

## Hampstead Neighbourhood Forum

### Application to London Borough of Camden for designation as a Neighbourhood Area and Neighbourhood Forum

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We believe the Forum meets the conditions contained in section 61F(5) of the Town and Country Planning Act 1990 and is a 'relevant body' capable of being designated as a neighbourhood forum. It has been established with more than 21 people to promote the social, economic and environmental well-being of Hampstead and South End Green and in a manner that reflects the diversity of the area and of the people who live and work there and whose purpose reflects the character of the area.

**Name** - The name of our proposed forum is the Hampstead Neighbourhood Forum.

**Membership** - Membership is open to all "residents living in the area, individuals who work or carry on a business in the area and London Borough of Camden Councillors representing all or part of the area."

Affiliate membership (non-voting) is open to organisations within the Area; a list of these organisations will be updated from time to time and will be available on the Forum's website.

There are 388 registered members including the following 21 people for the purposes of this application:

Carissa Bub,  
Bob Buhr, |  
David Castle,  
Stuart Flude, Manager, Armoury, Jubilee Hall Trust, Pond Street  
Janine Griffis,  
Vicki Harding,  
Alex Nicoll,  
Fiona Reeve,  
Melissa Remus Elliot, Heathside School, New End  
Kimry Schlacter,  
Ellen Solomons,  
Stephen Taylor,  
Ben van Bruggen,  
Laurie White, Manager, Henderson Court Resource Centre, Fitzjohn's Avenue  
Sebastian Wocker, Editor, Hampstead Village Voice  
Jeremy Wootliff,  
Douglas Maxwell,  
Linda Robson,  
Tom Currie, Councillor  
Stephen Stark, Councillor  
Siobhan Baillie, Councillor

**Constitution** - a copy of the Constitution, adopted at our inaugural AGM on 6 March 2014 at the Hampstead Community Centre, is attached.

**Statement of purpose** - As stated in our Constitution, the purpose of the Forum is to promote and improve the social, economic and environmental well-being of the Area, described above.

Hampstead is facing unprecedented pressure from market forces that threaten the economic vitality of our village centres, the social fabric of our communities and the health of our local environment. A recent report by Savills showed that the average cost of a family house is rising by £300 a day. Many people (see our attached report from our first consultation exercise) feel that diversity in Hampstead and South End Green is under threat. Local amenities, businesses and jobs risk being lost to the lucrative housing market. A recent example was the proposed conversion of The Old White Bear pub into a private residence, which recently was designated by Camden Council as a "community asset" in response to an application by local residents.

While Hampstead and South End Green are popular gateways to Hampstead Heath, heavy traffic, loss of trees and green space and unsustainable development pose risks to the environment and to health.

Yet Hampstead and South End Green continue to be desirable places not only to live in but also to work in. Many local residents work from home either as consultants or in other industries (In 2001, 844 people were listed as working from home in Hampstead ward, according to ONS data for Methods of Travelling to Work for the Resident Population.) The percentage of self-employed in Hampstead Town ward is much higher than the rest of Camden, 24.9% v. 16.6% for males; 17.5% v. 10.3% for females, according to 2011 census data. We as a Forum hope to be able to address what would support and improve their work experience and productivity.

We hope that the Plan that we create will address the issues that local people care about and will help ensure that Hampstead develops in a way that is sustainable and promotes a thriving, accessible and diverse community.

**Committee** - Members of the Forum's Committee come from a variety of backgrounds and from geographically diverse parts of the area, including:

- A business representative from NW3 Business Group
- The manager of The Jubilee Hall Trust's Armoury
- Residents from various residents associations, including the Downshire Hill Residents Association, Pilgrim's to Willoughby Residents Association, Flask Walk Association, Gayton Road Residents Association and the Hillsiders from South Hill Park
- The Headmistress of Heathside School
- The manager of AgeUK's Henderson Court's Resource Centre

**Engagement** - The Forum is committed to being as inclusive as possible and has made great efforts over the past few months to publicise the efforts of the Forum and to solicit membership. Every one of the nine faith groups in the area has been contacted; every one of the ten schools; every business

organisation that we know of both in the Hampstead village centre and the South End Green centre; and each of the three sheltered housing centres:

- We have contacted every school in the area (see attached). Many have expressed an interest in working with the Forum, including St Anthony's, Devonshire House, Hampstead Hill and Heathside;
- We have contacted every faith group in the area and the Parish Church, Christ Church, has expressed an interest in working with the Forum on the Plan;
- We have canvassed over 30 tenants and residents association in the area and have canvassed door-to-door a number of streets not covered by residents association;
- We have consulted with the NW3 Business Group, the Hampstead Heath Community Group (South End Green businesses), and the Hampstead Business Hub, whose members expressed an interest in a special workshop focussing on the needs of business people. We are working with individual businesses both in the Hampstead village area and in South End Green. A representative from the NW3 Business Group sits on our committee and a representative from the South End Green business community is an advisor to our committee.
- We have visited the over 50's Club at the Hampstead Community Centre and all three of the sheltered housing facilities in the proposed area and have signed up a number of members from Henderson Court. We hope to be doing a presentation at the Munro House when the manager returns from sick leave;
- We have developed both a website and a twitter feed;
- The proposal to create a Neighbourhood Forum has been covered in numerous articles in the Ham & High, Camden New Journal, Hampstead Village Voice, Hampstead Matters and the January Heath & Hampstead Society Magazine.
- Hampstead HUUD, a new Hampstead app, regularly covers the activities of the Forum;

**Targeted engagement** - The Forum is and will continue to be as inclusive as possible and we have developed an engagement strategy to track our progress and success (see attached). We will continue to work to identify diverse members of our community who may be "hard-to-reach", and develop opportunities to make the forum approachable and inclusive for them.

Statistics from Hampstead Town Ward show that Hampstead has a relatively older population with no sizeable one ethnic minority group. We have consulted with Voluntary Action Camden, the Camden Community Centre and the Armoury and have not yet found any specific groups of disabled residents but we will continue to search using our contacts. There is income disparity and contrary to what some people might think, not everyone in Hampstead is wealthy. We have made an effort to visit all of the Council properties in the Forum area though we are having to make special efforts to reach those in South End Close.

However, we are developing a strategy for working with young people and have made valuable contacts through a number of local schools which are interested in working with us, including Heathside School, St Anthony's School, Hampstead Hill School and Devonshire House.

We have also met with the co-founder of Gail's Artisan Bakery (whose first shop is located in our Area) who is interested in working with us on a possible apprentice programme for young people.

We are also developing a strategy for involving older people and will be assisted by our contacts with Henderson Court, Munro House, Wells House and the Hampstead Community Centre. We are currently exploring how the Forum can help in a project, called the Dementia Action Alliance, to make shops better aware of how to serve those suffering from dementia. The manager of Henderson Court Resource Centre, the manager of Penrose Care Homes and the Headmistress of Heathside School are involved.

An advisor to the committee will be helping us address issues concerning those who are visually impaired. We are working with Jonathan Bergman and others on addressing the needs of those with disabilities. Jonathan successfully spear-headed a campaign to provide lifts at Hampstead Station.

### **Community outreach events -**

Following an initial informational meeting at Burgh House in September, 2013, we launched our effort to become a Neighbourhood Forum at the Hampstead Christmas Fair, attended by over 50,000 people.

In January, we held our first community engagement event at Burgh House. Nearly 50 people participated and their responses have been compiled in a report, entitled "A Living Village: Themes for Hampstead's Future," which we have attached.

At our AGM in March, attended by 80 people, we conducted another community engagement exercise, the results of which we have also attached.

On 27 April, we held a "Community Tea Party" at St Stephen's Church, attended by more than 120 people. Food was donated by Gail's Artisan Bakery, and we further explored the emerging themes that the community may wish us to cover in our Plan. We distributed 5000 flyers and advertised widely through posters and email.

22 April 2014