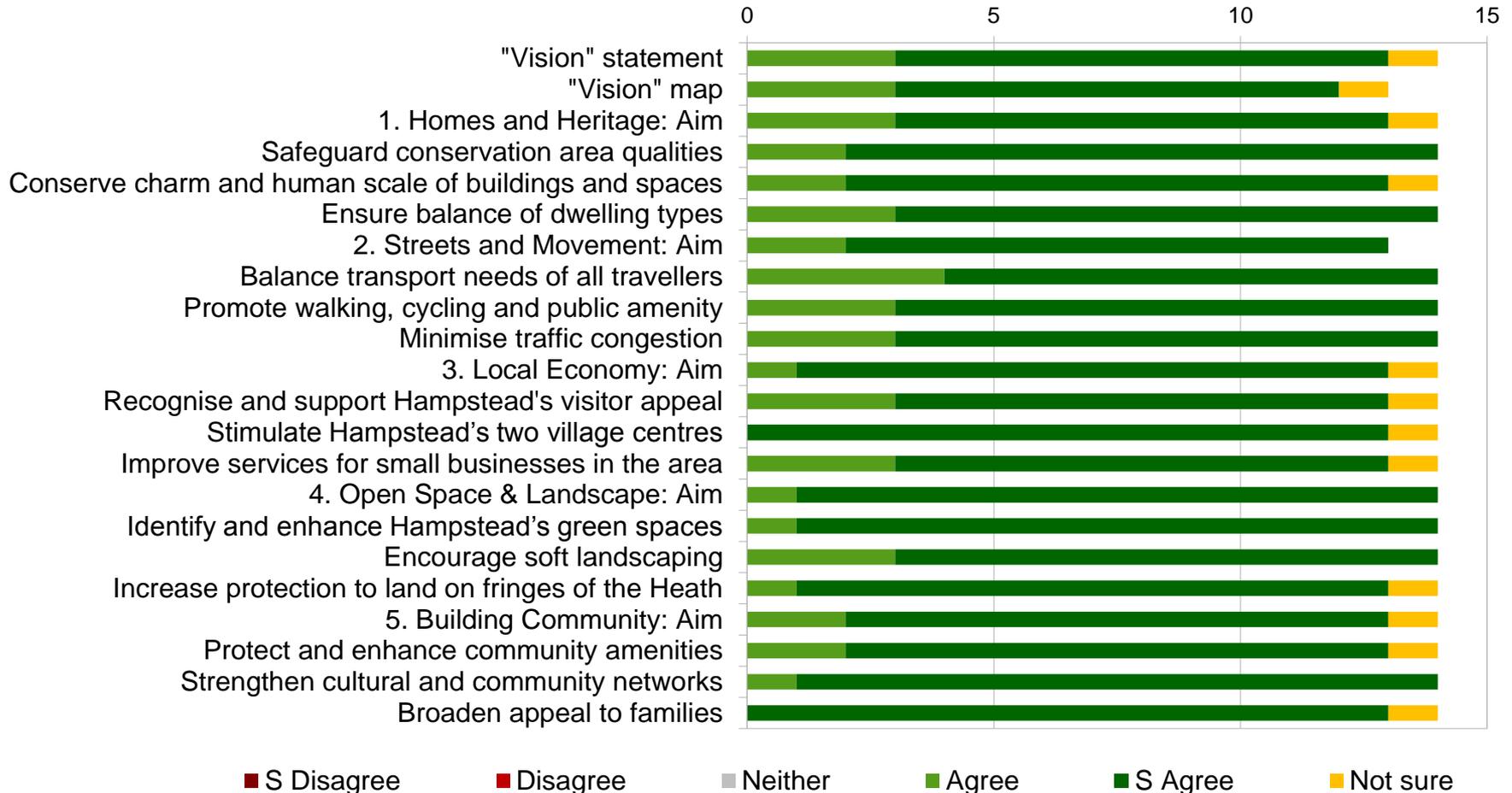
### Live & Work in Hampstead (No. of responses, not percentage)



# Vision questionnaire: Those who work in Hampstead

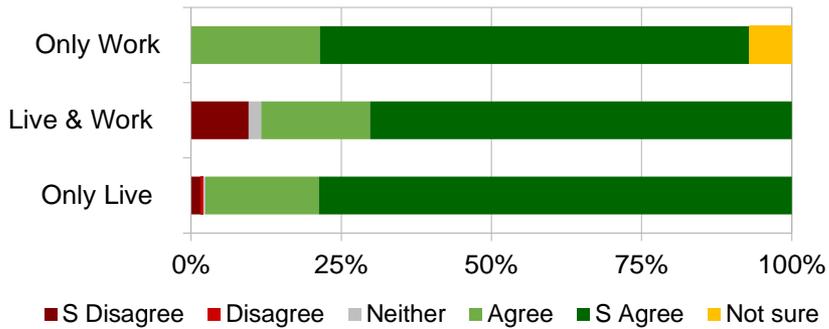
Answered: 14

## Only Work in Hampstead (No. of responses, not percentage)

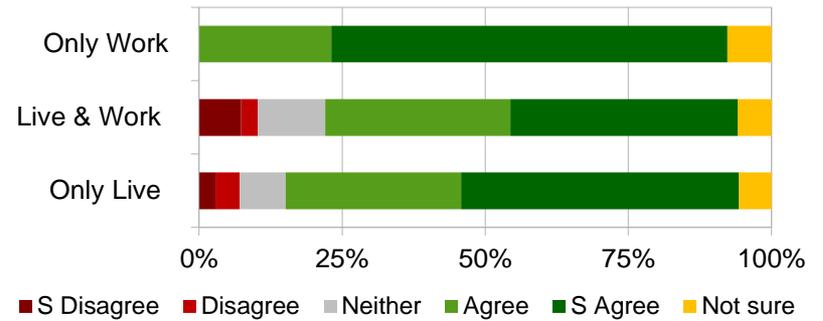


# Vision questionnaire: Vision statement and map

## Vision statement

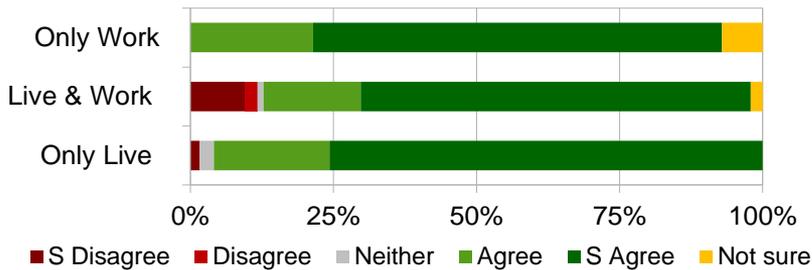


## Vision map

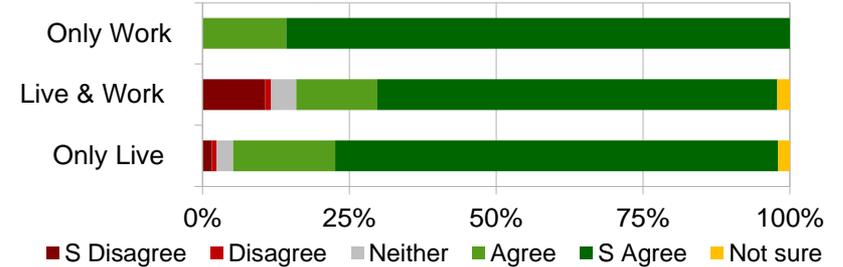


# Vision questionnaire: Homes and heritage

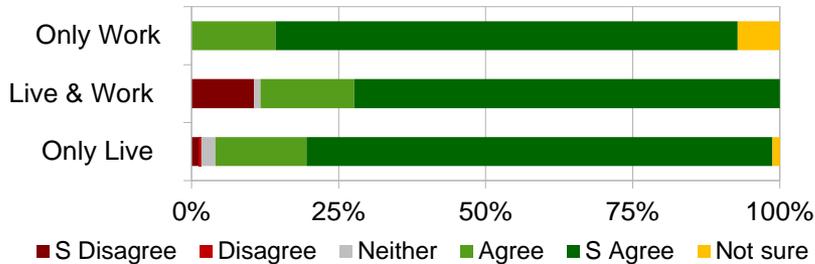
## Homes & heritage: Aim



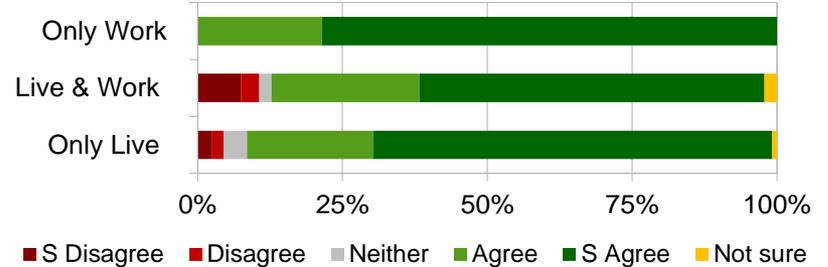
## Homes & heritage: Safeguard conservation area qualities



## Homes & heritage: Conserve charm and human scale of buildings and spaces

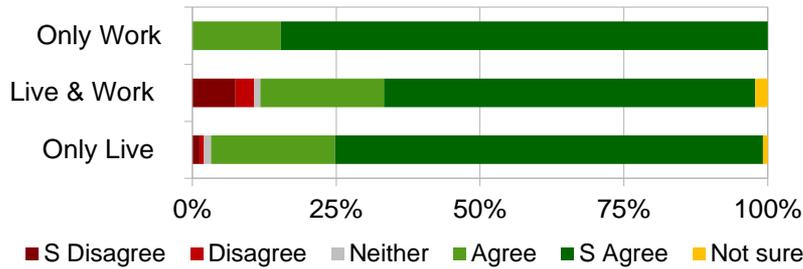


## Homes & heritage: Ensure balance of dwelling types

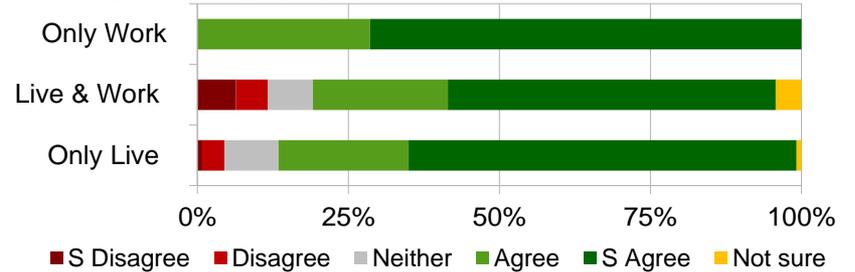


# Vision questionnaire: Streets and movement

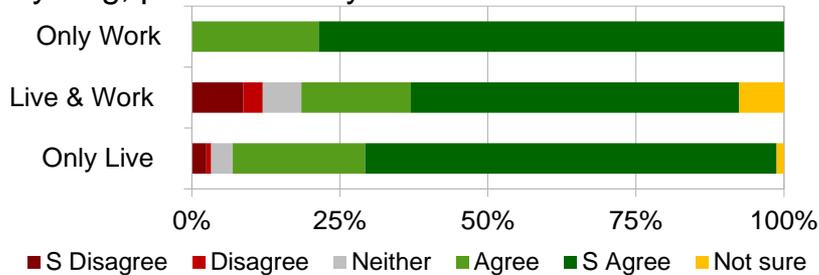
## Streets & movement: Aim



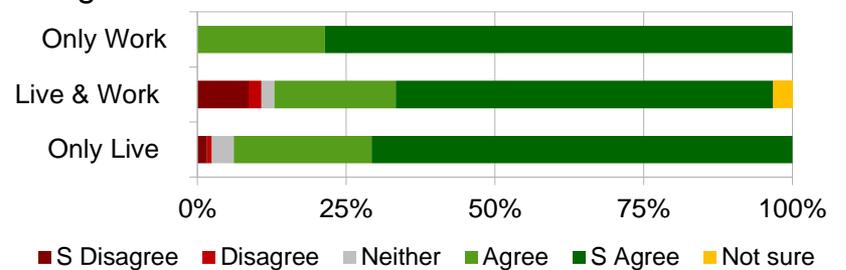
## Streets & movement: Balance transport needs of all travellers



## Streets & movement: Promote walking, cycling, public amenity



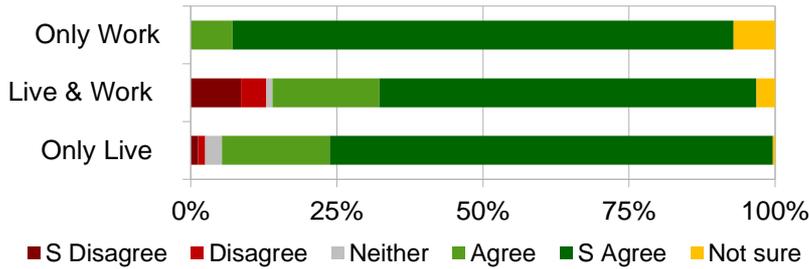
## Streets & movement: Minimise traffic congestion



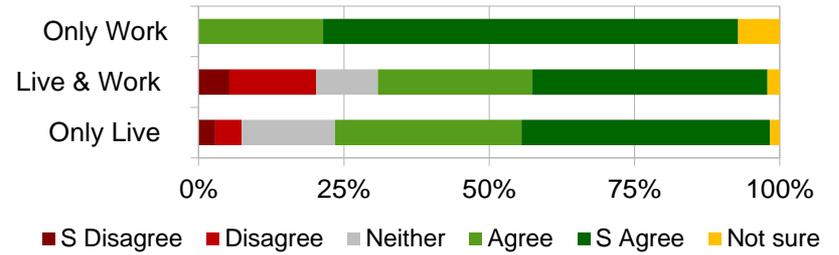
# Vision questionnaire:

## Local economy

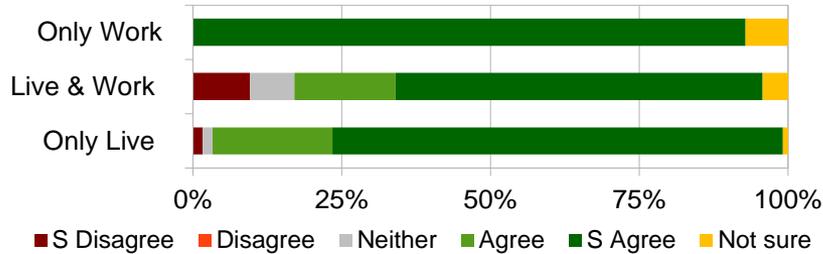
### Local economy: Aim



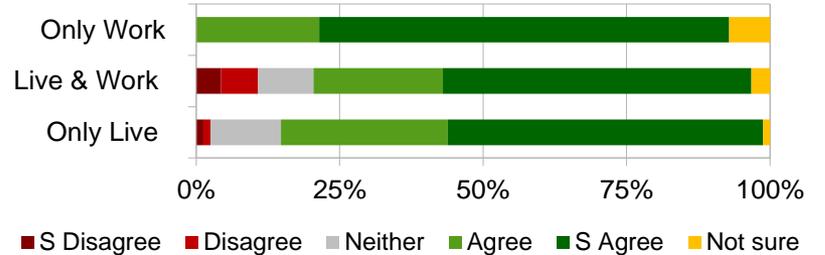
### Local economy: Recognise and support Hampstead's visitor appeal



### Local economy: Stimulate Hampstead's two village centres

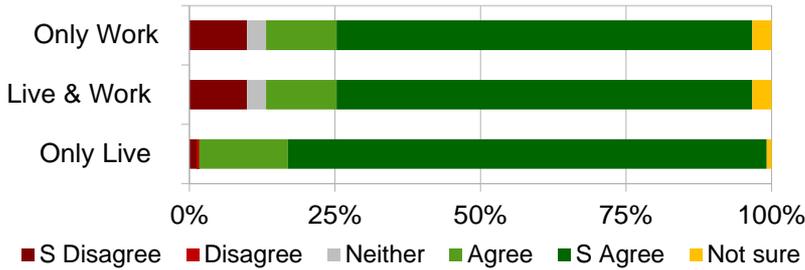


### Local economy: Improve services for small businesses in the area

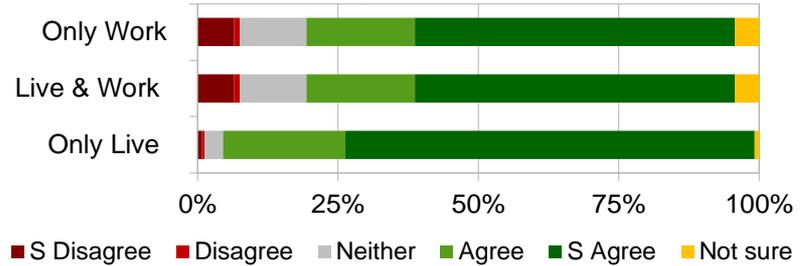


# Vision questionnaire: Open space and landscape

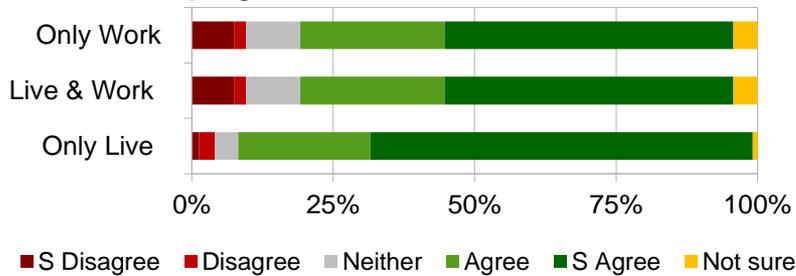
## Open space & landscape: Aim



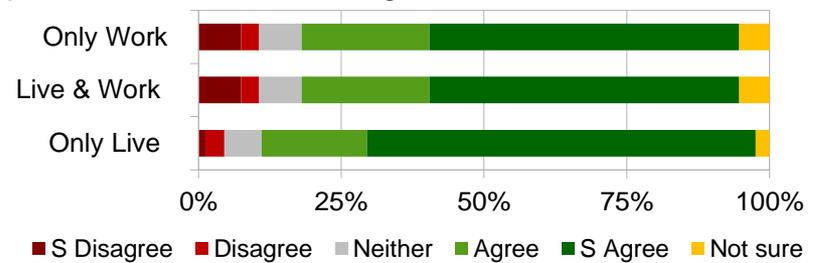
## Open space & landscape: Identify and enhance Hampstead's green spaces



## Open space & landscape: Encourage soft landscaping

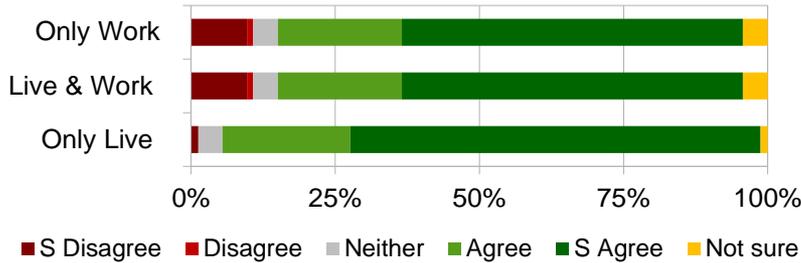


## Open space & landscape: Increase protection to land on fringes of Heath

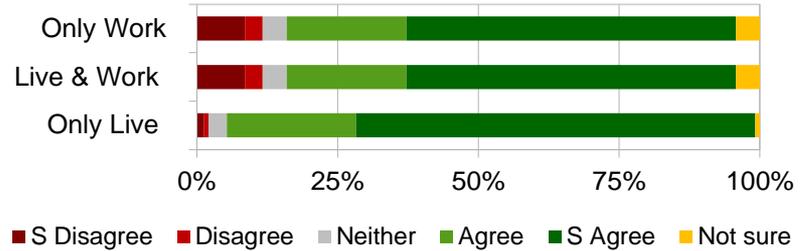


# Vision questionnaire: Building community

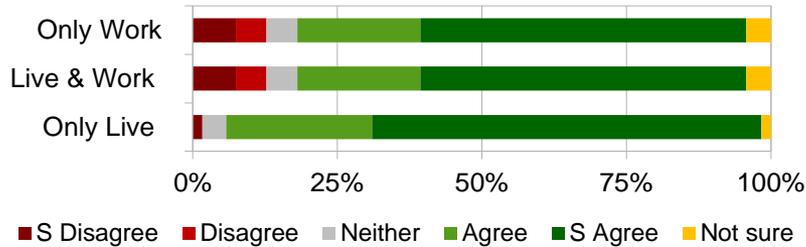
## Building community: Aims



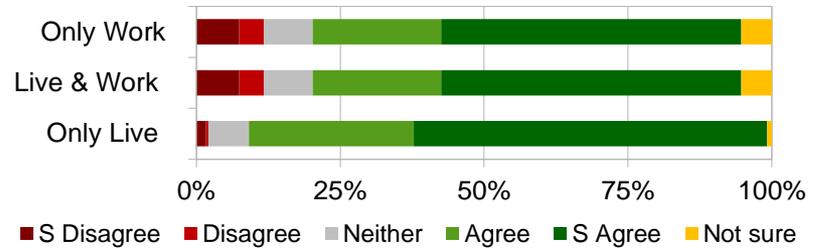
## Building community: Protect and enhance community amenities



## Building community: Strengthen cultural and community networks



## Building community: Broaden appeal to families

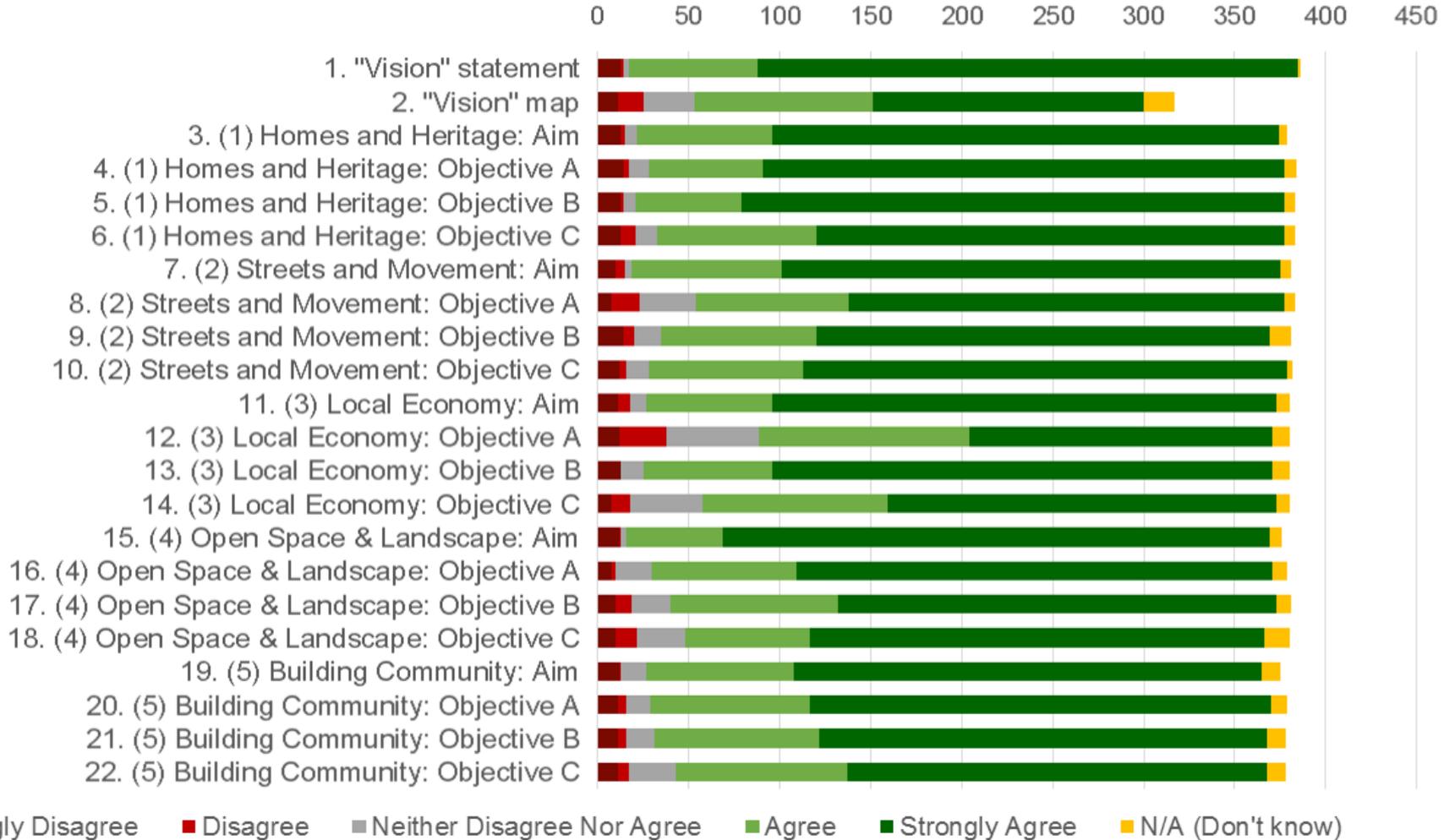


# Community response: By number of responses



# Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

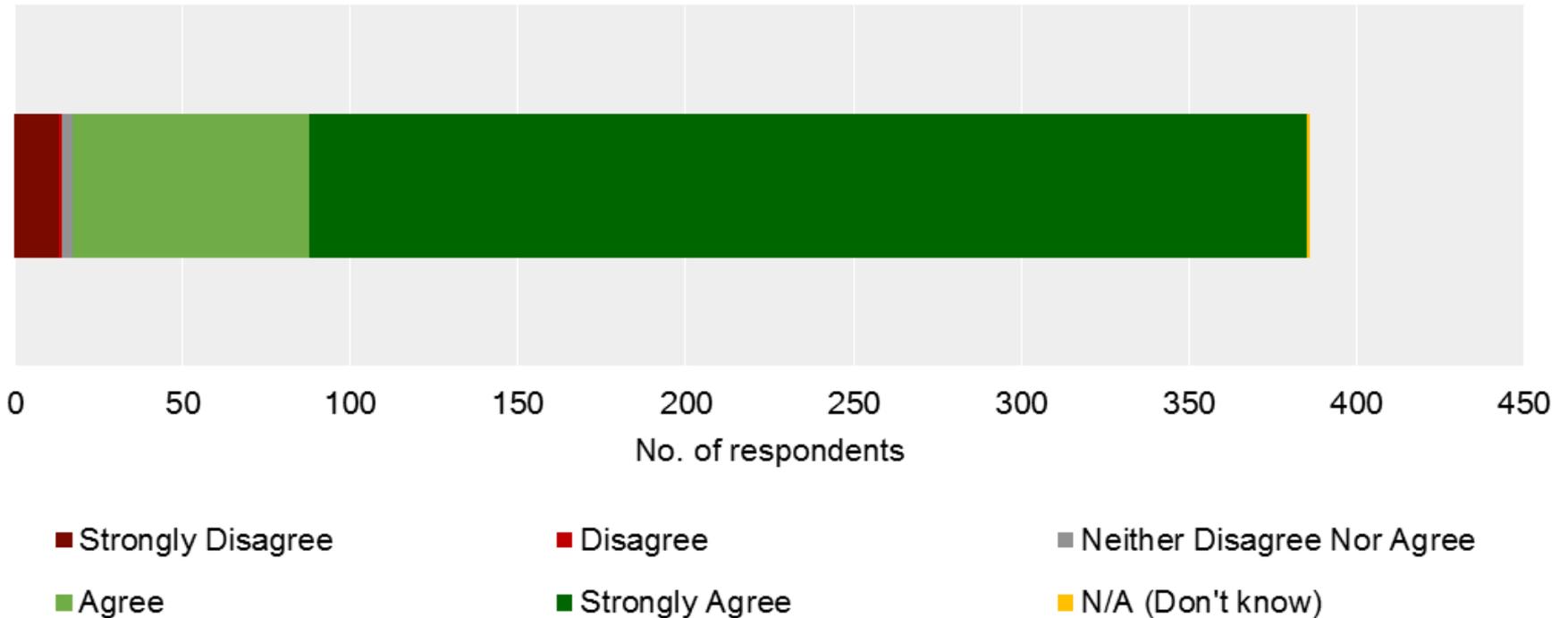


### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 1. "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.



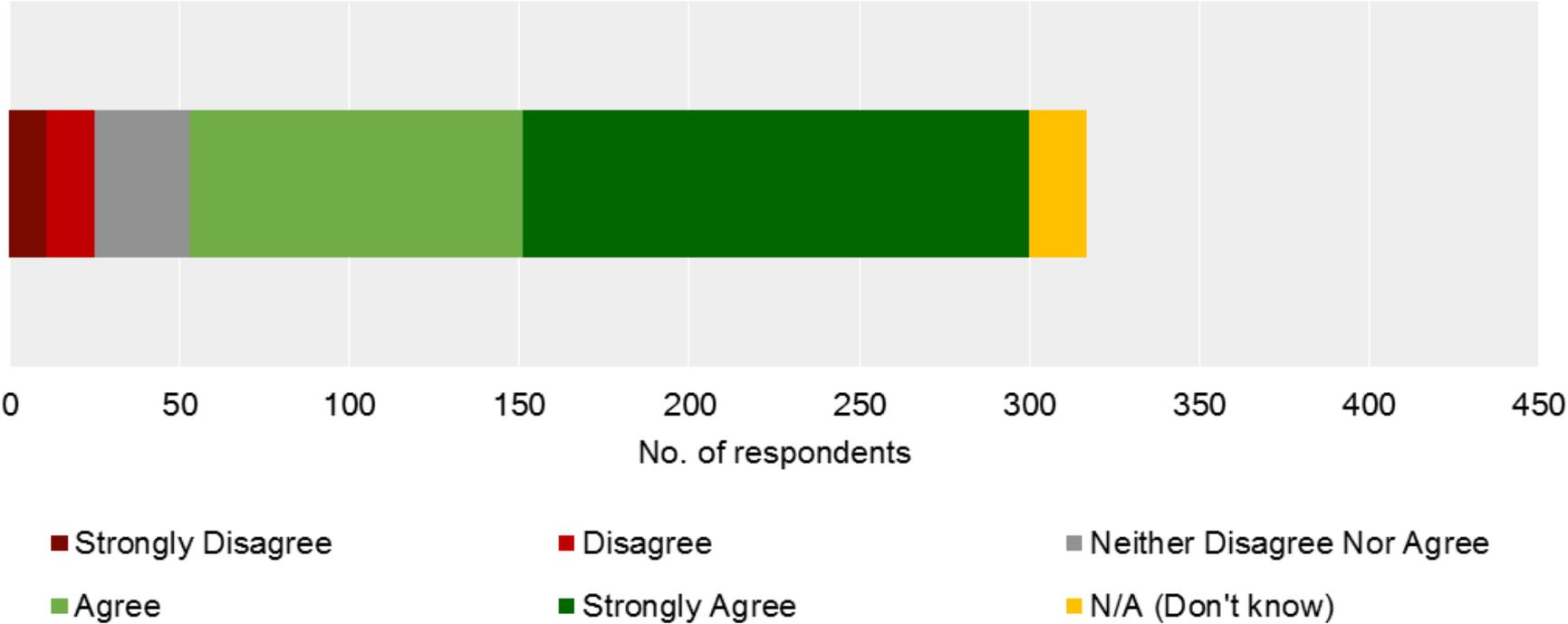
# Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

## 2. "Vision" map:

(Please refer to the Vision map on page 3 of our consultation document)

(318 responses)



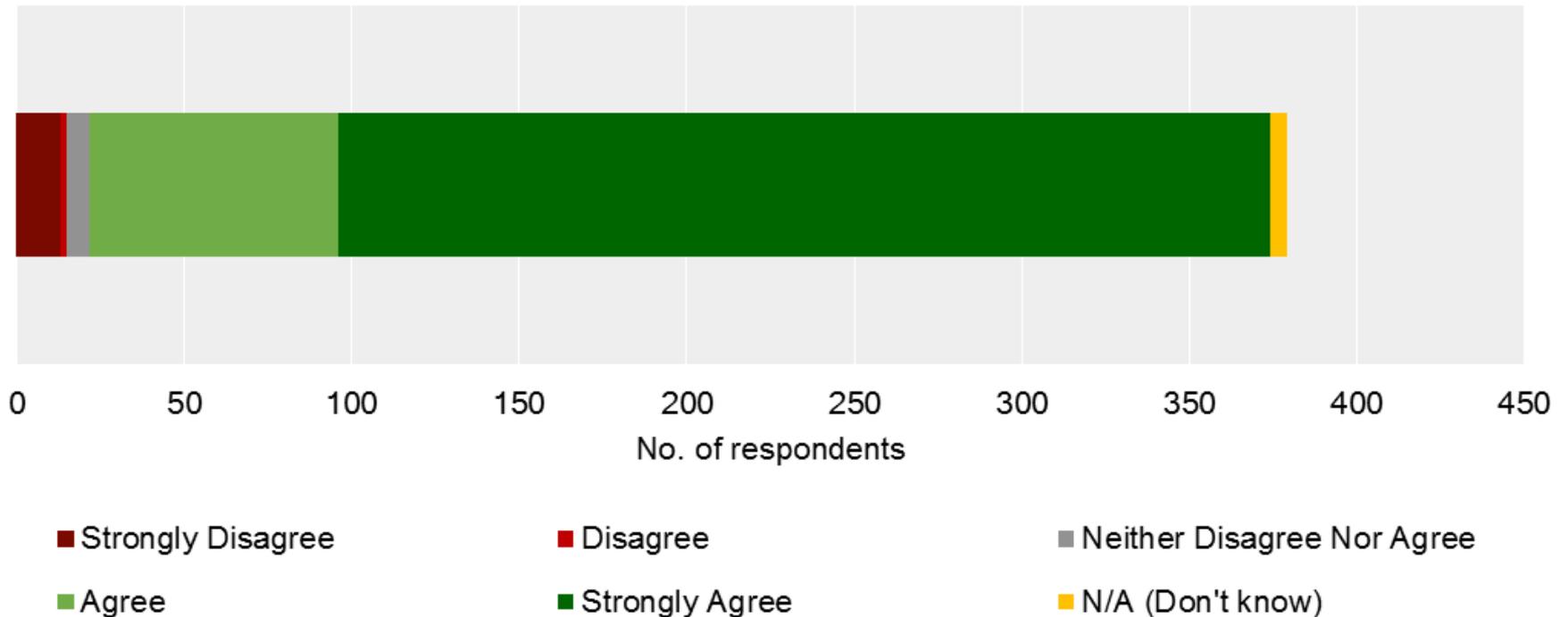
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (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 terrace houses.

(379 responses)



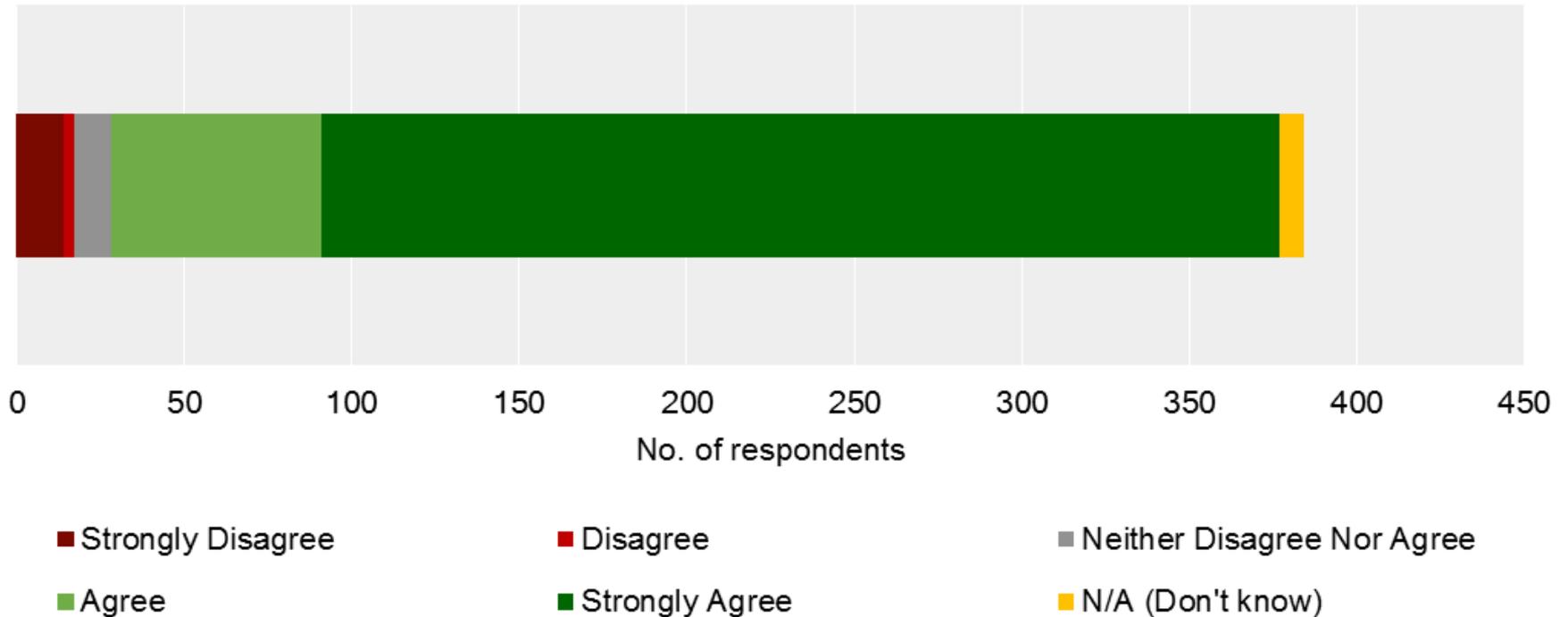
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (1) Homes and Heritage:

**Objective A:** Safeguard the qualities that make Hampstead a conservation area including pursuing high quality new design and rejecting poor design.

(384 responses)



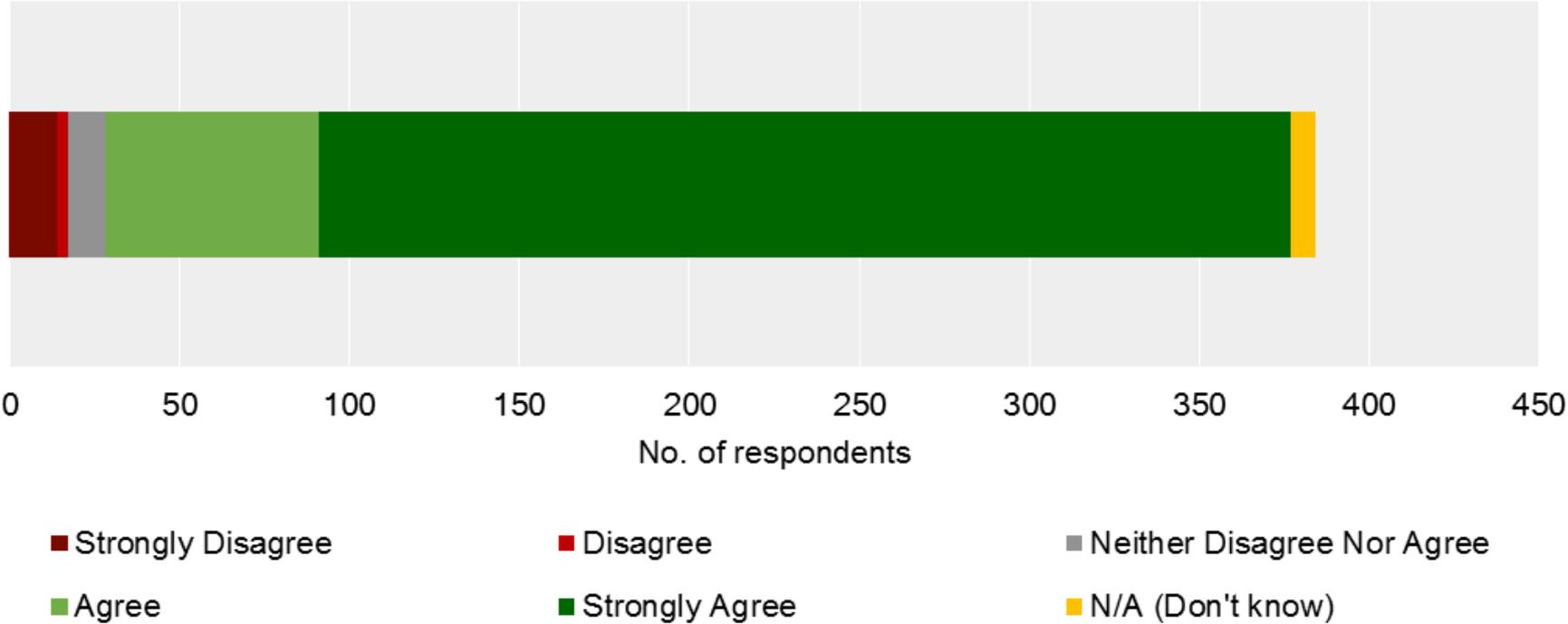
# Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

## 3. (1) Homes and Heritage:

**Objective B:** Conserve and foster the charm, human scale and sometimes quirky connectivity of Hampstead's buildings and spaces.

(383 responses)



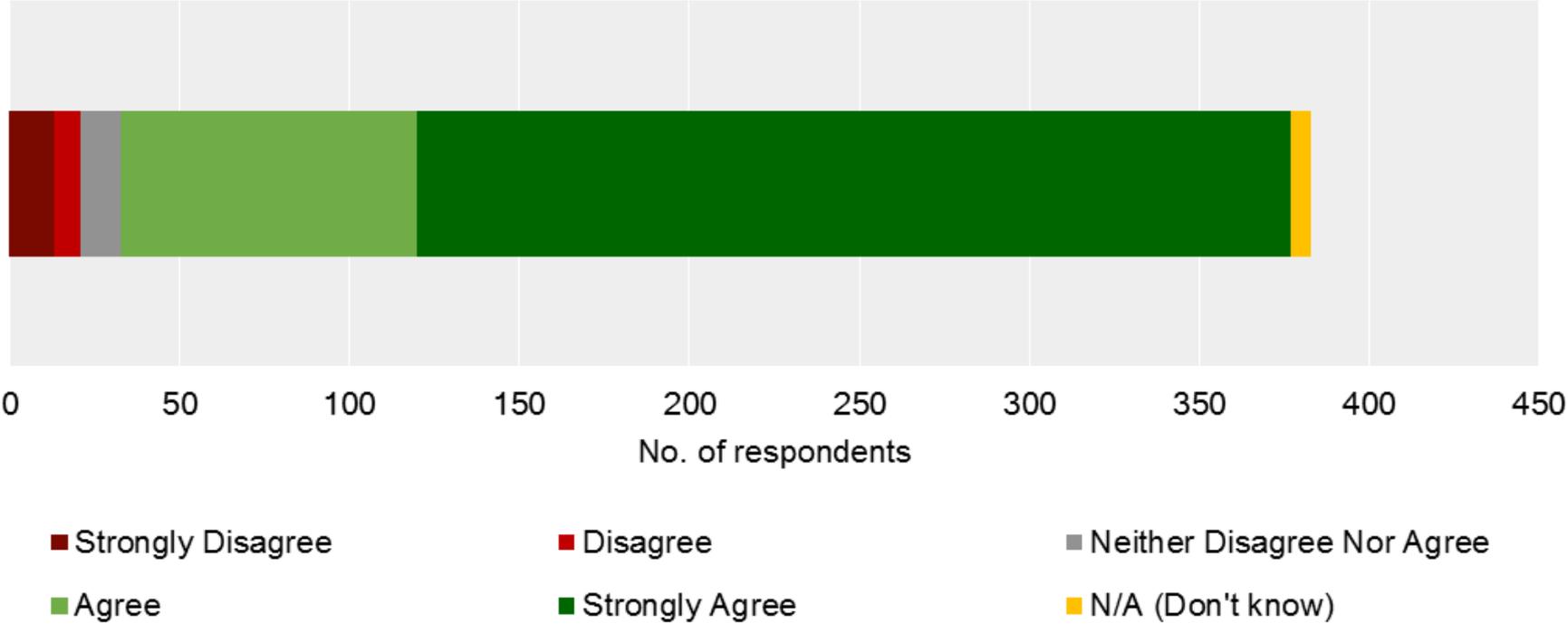
# Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

## 3. (1) Homes and Heritage:

**Objective C:** Ensure a balance of dwelling types to meet the needs of Hampstead's diverse community of professionals, families and older residents.

(383 responses)

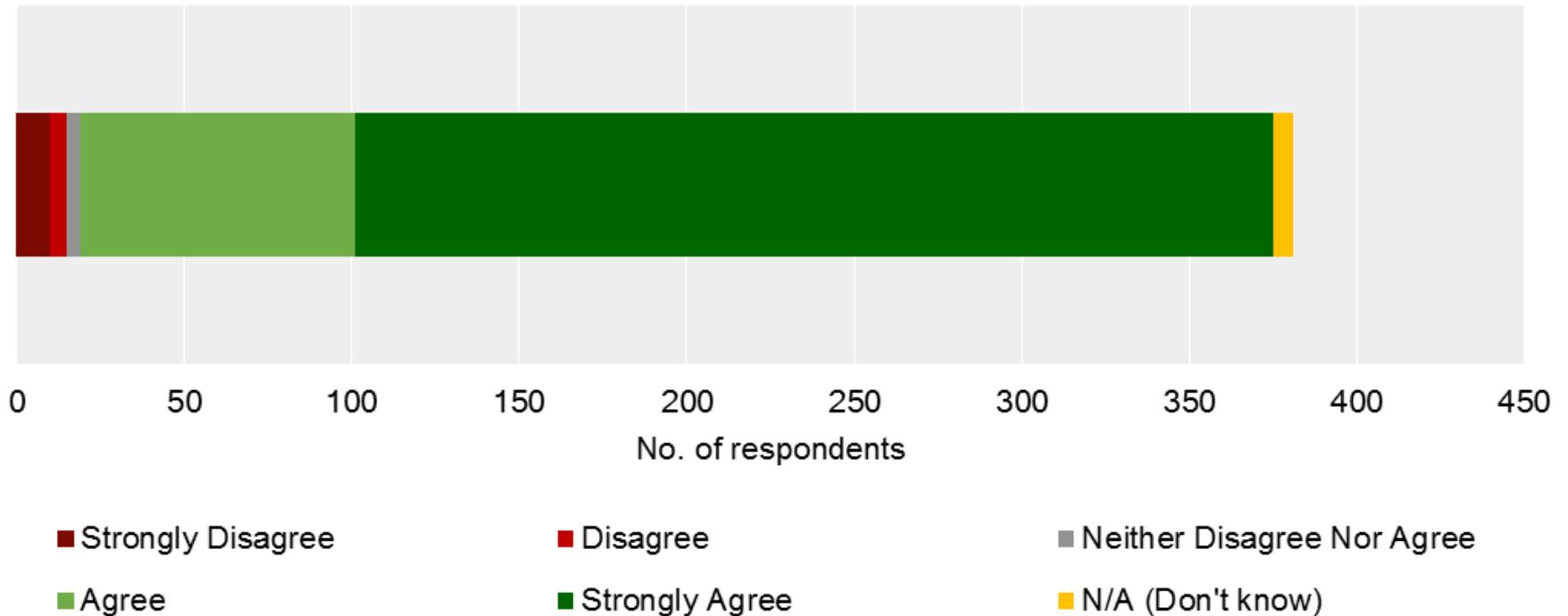


### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (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 (381 responses)



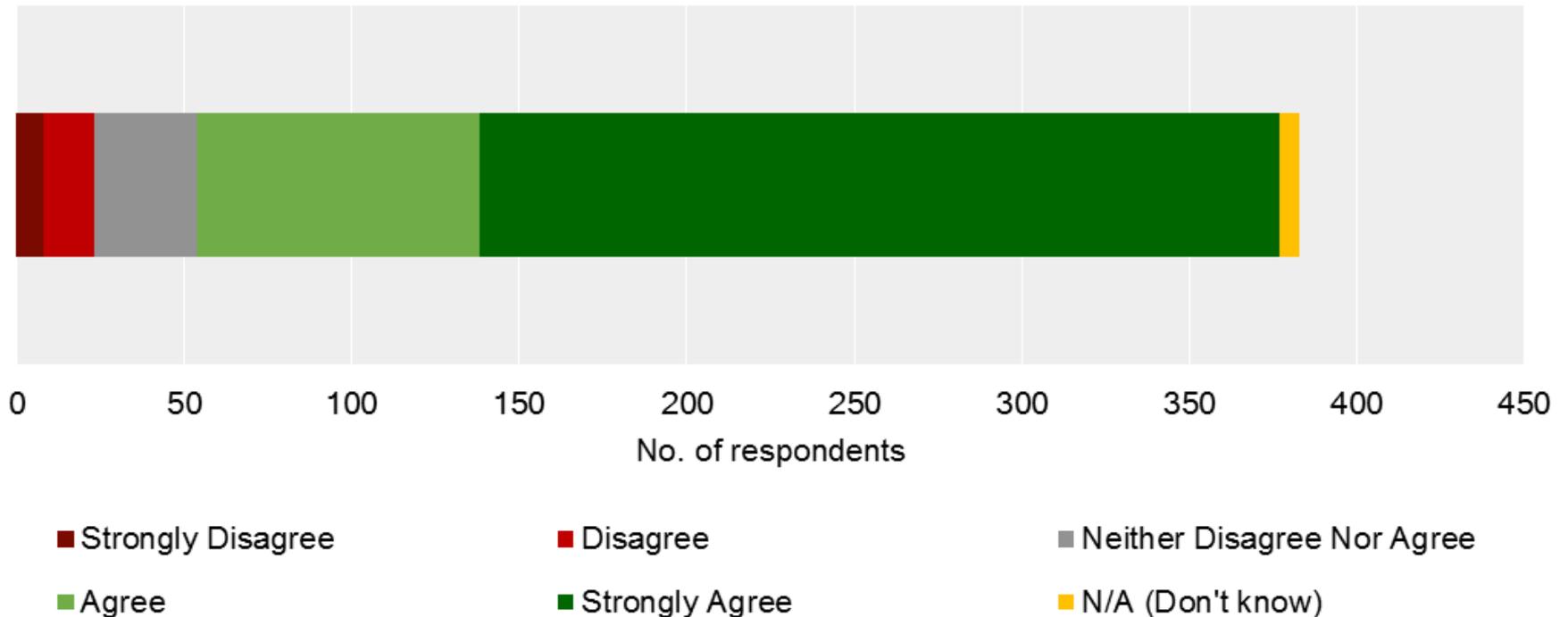
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (2) Streets and Movement:

**Objective 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.

(383 responses)

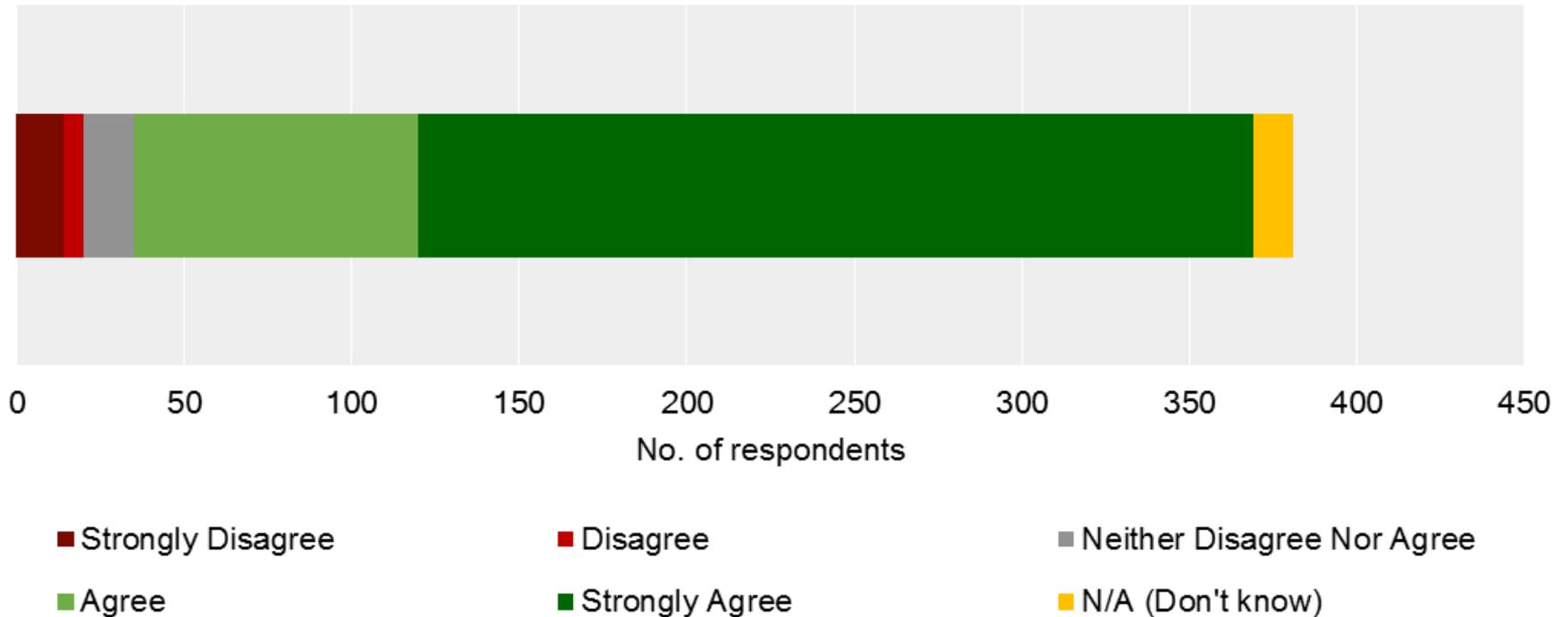


### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (2) Streets and Movement:

**Objective 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. (381 responses)



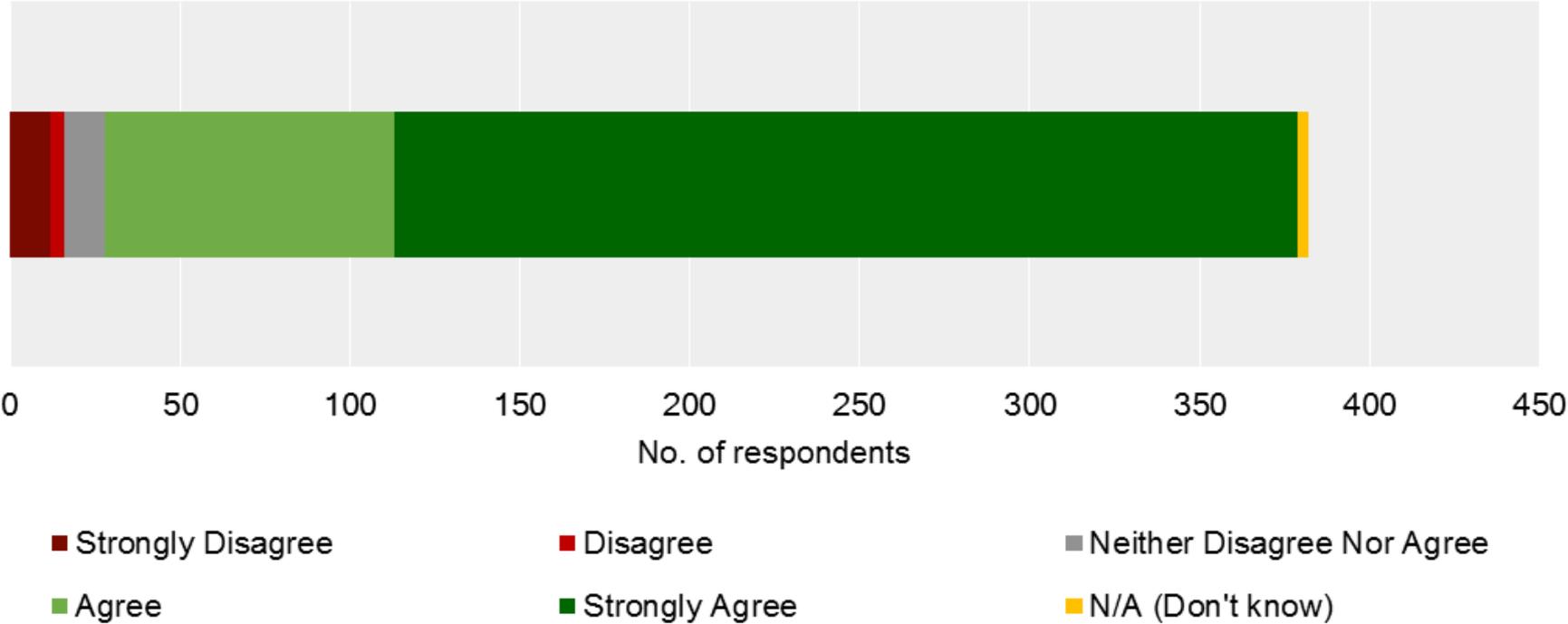
# Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

## 3. (2) Streets and Movement:

**Objective C:** Improve air quality and safety by minimising traffic congestion.

(382 responses)



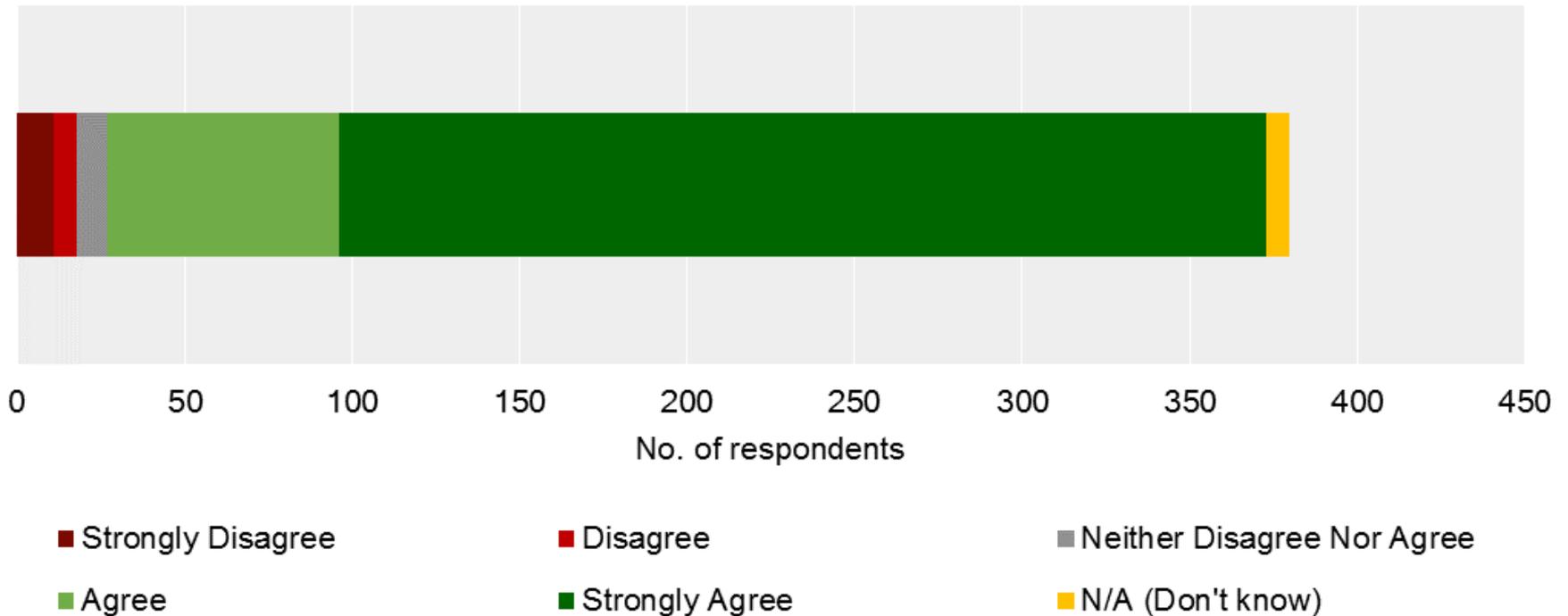
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (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.

(380 responses)



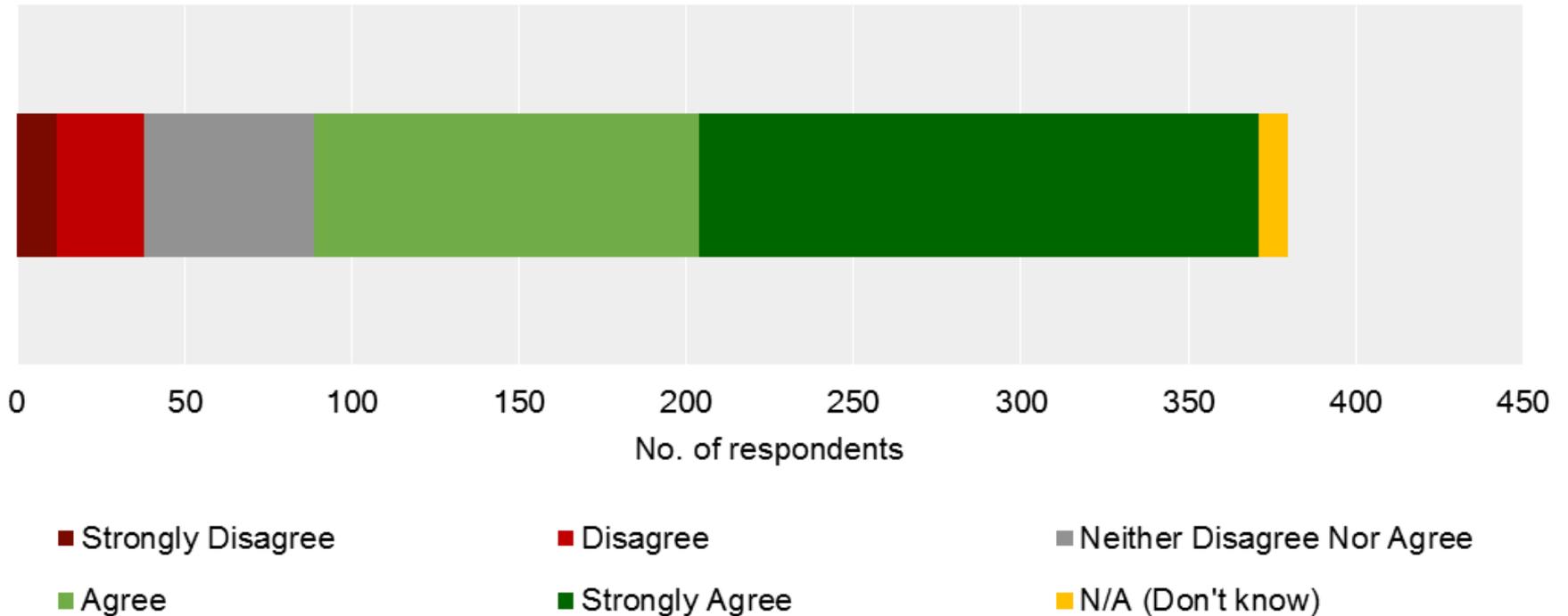
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (3) Local economy:

**Objective A:** Recognise the tourist appeal of Hampstead and the Heath and ensure local shops, businesses and amenities better serve the needs of visitors.

(380 responses)

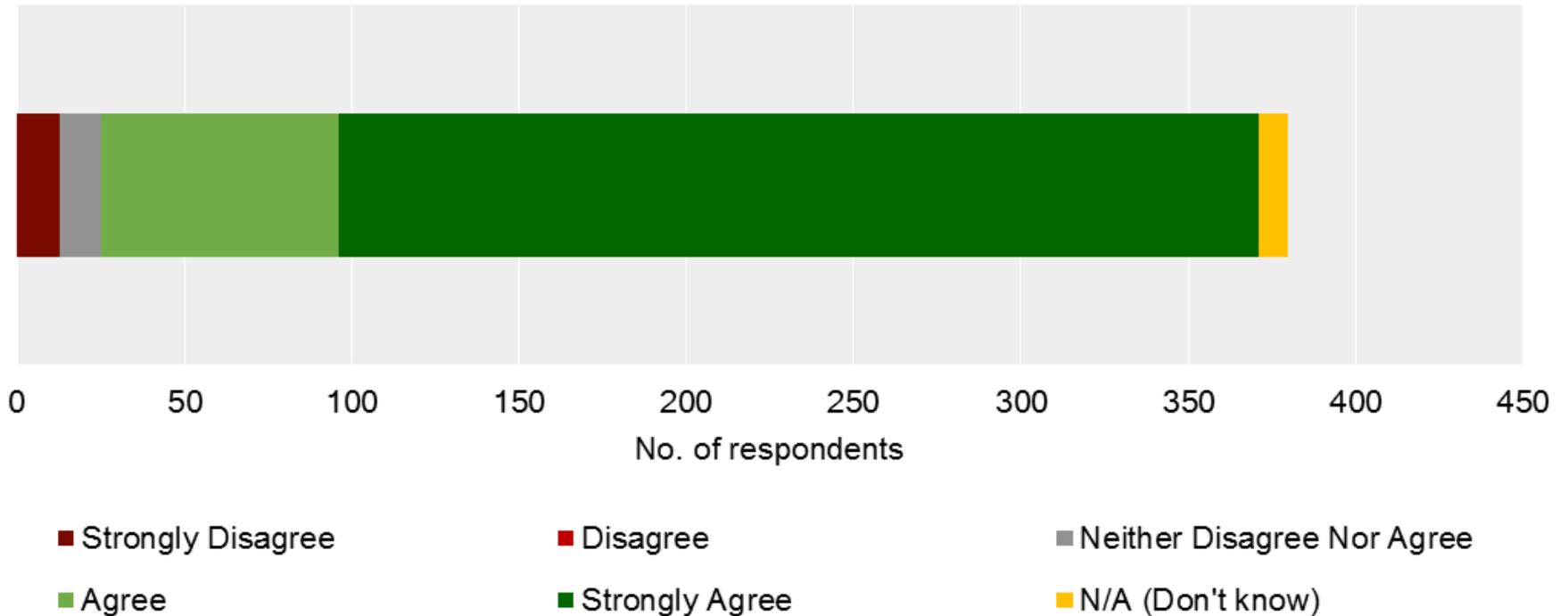


### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (3) Local economy:

**Objective 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. (380 responses)

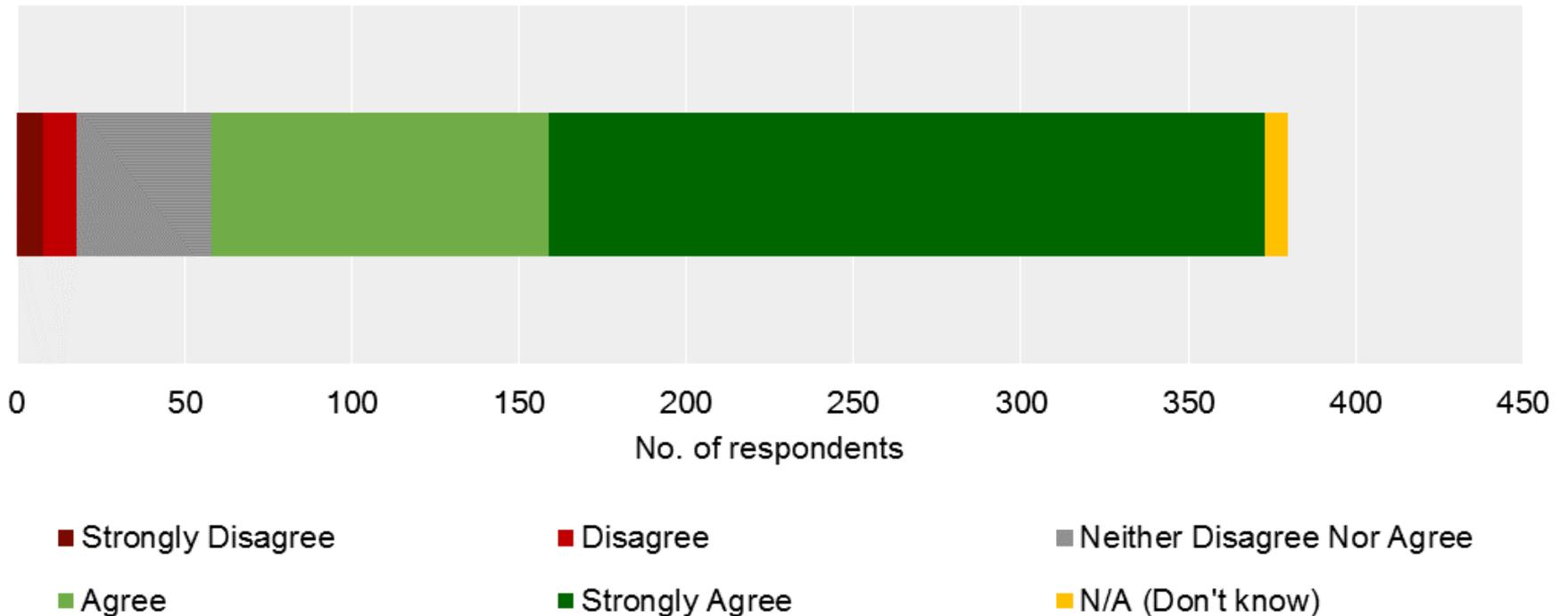


### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (3) Local economy:

**Objective C:** Improve provision of business services and digital infrastructure for the growing number of small enterprises, artists, writers, and professional freelancers working from home, cafes and small offices. (380 responses)



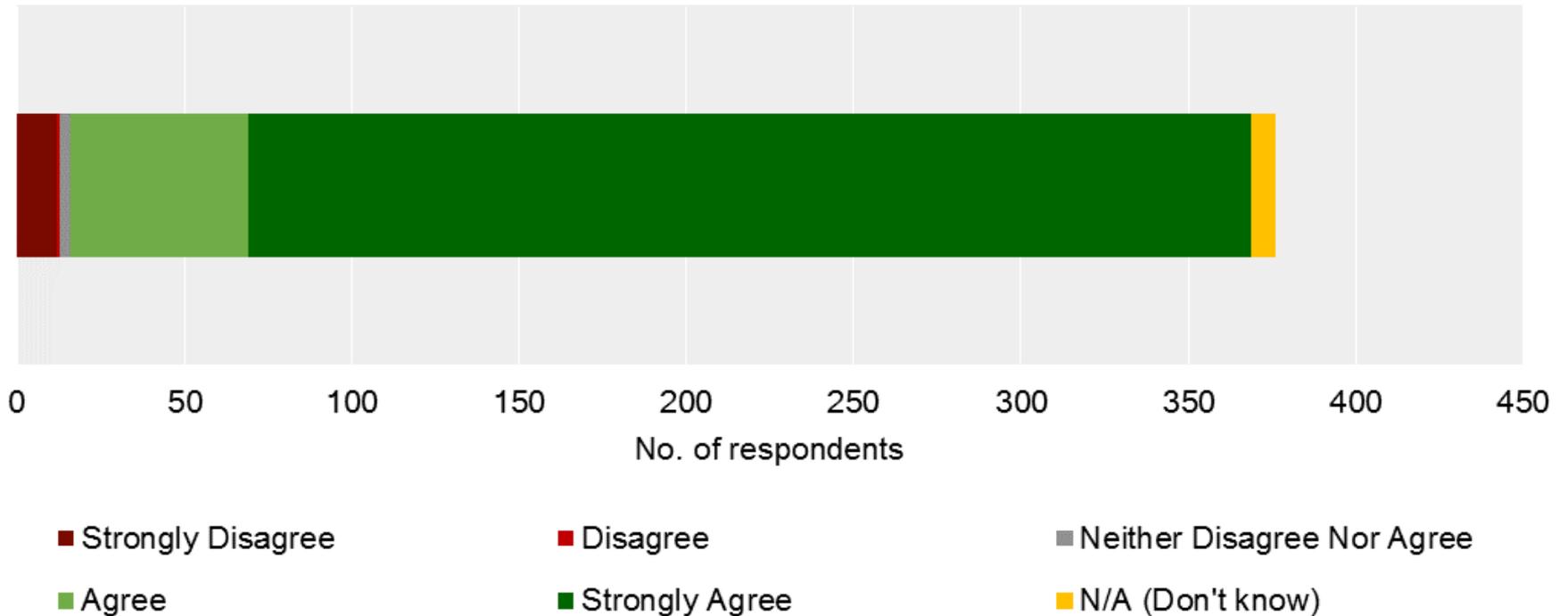
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (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.

(376 responses)



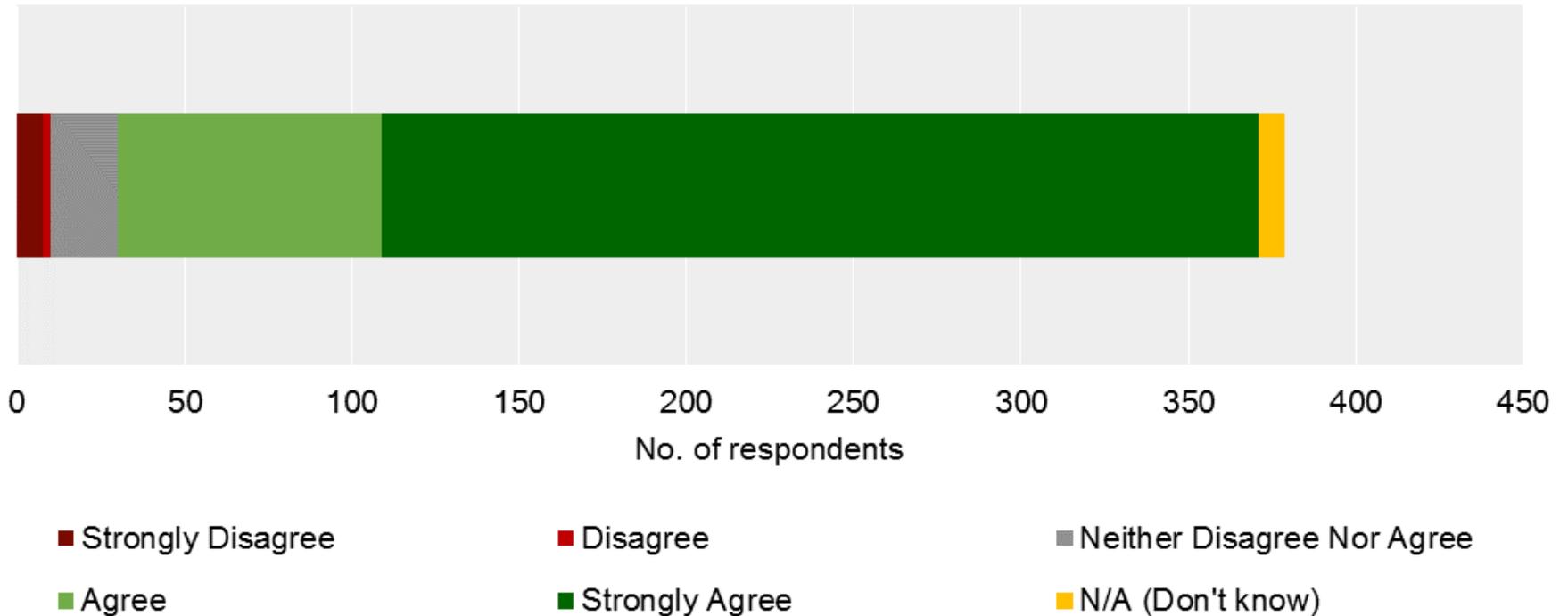
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (4) Open space and landscape:

**Objective A:** Identify Hampstead's network of green spaces and establish rigorous guidelines for enhancing their character.

(379 responses)



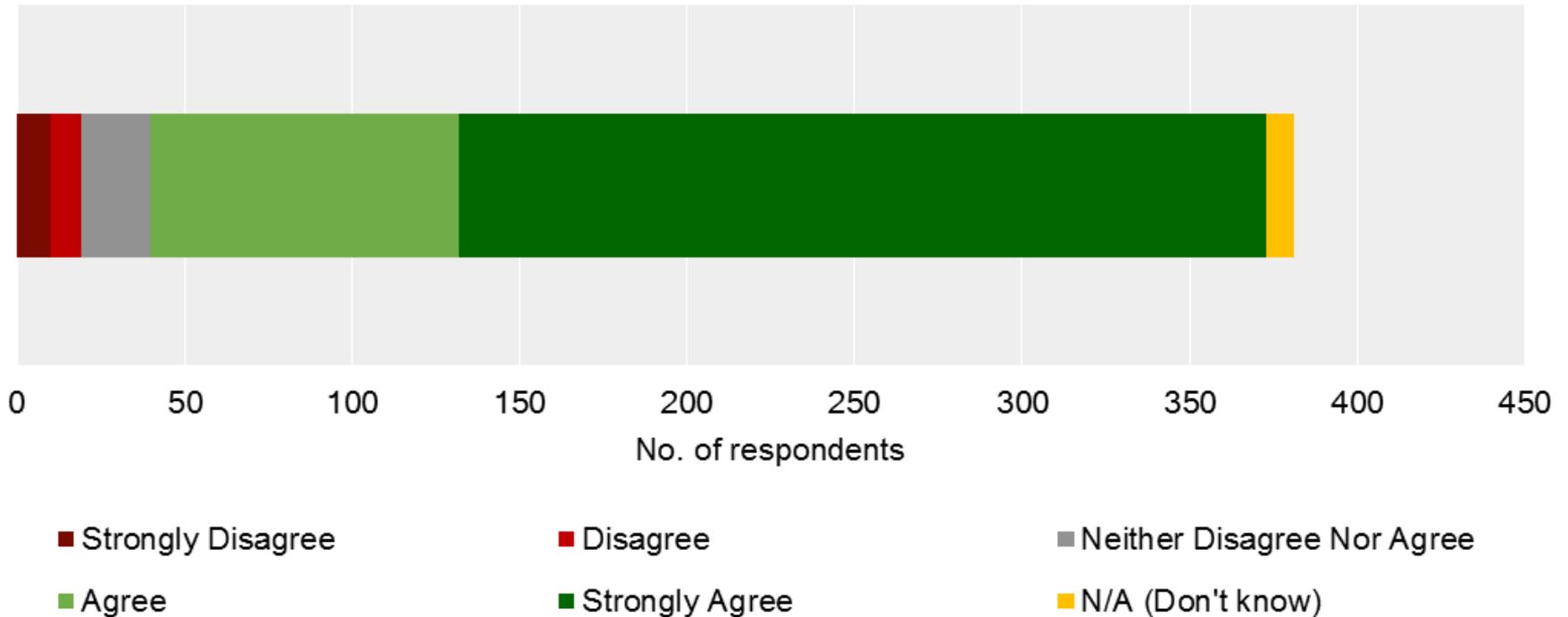
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (4) Open space and landscape:

**Objective B:** Increase biodiversity and reduce surface water run-off by encouraging soft landscaping and discouraging extensively paved private gardens and public open spaces.

(381 responses)

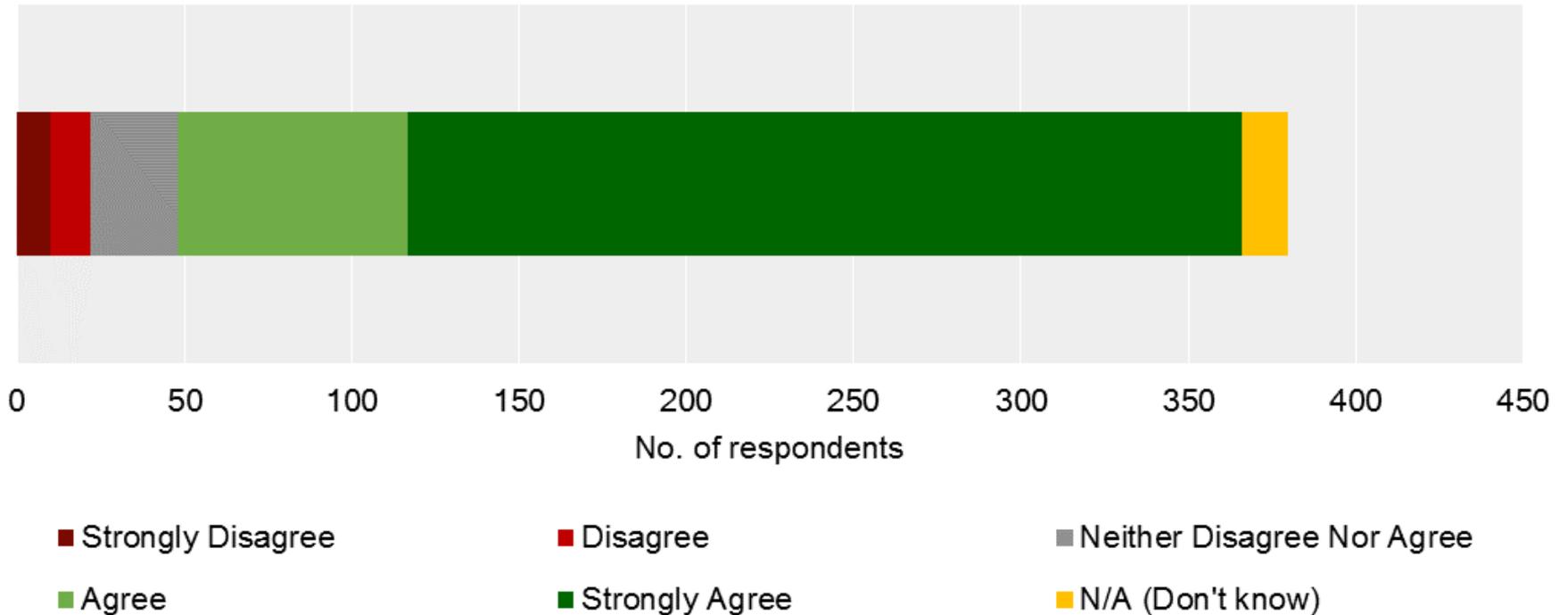


### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (4) Open space and landscape:

**Objective 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. (380 responses)



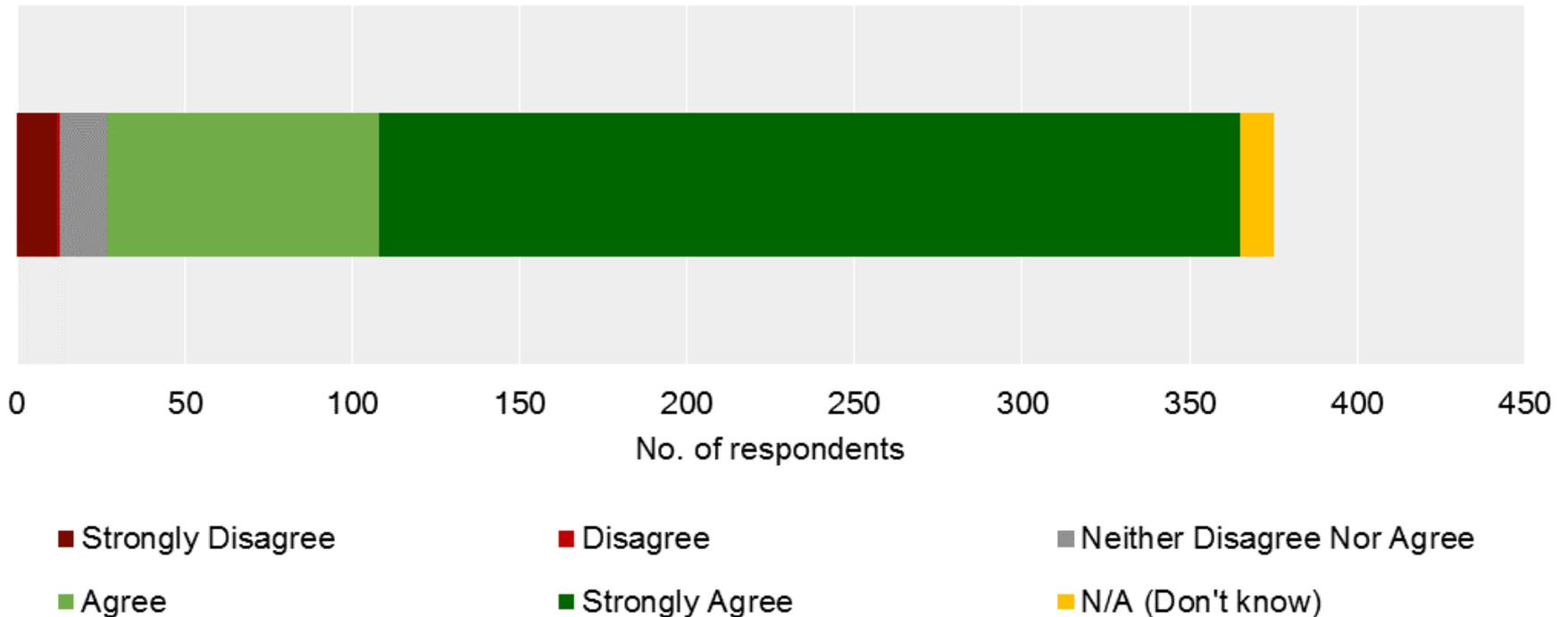
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (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.

(375 responses)



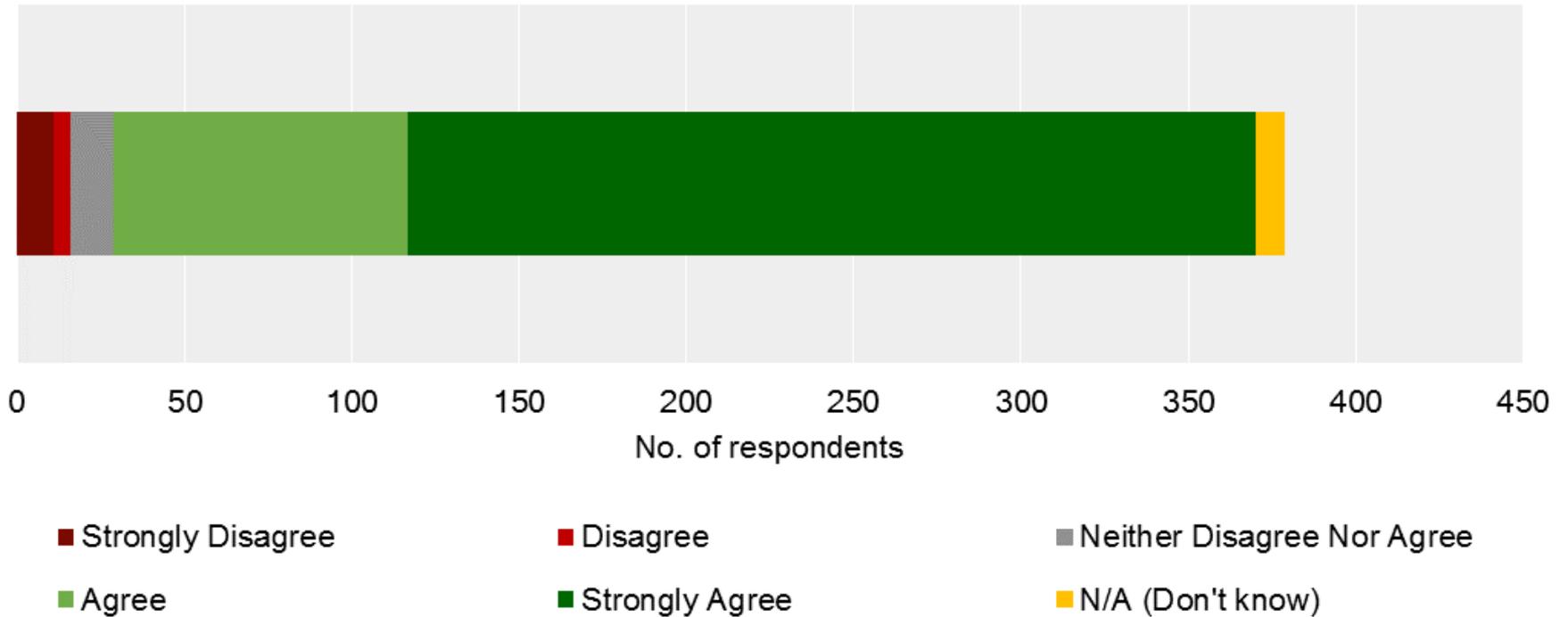
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (5) Building community:

**Objective 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..

(379 responses)



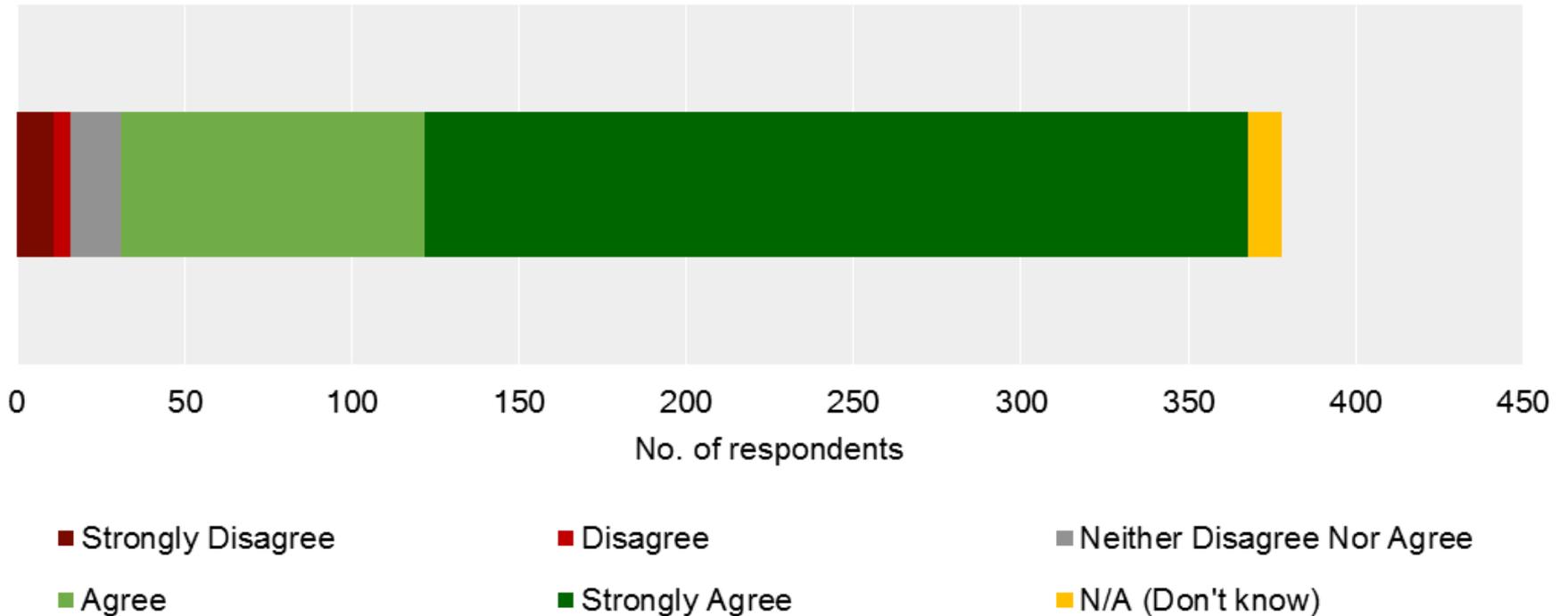
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (5) Building community:

**Objective B:** Strengthen cultural and community networks to enhance Hampstead's cherished village-like community character.

(378 responses)



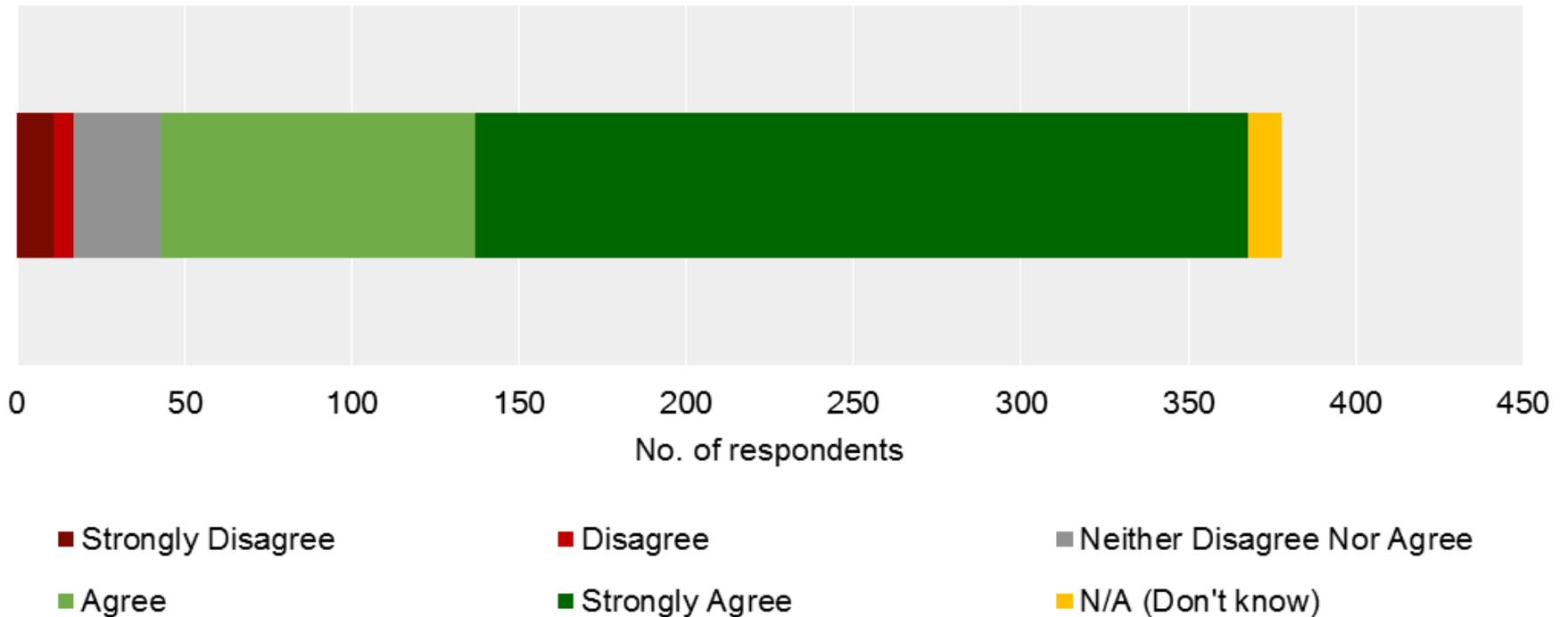
### Q3: Please indicate how strongly you support the following from our Vision consultation document (by no. of responses)

Answered: 390 Skipped: 4

#### 3. (5) Building community:

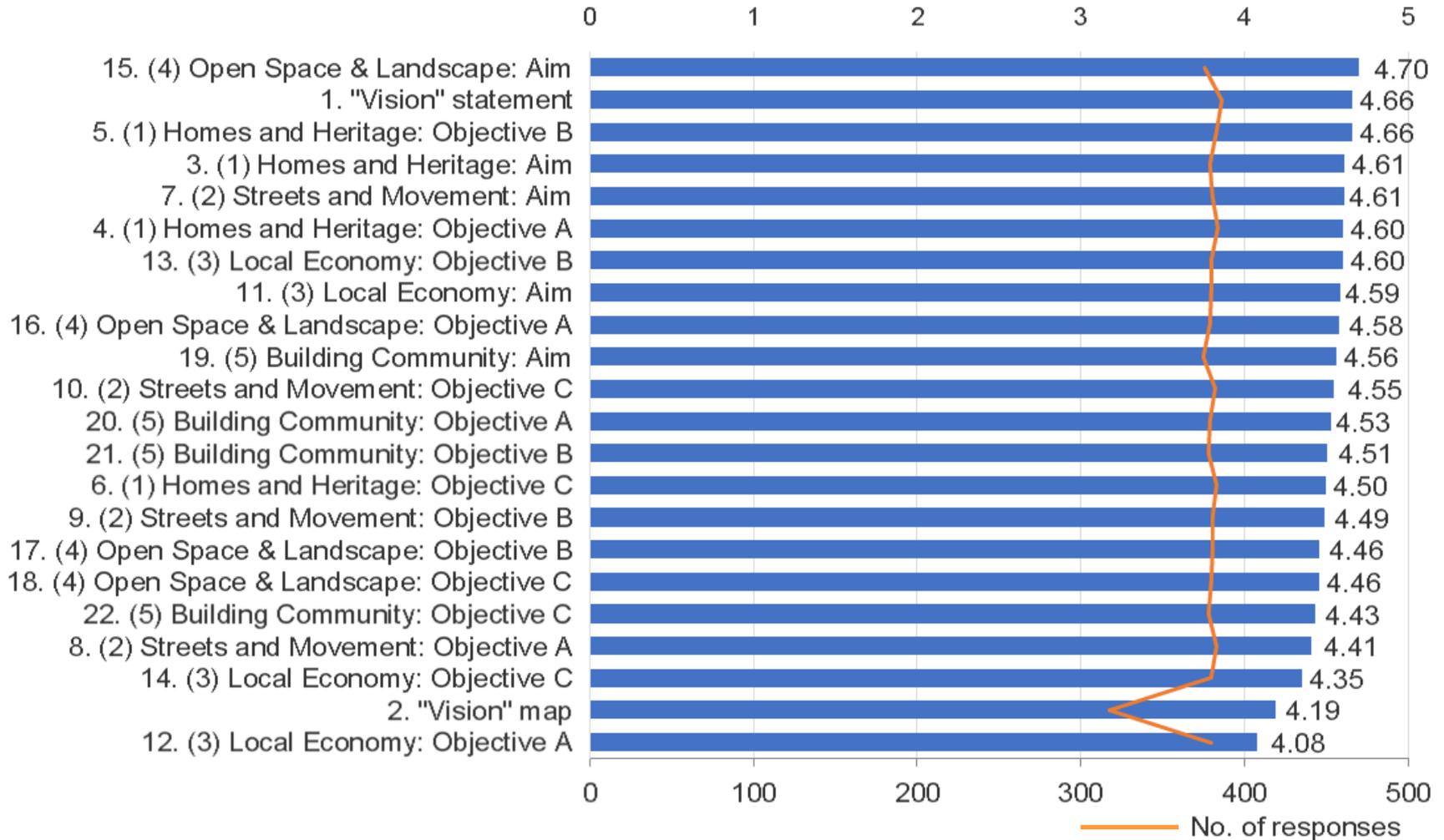
**Objective C:** Retain the area's appeal to families by fostering a choice of good schools and family housing in a safe neighbourhood.

(378 responses)



### Q3: Aims and objectives ranked in order of support (by average rating 0-5)

Answered: 390 Skipped: 4



# Thank you

[www.hampsteadforum.org](http://www.hampsteadforum.org)



**HAMPSTEAD**  
NEIGHBOURHOOD FORUM