

NOTICE OF MEETING

Alexandra Palace and Park Board

TUESDAY, 29TH OCTOBER, 2013 at 19:30 HRS - ALEXANDRA PALACE, ALEXANDRA PALACE WAY, WOOD GREEN, LONDON N22.

Councillors:

Councillor Matt Cooke (Chair), Councillor James Stewart (Vice-Chair), Councillor Bob Hare, Councillor Nigel Scott, Councillor Neil Williams, Councillor Joanna Christophides and Councillor Pat Egan

Non-voting representatives:

Mr C. Marr, Ms V. Paley and Mr N Willmott (Alexandra Palace and Park Consultative Committee).

Advisory Non-voting Board Members:

Mr R. Kidby and Mr R. Hooper

Observer:

Mr D. Heathcote (Chair, Alexandra Park and Palace Advisory Committee).

AGENDA

1. APOLOGIES FOR ABSENCE

2. URGENT BUSINESS

The Chair will consider the admission of any late items of urgent business. (Late items will be considered under the agenda item where they appear. New items will be dealt with at items 11 & 19 below)

3. DECLARATIONS OF INTERESTS

A member with a disclosable pecuniary interest or a prejudicial interest in a matter who attends a meeting of the authority at which the matter is considered:

(i) must disclose the interest at the start of the meeting or when the interest becomes apparent, and

(ii) may not participate in any discussion or vote on the matter and must withdraw from the meeting room.

A member who discloses at a meeting a disclosable pecuniary interest which is not registered in the Register of Members' Interests or the subject of a pending notification must notify the Monitoring Officer of the interest within 28 days of the disclosure.

Disclosable pecuniary interests, personal interests and prejudicial interests are defined at Paragraphs 5-7 and Appendix A of the Members' Code of Conduct.

4. QUESTIONS, DEPUTATIONS OR PETITIONS

To consider any questions, deputations or petitions received In accordance with Part 4, Section B29 of the Council's Constitution.

5. MINUTES (PAGES 1 - 18)

- i. To confirm the unrestricted minutes of the Alexandra Palace and Park Board held on 16 July 2013 as an accurate record of the proceedings. (Pages 1 - 8)
- ii. To receive the minutes of the informal joint Alexandra Palace and Park Consultative Committee, and Alexandra Park and Palace Advisory Committee held on 18 June 2013. (Pages 9 - 16)
- iii. To receive the minutes of the Alexandra Palace and Park Consultative Committee held on 18 June 2013. (Pages 17 18).

6. REPORT OF THE CHIEF EXECUTIVE (PAGES 19 - 44)

To update the Board on recent development and activities, in particular:

- Learning and Community update
- Brief for an interpretation strategy
- Patrons' event update
- Press and PR report
- Annual review

7. REPORT OF THE COMMERCIAL DIRECTOR (PAGES 45 - 50)

To update the Board on recent developments, in particular:

- Commercial activity update
- The events calendar

8. REPORT OF THE DIRECTOR OF REGENERATION AND PROPERTY (PAGES 51 - 56)

To update the Board on recent developments and activities, in particular:

- Fabric Conservation (incl Theatre)
- HLF Project Progress
- Commercial Development Opportunities
- Regeneration Programme governance and team restructure
- Forward 12-month programme for Property and Regeneration

9. REPORT OF THE PARK MANAGER (PAGES 57 - 72)

To update the Board on matters relating to management of the Park and on the Advisory and Consultative Committee's advice on two planning applications in the Park, and for the Board to consider granting Landlord's consent for the proposals.

10. REPORT OF THE FINANCE AND RESOURCE DIRECTOR (PAGES 73 - 76)

To advise the Board of the results of the Trust for the five months ended 31 August 2013.

11. ANY OTHER UNRESTRICTED BUSINESS THE CHAIR CONSIDERS TO BE URGENT

12. FUTURE MEETINGS

Special, Tuesday 19 November 2013, 6.30pm Thursday, 13 February 2014, 7.30pm

13. EXCLUSION OF THE PUBLIC AND PRESS

Items 14, 15, 16, 17 & 18 are likely to be subject of a motion to exclude the press and public from the meeting as they contain exempt information as defined in Section 100a of the Local Government Act 1972; Para 2 – Information which is likely to reveal the identity of an individual and Para 3 - information relating to the business or financial affairs of any particular person (including the authority holding that information).

14. MINUTES (PAGES 77 - 82)

To confirm the exempt minutes of the Alexandra Palace and Park Board held on 16 July 2013 as an accurate record of the proceedings

15. REPORT OF THE DIRECTOR OF REGENERATION AND PROPERTY (PAGES 83 - 88)

- 16. REPORT ON FRAC/APTL BOARD DISCUSSIONS FINANCIAL ITEMS (PAGES 89 122)
- 17. UPDATE ON HISTORIC DEBT (PAGES 123 124)
- 18. STRATEGIC PARTNERSHIPS (PAGES 125 134)
- 19. ANY OTHER EXEMPT BUSINESS THE CHAIR CONSIDERS TO BE URGENT

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Monday, 21 October 2013

Agenda Item 5 MINUTES OF THE ALEXANDRA PALACE AND PARK BOAR **TUESDAY, 16 JULY 2013**

Cooke (Chair), Hare, Scott, Williams, Christophides and Egan Councillors:

Non-Voting R Hooper, C Marr, V Paley and N Willmott **Representatives:**

Observer: D Heathcote

Also present:

Emma Dagnes - Commercial Director, Alexandra Palace Kerri Farnsworth - Director of Property and Regeneration, Alexandra Palace Nigel Watts - Director of Finance and Resources, Alexandra Palace Duncan Wilson - Chief Executive, Alexandra Palace

Helen Chapman – Clerk, LBH Julie Parker - Director of Corporate Resources, LBH

MINUTE NO.

SUBJECT/DECISION

APBO291.	APOLOGIES FOR ABSENCE
	Apologies for absence were received from Cllr Stewart, and apologies for lateness from Val Paley and Nigel Willmott.
APBO292.	URGENT BUSINESS
	There were no items of urgent business.
APBO293.	DECLARATIONS OF INTERESTS
	There were no declarations of interest.
APBO294.	QUESTIONS, DEPUTATIONS OR PETITIONS
	There were no questions, deputations or petitions.
APBO295.	MINUTES
	RESOLVED
	That the unrestricted minutes of the meeting of the Board held on 23 May 2013 and the special meeting of the Board held on 13 June 2013 be approved and signed by the Chair.
APBO296.	REPORT OF THE CHIEF EXECUTIVE
	Duncan Wilson, Chief Executive, introduced the report as circulated. The following additional comments and points arose from the discussion with the

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Board:

Learning Update

• The bid for £67k of HLF funding under the "Our Heritage" programme had been submitted on the 16 July. The bid was to support the exhibition and learning and community programme marking the role of Alexandra Palace as a refugee, internee and prisoner of war camp during WW1.

Archives

 The Board discussed the longstanding policy not to hold an archive at Alexandra Palace. Duncan Wilson reported that the Palace had recently acquired some of the more popular images, as this was more cost-efficient than obtaining copies of material held at Bruce Castle. It was agreed that the best way forward would be to reach an agreement with Bruce Castle regarding access to information held about Alexandra Palace.

Open House

- The television studios would not be open for Open House visitors, due to the potential risks associated with large groups of people accessing these areas.
- The Board emphasised the importance of the Friends of the Theatre and the Alexandra Palace Television Group being involved in producing the script for the Open House event.

Volunteering

• It was suggested that an alternative terminology, such as 'Friends of...' might foster a greater feeling of involvement and inclusivity than volunteers and that this was something that could be considered.

Regeneration

- It was confirmed that there would be a separate Regeneration report to the next meeting of the Board.
- The response to the soft market testing by Knight Frank appeared to be encouraging on the basis of initial feedback, but more would be known once the final report was produced which was anticipated in mid-July. Work around this area would continue over the next few months, and the Board would be advised when it was felt appropriate to test the market for real, which could happen during 2014.
- Following the useful regeneration strategic group workshop held in May 2013, it was envisaged that these workshops would be embedded in the way of working for the regeneration programme, alongside the work of the Regeneration Working Group.
- The Board asked about the 'further work' referred to in paragraph 7.7 of the report on Masterplanning. Duncan Wilson advised that any further design work could only be undertaken once the main HLF design team was in place and that it was important to reach a point where the major

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•	 design elements of the HLF programme had been determined before addressing other areas. It was emphasised that it was important to keep options open with regard to the plans for currently unused spaces, particularly in the South East wing, before approaches were made to commercial investors. With regard to specialist areas such as the exhibition in the TV studios, these would be the subject of separate pieces of work with the input of the expert and special interest groups. This work would be undertaken before the main design team were in place and would feed into the main design. The Board asked to be kept informed of the further development / design work as this progressed. The Board congratulated Duncan and his team for obtaining further grant funding from English Heritage for the SE pavilion works. It was suggested that a tour of the site be arranged prior to the start of the next meeting of the Board.
Patro	ons / fundraising
•	Once around 20-30 initial patrons had been identified, it was hoped that a launch event for the programme could be held in the theatre in autumn 2013. Work to identify sponsors for funding would start in 2014. The Board welcomed the possibility of using the theatre for an event, but in response to concerns regarding the condition of the interior, it was noted that it would be important to present the event appropriately. It was hoped that work to make the theatre safe would be completed by the end of September, but that this was dependent on no further issues being identified during the course of the work.
Com	mercial fireworks proposal
•	event; the precise location of the fencing had still to be determined, and a number of suggestions made by the SAC and CC around fencing were being taken into consideration.

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	 containers, but it would not be possible to bring alcohol or glass containers into the events. Bag checks would be carried out upon entry to the site. The Board emphasised the need for effective communication around the
	event.
	RESOLVED
	 That the Board note the content of the report, including additional grant funding of £36k from English Heritage.
	 That the Board approve the extensions of existing contracts to cover ceiling repairs in the theatre (£20k) and the consolidation of the North Wall (£40k).
	iii) That the Board approve the preparation of a list of possible Patrons of the projects to restore the theatre and TV studios.
	iv) That the Board approve in principle that Alexandra Palace proceed with a reasonably priced ticketed commercial fireworks event in Alexandra Park in November 2013, subject to approval of financial details attached in the restricted papers later in the agenda.
APBO297.	REPORT OF THE COMMERCIAL DIRECTOR, APTL
	Emma Dagnes, Commercial Director, APTL, introduced the report as circulated. The following additional comments and points arose from the discussion with the Board:
	 The Board remarked that the tables at the Bar and Kitchen had made a positive difference. Subsequent to the report being written, the Red Bull event had taken place; this had been an excellent, well-delivered event with a positive, family-friendly atmosphere. Events of this nature demonstrated the quality of event that Alexandra Palace was capable of delivering.
	RESOLVED
	That the content of the report be noted.
APBO298.	REPORT OF THE PARK MANAGER
	Mark Evison, Park Manager, introduced the report as circulated. The following additional comments arose from the discussion with the Board:
	 The Board asked what the chances of success were likely to be were the Palace to pursue a new Dog Control Order (DCO) to enact the three proposed dog-on-lead areas within the Park, and it was reported that this could not be accurately predicted. It was suggested that there may be a number of other parks dissatisfied with the generic Borough-wide DCO, and there may therefore be a benefit in waiting for the Borough to undertake a wider review of DCOs, and seek

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	to implement any changes at this time. Concern was expressed, however,
	that there was no indicated date as to when such a review might be carried out.
	 It was suggested that the Board should write to the Council to formally state its disappointment that the previous proposal had not been taken on board, and indicate that it wished for the previous proposal made in respect of dog-on-lead areas within Alexandra Park to be looked into within the next 12 months, either as part of a wider review or on a standalone basis. It was noted that the rose garden was looking very good; Mark Evison advised that this was a legacy project for the 150th anniversary of the park, and that an interpretation sign would be produced later in the year.
	RESOLVED
	i) That the Board note the current situation in relation to Dog Control Orders; and
	ii) That the Board write to the Council to indicate that it wished for the previous proposal made in respect of dog-on-lead areas within Alexandra Park to be looked into within the next 12 months, either as part of a wider review or on a stand-alone basis.
APBO299.	REPORT OF THE FINANCE AND RESOURCES DIRECTOR - TRUST FINANCIAL RESULTS FOR TWO MONTHS ENDED 30 MAY 2013 Nigel Watts, Finance and Resource Director, Alexandra Palace, introduced the report as set out.
	RESOLVED
	That the Board note the performance of the Trust for the two months ended 30 May 2013.
APBO300.	EXCLUSION OF THE PUBLIC AND PRESS
	RESOLVED that the press and public be excluded from the meeting for the consideration of agenda item 7 as it contains exempt information as defined in Section 100a of the Local Government Act 1972; Para 3 – information relating to the business or financial affairs of any particular person (including the authority holding the information).
APBO301.	REPORT OF THE FINANCE AND RESOURCES DIRECTOR
	The recommendations of the report were agreed as amended.
APBO302.	RE-INCLUSION OF THE PUBLIC AND PRESS
	The Chair invited members of the press and public to re-enter the meeting.
APBO303.	REPORT OF THE FINANCE AND RESOURCES DIRECTOR - APPCT ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2013

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Nigel Watts, Director of Finance and Resources, Alexandra Palace, introduced the report as set out, and circulated an updated version of the wording for the Annual Review, which had been amended in line with comments provided by the auditors subsequent to the circulation of papers for the meeting. Indicative artwork for the annual report was also circulated to the Board for information. It was intended that copies of the final document would be provided to potential commercial investors and the document therefore aimed to present a holistic view in its narrative.

- With regard to the amendments tabled, the Board was invited in particular to note the amended description of the support provided by the Borough on page 14 of the Annual Review, 'As it has done in previous years, our trustee provided financial support to enable us to bridge the gap between our income and expenditure, to finance increases in working capital and to meet our loan repayments. It is the Borough's current policy to continue providing this support until such time as it is no longer required'.
- In response to a question from the Board regarding the summary of income and expenditure as set out on page 15 of the report, Nigel Watts advised that funding from the Council was not depicted as income in this chart, as this funding was viewed as a loan rather than a grant.
- The Board congratulated Nigel Watts, Duncan Wilson, Claire Pendleton and everyone who had worked on the annual report, and recognised that this was the clearest set of accounts produced by the Palace to date. The importance of producing a high quality document was particularly recognised at this stage in the regeneration programme.
- In noting the content of the annual report, the Board recognised its duty as trustees to do everything it could to ensure that the Trust's financial performance was as good as it possibly could be. The report was a public benchmark, and it was hoped that the Trust would be able to demonstrate the progress it was making year on year.
- The document had been designed for circulation both as a printed copy and as a PDF document. It was report that up to 500 print copies would be produced but the document would largely be circulated electronically and would also be available on the website.
- In response to a question regarding the ongoing deficit, it was reported that this was not a matter that could be addressed in these accounts. It was noted that the Council had given its assurance that it would continue to provide support to the Trust. It was noted that the historic debt matter would need to be addressed separately.
- In response to a question regarding the trading costs as set out in the waterfall chart on page 15 of the Annual Review, it was reported that this figure read £6.65m, or 18%.

RESOLVED

- That authority to approve the final accounts for APPCT for the year ended 31 March 2013 be delegated to Councillor Cooke as Chair of the Alexandra Palace and Park Board.
- ii) That the appointment of the auditor for the year ended 31 March 2013 be confirmed and that the Board approve the proposal to retender the audit in

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	the autumn.
	iii) That the letter of representation to be signed on behalf of the Directors of APTL be noted.
APBO304.	GOVERNANCE REVIEW AND RESPONSE
	Duncan Wilson, Chief Executive, Alexandra Palace, introduced the report as set out. Subsequent to the report having been circulated, Duncan Wilson had met with Nick Walkley, Chief Executive, London Borough of Haringey, and it had been agreed that Duncan Wilson would be accountable to the Board for the delivery of the regeneration programme, with Nick Walkley being accountable to the Cabinet for the role of the Palace's Regeneration Programme within the wider Borough regeneration work. It was noted that the Project Initiation Document was being rewritten, and would be reported back to the next meeting of the Board.
	 In response to a question from the Board regarding the involvement of wider stakeholders in the process, it was reported that this had been a piece of audit work around internal procedures and wider involvement was not therefore felt to be appropriate. It was noted that, were there another Gateway Review such as the one undertaken last year, such work would involve the views of the wider stakeholder group. Julie Parker, Director of Corporate Resources, London Borough of Haringey, advised that the review had been undertaken in order to provide assurance around the processes that were in place to ensure that the regeneration project delivered its objectives. The Board asked about the links between the Regeneration Working Group and the Board and SAC/CC, beyond the twice-yearly strategic workshops. It was reported that there would be more formal regeneration reports to the Board in future, which would have input from the Chair of the Regeneration Working Group, and it was agreed that Duncan Wilson and the Chair of the Board would explore the possibility of providing Board and Committee Members with details on the activity of the Working Group on a more frequent basis.
	RESOLVED
	That the Board note the progress made by LBH, APPCT and APTL in implementing the recommendations of the report and approve the updated Terms of Reference of the Regeneration Working Group.
APBO305.	ANY OTHER UNRESTRICTED BUSINESS THE CHAIR CONSIDERS TO BE URGENT There were no new items of unrestricted urgent business.
APBO306.	FUTURE MEETINGS
	The dates of future meetings of the Board were noted as follows:
	29 October 2013

MINUTES OF THE ALEXANDRA PALACE AND PARK BOARD TUESDAY, 16 JULY 2013

13 February 2014
EXCLUSION OF THE PUBLIC AND PRESS
RESOLVED that the press and public be excluded from the meeting for the consideration of agenda items 18-22 as they contained exempt information as defined in Section 100a of the Local Government Act 1972; Paragraph 1 – information relating to any individual, Paragraph 2 – information which is likely to reveal the identity of an individual and Paragraph 3 – information relating to the business or financial affairs of any particular individual person (including the authority holding that information).
SUMMARY OF EXEMPT ITEMS
MINUTES
RESOLVED that the restricted minutes of the Alexandra Palace and Park Board held on 23 May 2013 and the special meeting of the Board held on 13 June 2013 be approved as a correct record.
FIREWORKS PROPOSAL
The recommendations of the report were agreed.
REPORT OF THE FINANCE AND RESOURCES DIRECTOR – APTL FINANCIAL PERFORMANCE
The recommendations of the report were agreed.
REPORT OF THE FINANCE AND RESOURCES DIRECTOR – FINANCE RESOURCES AND AUDIT COMMITTEE UPDATE
The recommendations of the report were agreed as amended.
ANY OTHER EXEMPT BUSINESS THE CHAIR CONSIDERS TO BE URGENT
There were no new items of exempt urgent business.
The meeting closed at 22:15hrs.

MINUTES OF THE JOINT INFORMAL MEETING OF THE ALEXANDRA PARK & PALACE STATUTORY ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK CONSULTATIVE COMMITTEE

TUESDAY, 18 JUNE 2013

PRESENT: * denotes absence

NOMINATED BY LOCAL RESIDENTS' ASSOCIATIONS

Advisory Committee Nominated Members of:

Alexandra Residents' Association Bounds Green and District Residents Association

Muswell Hill and Fortis Green Association Palace Gates Residents' Association

Palace View Residents Association The Rookfield Association Warner Estate Residents' Association 1 Vacancy

Advisory Committee Appointed Members:

Alexandra Ward	:	*Councillor Beacham
Bounds Green Ward	:	*Councillor Demirci
Fortis Green Ward	:	*Councillor Newton
Hornsey Ward	:	*Councillor Gorrie
Muswell Hill Ward	:	*Councillor Jenks
Noel Park Ward	:	*Councillor Gibson
Council-wide Member	:	*Councillor Griffith
Council-wide Member	:	*Councillor Dogus

Consultative Committee Nominated Members:

Alexandra Palace Amateur Ice Skating Club Alexandra Palace Allotments Association Alexandra Palace Angling Association Alexandra Palace Organ Appeal Alexandra Palace Television Group Alexandra Residents' Association Alexandra Palace Garden Centre Alexandra Park and Palace Conservation Area Advisory Committee Bounds Green and District Residents' Association CUFOS Friends of Alexandra Park Friends of the Alexandra Palace Theatre Hornsey Historical Society Muswell Hill and Fortis Green Association Muswell Hill Metro Group New River Action Group Palace View Residents' Association Vitrine Ltd - The Lakeside Café Warner Estate Residents' Association

Consultative Committee Appointed Members:

*Councillor Cooke *Councillor Christophides Councillor Egan Councillor Hare *Mr M. Tarpey *Ms E. Regan Mr K. Pestell Mr R. Tucker *Mr J. Thompson Ms C. Hayter *Mr C. Campbell-Preston

: *Ms J. Hutchinson

: Mr K. Ranson

: Mr D. Heathcote

: Ms E. Richardson

: Mr K. Stanfield

: Mr D. Liebeck

: Mr D. Frith

Mr C. Marr Mr K. Ranson *Mr J. Smith *Mr G. Hutchinson Mr N. Willmott Mr J. O'Callaghan *Ms D Feeney Mr J. Boshier Miss R. Macdonald Ms V. Paley *Mr A. Yener Prof. R. Hudson

MINUTES OF THE JOINT INFORMAL MEETING OF THE ALEXANDRA PARK & PALACE STATUTORY ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK **CONSULTATIVE COMMITTEE TUESDAY, 18 JUNE 2013**

Councillor Scott *Councillor Stewart **Councillor Williams**

Also attending

Councillor Erskine – Substitute for Councillor Newton Duncan Wilson - Chief Executive - Alexandra Palace Felicity Parker – Clerk to the Committee (LB Haringey)

MINUTE NO.

SUBJECT/DECISION

APSC120	ELECTION OF CHAIR FOR THE MUNICIPAL YEAR 2013/14
	The outgoing Chair, Colin Marr, opened the meeting and asked for nominations for Chair of the Joint Informal meeting of the Alexandra Park & Palace Statutory Advisory Committee and the Alexandra Palace & Park Consultative Committee for the 2013/14 Municipal Year.
	Jacob O'Callaghan nominated Colin Marr, and Denis Heathcote seconded the nomination.
	There being no further nominations it was
	RESOLVED that Colin Marr be elected as Chair of the Joint Informal meeting of the Alexandra Park & Palace Statutory Advisory Committee and the Alexandra Palace & Park Consultative Committee for the 2013/14 Municipal Year.
	Colin Marr in the Chair
APSC121	ELECTION OF VICE-CHAIR FOR THE MUNICIPAL YEAR 2013/14
	Following a discussion with the Committee, it was decided that a Vice-Chair would be elected as and when one would be required.
APSC122	APOLOGIES FOR ABSENCE
	Apologies for absence were received from Jane Hutchinson, Gordon Hutchinson and Councillors Beacham, Dogus, Newton (Councillor Erskine substituted), Jenks, Gibson, Gorrie and Griffith.
	Apologies for lateness were received from Val Paley.
APSC123	DECLARATIONS OF INTEREST
	Councillor Hare declared an interest as he was Chair of the Alexandra Palace Allotments Association.

MINUTES OF THE JOINT INFORMAL MEETING OF THE ALEXANDRA PARK & PALACE STATUTORY ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK CONSULTATIVE COMMITTEE

TUESDAY, 18 JUNE 2013

APSC124	MINUTES AND MATTERS ARISING
	i) The minutes of the Joint Informal Statutory Advisory and Consultative Committee held on 13 May 2013 were approved as a correct record.
	ii) The minutes of the Statutory Advisory Committee meeting held on 13 May 2013 were noted.
	The Clerk advised that the draft Alexandra Palace and Park Board minutes were not available for noting, as they had not been cleared by the Chair.
APSC125	REPORT OF THE CHIEF EXECUTIVE, ALEXANDRA PALACE
	RECEIVED the report of the Chief Executive – Alexandra Palace and Park – as set out in the agenda pack.
	NOTED:
	• The procurement phase of the HLF project had begun, and OJEU procedures had to be followed. This meant that a design team would not be appointed earlier than November / December 2013.
	 Quantity surveyors were due to be appointed, and project managers would be appointed in Summer 2013. The intention was to appoint a 'lead designer' responsible for a modern design in a historical context – this would require heritage, architectural and other specialist skills.
	• The aim was to complete the design, validate it and produce costs for the HLF Stage Two submission by the end of 2014. If the bid was successful then building works would commence in early 2015, for completion by 2017.
	• The design team would be an independent practice, the contract would be with the Council, on behalf of the Trust.
	• A formal bid for match-funding had not been made to the Council, the Palace was looking to see what funding might be available from external sources before preparing a bid.
	 The Regeneration Working Group (which comprised Council and AP staff) would continue as it previously had done, but the membership and role was being reviewed. The Chair requested closer links with the RWG and that a separate report be presented to the SAC/CC meeting to outline any issues / feedback from RWG meetings. ACTION: Chief Executive
	• Fundraising would be carried out by either an external consultant or an
	individual on a short term contract. The focus would be on institutions – GLA, Trusts and Foundations.
	• Richard Hooper had been appointed as a non-voting advisory member to the Alexandra Palace and Park Board.
	 Open House – some members expressed concerns over the planning of the tours around the Palace. It was felt that the time allocated for these tours had been underestimated and could be looked at again.
	• Open House – Studios A & B would not be included in the tours due to the presence of asbestos. Some members expressed concerns over this and suggested that restricted access should be provided for small parties.

MINUTES OF THE JOINT INFORMAL MEETING OF THE ALEXANDRA PARK & PALACE STATUTORY ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK CONSULTATIVE COMMITTEE TUESDAY, 18 JUNE 2013

	 Duncan Wilson explained that this was a health and safety issue, and it was the responsibility of the Palace to ensure that people were not put at any risks. Whilst small parties could be admitted to Studio A by appointment, under carefully supervised conditions, the risks with larger groups would be more difficult to manage and control. The situation had changed somewhat since disturbance associated with testing as part of the HLF bid assessment. Car parking – Duncan Wilson advised that work was underway on evaluating the feasibility / desirability of introducing car parking charges at Alexandra Palace. Once this had been assessed, a full options appraisal would be carried out and brought to the SAC/CC for comment before being considered by the main Board. A full public consultation would need to be carried out if the decision was made to proceed further. The Chair commented that car parking along Alexandra Palace Way was visually intrusive in the conservation area and requested that the idea of banning parking along Alexandra Park Way be explored, as there were already 6 designated car parks for the Park and Palace. Members requested that Duncan Wilson look into the possibility of improving signage at vehicle entry point to make it clear that they were entering Alexandra Park, which is not 'any old park' and where special conditions apply, including a 20mph speed limit and visitor parking restrictions. Whilst it was unlikely that this would stop most people parking along the road, it may deter some. Fabric repairs – English Heritage's decision on supplementary grant in respect of the SE pavilion was awaited.
	RESOLVED to note the report.
APSC126	REPORT OF THE PARK MANAGER
	Duncan Wilson introduced the report as set out in the agenda papers on behalf of the Park Manager.
	NOTED:
	 The Red Bull and 150th anniversary event were the two major events due to take place at the Park. These events had been designed in a way to protect the Park and it was hoped that they would be hugely successful. Park furniture painted with the dark green paint would be installed in the Rose Garden so that members could see an example of and make comments on the colour.
	RESOLVED to note the report.
APSC127	RESOLVED to note the report. PROPOSAL FOR COMMERCIAL FIREWORKS DISPLAY - NOVEMBER 2013
APSC127	

MINUTES OF THE JOINT INFORMAL MEETING OF THE ALEXANDRA PARK & PALACE STATUTORY ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK CONSULTATIVE COMMITTEE THESDAY 18 JUNE 2013

TUESDAY, 18 JUNE 2013

The consensus was generally positive, although some serious concerns were raised.

Comments included the following:

- Friends of the Park majority of members were 'for' the fireworks, although some committee members had been against it. Objections were raised with regards to ticket prices, closure of the Park and the risk of damage to the Park from the moving and installation of fencing (and whether repair costs would be covered by the company).
- Similarly, members of the Alexandra Residents Association were positive, although their representatives were more concerned. Particular worries were about stewarding at the entrances, people who try to get in free and large amounts of cash being collected.
- Past fireworks events had seen a 'pressure-point' around the Warner Estate people had attempted to climb over the fencing and cause general disorder.
- It was important that the Police were consulted and involved, and were made aware of areas where potential disorder could occur.
- There were concerns that many people would turn up and expect to get in free, or try to view from just outside the restricted area and crowds of people may gather in adjoining streets with the potential for disorder.
- Gates at Park Avenue North entrance had fencing which could easily be cut open the police or stewards need to be made aware of this.
- Some concerns were raised over the closure of entrances, particularly those along Newland Road, which had in the past been a popular access point from Campsbourne and the east this could lead to bad feelings.
- Some people would find the entrance fee for a family to be prohibitively expensive.
- There were concerns over the closure of the road and the stoppage of the W3 bus route although in the past this had not been problematic.
- It was wonderful that the fireworks were going to come back to Alexandra Palace. A suggestion was made that if people were aware of why the event was no longer free (due to being a loss-making event in the past), then they would not mind paying an entrance fee.
- Thought needed to be given to car parking if the road would be closed from midday then this could stop some spectators from attending if there was no car parking available. It could also lead to parking congestion in adjoining roads, which in the past had also been congested by pedestrians.
- The pricing structure was not outrageous the event was being planned by an experienced operator, and the pricing would be in line with other events carried out by the promoter.
- Members thought that it might be useful to have another meeting before the

MINUTES OF THE JOINT INFORMAL MEETING OF THE ALEXANDRA PARK & PALACE STATUTORY ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK CONSULTATIVE COMMITTEE TUESDAY, 18 JUNE 2013

	 decision needed to be taken. Duncan Wilson would report back to Members based on the issues raised, and a decision would then be taken as to whether an emergency SAC meeting was necessary. Councillor Scott added that there was no need to hold extra meetings, as Members needed to trust that their views would be taken into consideration by the Board and the management team, and that any plans would meet all health and safety requirements.
	The chairman's final comment was to record the committee's general support for the proposal tempered by some of the very real concerns that had been raised, and which needed to be considered further before the Board makes a final decision.
	RESOLVED to note the report and refer the comments made by the Committees to the Alexandra Palace and Park Board.
APSC128	ITEMS RAISED BY INTERESTED GROUPS
	There were no such items.
APSC129	NON-VOTING BOARD MEMBERS FEEDBACK
	The Chair asked the Chief Executive for feedback on the SAC/CC on the Board decision with regards to taking legal action against the former Trust solicitors, which the SAC had requested in 2011. Duncan Wilson provided the following response:
	At its meeting on 6 November 2012 the Board of APPCT considered advice specifically commissioned from its' new solicitors on the question as to whether any legal action should be taken against its' former solicitors, in respect of decisions taken in 2006 and 2007 on the Firoka project. Following careful consideration of that advice the Board resolved not to take any action, on the basis that the former solicitors had given advice strictly in accordance with their remit and could not be held more widely accountable for those decisions taken by the Board.
	Jacob O'Callaghan, who had first raised this (among other questions to the Board) responded – he first said how pleased he was with the success of the HLF bid and it was unfortunate that the answer from the Board had been so long in coming. He noted that the previous Trust solicitor's explanation was apparently (according to the Walklate report) that he had, in fact, notified the General Manager (Keith Holder) of the risks of the licence to Firoka, and that therefore Mr Holder and the Chairman (Charles Adje) could and should have acted to protect the charity. Whatever the truth was, lessons should have been leaned from this whole sorry experience.
	David Liebeck commented that he was pleased to see the extent to which the committee's discussion had moved on from the time when lawyers were called

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	upon to attend meetings – he went on to thank Jacob for his diligence in pursuing this matter.
	Nigel Willmott disagreed with Jacob O'Callaghan for pursuing with this and urged that these matters should now be put aside to allow the Palace to take advantage of the opportunities which now presented themselves.
	The Chair concurred with the need to put these matters aside, which he thought was the consensus view, and closed the discussion on that point.
APSC130	ANY OTHER BUSINESS OR URGENT BUSINESS
	Roger Tucker raised his concern about an unfortunate clash of dates between events related to the Organ Appeal and the Theatre. It was resolved that better communication between interest groups was necessary to avoid such clashes.
APSC131	DATES OF FUTURE MEETINGS
	NOTED the dates of future meetings – 10 October 2013 and 28 January 2014.

The meeting ended at 21:55

Colin Marr

Chair

Signed by the Chair

Date

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UNRESTRICTED MINUTES OF THE ALEXANDRA PALACE AND PARK CONSULTATIVE COMMITTEE - TUESDAY, 18 JUNE 2013

* Denotes absence

Consultative Committee Nominated Members:

Alexandra Palace Amateur Ice Skating Club Alexandra Palace Allotments Association Alexandra Palace Angling Association Alexandra Palace Organ Appeal Alexandra Palace Television Group Alexandra Residents' Association Alexandra Palace Garden Centre Alexandra Park and Palace Conservation Area Advisory Committee Bounds Green and District Residents' Association CUFOS Friends of Alexandra Park Friends of the Alexandra Palace Theatre Hornsey Historical Society Muswell Hill and Fortis Green Association Muswell Hill Metro Group New River Action Group Palace View Residents' Association Vitrine Ltd - The Lakeside Café Warner Estate Residents' Association

*Mr M. Tarpey *Evelyn Regan Mr K. Pestell Mr R. Tucker *Mr J. Thompson Ms C. Hayter *Mr C. Campbell-Preston Mr C. Marr Mr K. Ranson *Mr J. Smith *Mr G. Hutchinson Mr N. Willmott Mr J. O'Callaghan *Ms D Feenev Mr J. Boshier Miss R. Macdonald Ms V. Paley *Mr A. Yener Prof. R. Hudson

Consultative Committee Appointed Members:

*Councillor Christophides *Councillor Cooke Councillor Egan Councillor Hare Councillor Scott *Councillor Stewart Councillor Williams

Also attending

Duncan Wilson – Chief Executive, Alexandra Palace Felicity Parker - Clerk

MINUTE NO.

SUBJECT/DECISION

APCC13. ELECTION OF CHAIR FOR THE MUNICIPAL YEAR 2013/14

The outgoing Chair, Colin Marr, opened the meeting and asked for nominations for Chair of the Consultative Committee for the 2013/14 Municipal Year.

Councillor Hare nominated Colin Marr, and Rachael Macdonald seconded the nomination.

There being no further nominations it was

RESOLVED that Colin Marr be elected as Chair of the Consultative Committee for the 2013/14 Municipal Year.

MINUTES OF THE ALEXANDRA PALACE AND PARK CONSULTATIVE COMMITTEE. TUESDAY, 18 JUNE 2013

	Colin Marr in the Chair		
APCC14.	APOLOGIES FOR ABSENCE		
	Apologies were received from Val Paley for lateness.		
	Apologies for absence were received from Gordon Hutchinson.		
APCC15.	DECLARATIONS OF INTEREST		
	Councillor Hare declared an interest as he was Chair of the Alexandra Palace Allotments Association.		
APCC16.	MEMBERSHIPS		
	i) The Chair reminded Members that membership forms and AGM minutes must be sent to the Clerk.		
	A suggestion was made that the form could be amended for future years to include reference to the submission of AGM minutes, as it was easy to miss the request on the letter.		
	ACTION: Clerk		
	The Chair added that this would be revisited as part of the review of the structure of Alexandra Palace committees.		
	RESOLVED that the membership of the Committee for the 2013/14 Municipal Year, as listed on the agenda papers, be approved.		
	 (ii) Councillor Egan nominated Colin Marr, Councillor Hare nominated Val Paley and Caroline Hayter nominated Nigel Willmott. The nominations were unanimously seconded by the Committee. 		
	RESOLVED that Colin Marr, Val Paley and Nigel Willmott be appointed to serve as non-voting Members of the Alexandra Palace and Park Board for the 2013/14 Municipal Year.		
	(iii) NOTED the Committee's Constitution.		
APCC17.	ANY OTHER BUSINESS		
	There was no such business to discuss.		
	The meeting closed at 19:50.		

COLIN MARR

Chair

Agenda Item 6



29th October 2013

Report Title: Report of the Chief Executive APPCT

Report of: Duncan Wilson, Chief Executive, Alexandra Palace Charitable Trust

1. Purpose

1.1. To update the Board on the recent developments and activities, in particular

- Learning and Community update
- Brief for an interpretation strategy
- Patrons' event update
- Press and PR report
- Annual review

2. Recommendations

2.1. That the Board notes the contents of the report and gives views where appropriate.

Report Authorised by: Duncan Wilson, Chief Executive....

Contact Officer: Duncan Wilson, CE, Alexandra Palace & Park, Alexandra Palace Way, Wood Green N22 7AY Tel No. 0208 365 4321

3. Executive Summary

- 3.1.A number of progress reports are set out for information in key learning and community policy areas
- 3.2. Key elements of the draft brief for an interpretation plan are set out for comment.
- 3.3. The Board is invited to note the postponement of the Patrons launch event in the theatre
- 3.4. The Board is invited to note the comm's report and the new Annual Review as a significant step forward.

4. Reasons for any change in policy or for new policy development (if applicable) 4.1.N/A

5. Local Government (Access to Information) Act 1985

5.1.N/A

6. Background

6.1 Learning and Community Update

6.2 A detailed report of successful schools workshops and drop-in family activities in August is attached to this report as Appendices 13.1 and 13.2

6.3 Schools brochure

6.4 A brochure promoting Alexandra's Palace's core learning programme has been designed to promote our three key stage two (7-11 year olds) workshops (Victorians, BBC & Local History). The brochure has been sent to all 62 primary schools in Haringey. As a follow up the Learning Officer will be attending the next Haringey Primary Head Teachers Forum to promote the sessions and encourage bookings after the October half term (28 October – 2 November). Copies will be include for Board members in the pack.

6.3 **Open House 2013**

To expand on Alexandra Palace's Open House offer fourteen guided tours of the Palace were organised between 10:00 and 16:30 on Saturday 21 September. A dedicated Open House email account was set up to manage the pre-booking system of 30 spaces per tour with an additional five "walk-in" spaces on each tour that were allocated on a first come first served basis throughout the day. In addition to the Friends of the Theatre and the Alexandra Palace Television group a volunteer team of eight tour guides and ten stewards were recruited to assist with the delivery of the day.

Out of the four hundred and ninety people who had guided tours, one hundred and sixty five people completed evaluation forms. 100% of respondents said they had enjoyed the tour and learnt something about the history of the Palace. In response to a question about charging, the majority (one hundred and eight people) would have been happy to pay £5; twenty eight people would have paid £7 with fifteen happy to pay £10. Additional information compiled included visitor demographics, event publicity and specific areas of interest within the Palace

Due to unfulfilled demand, a waiting list of has been compiled which currently holds over one hundred people interested in a guided tour of the Palace. Additional tours will be arranged and led by volunteer tour guides.

6.4 Volunteer Strategy

A volunteer strategy has been drafted to provide support and guidance to the Charitable Trust when working with volunteers. A copy is attached at Appendix 13.3. The strategy will form part of a Volunteer Handbook which will be given to volunteers at their induction. The Volunteer Handbook will include a volunteer role description, site information, history about the Park and Palace, organisational charts, and a volunteer agreement.

6.5 HLF Our Heritage 2 Application

The Heritage Lottery Fund has announced a £59,400 grant to our project to commemorate the centenary of the First World War with a temporary exhibition and learning and community programme telling the story of AP as a refugee and internee camp in World War One. Our project partners, the University of Middlesex, will be creating a short film and locative media app. interpreting historically significant areas of

the Palace relevant to this time period currently not open to the public, including the bunk beds and bread ovens in the basement. The scope of the project includes work to the Transmitter Hall to transform to make it fit for purpose as a learning and community space. Detailed project plans and timelines are being drawn up for the refurbishment works, exhibition and learning programmes. The works and exhibition will be completed by autumn 2014 to coincide with the centenary of the outbreak of War in 1914. The complete Our Heritage Application is attached at Appendix 13.4

7. Brief for interpretation strategy

7.1. We now need to develop an outline interpretation strategy to inform the design process for the main HLF project. The most effective way of achieve this is as a small scale consultancy exercise using an expert in the field with experience of other HLF projects. A draft brief for the exercise is attached below for comment (Appendix 13.5). Any stakeholders with relevant expertise are being consulted before the brief is finalised.

8. **Patrons event**

8.1. Plans to hold an inaugural event for patrons and supporters in the theatre have been put on hold until after Christmas, since the programme to make the auditorium ceiling safe has become more extensive and is likely to run well into November (see Regen. and Property report para 6.4). Since we cannot be completely confident of a completion date for the works it seems best to postpone the event until spring 2014, by which time we hope that a fundraiser will have started work and will be able to work on the event.

9. Press and PR report

9.1 **Communications update**

Alexandra Palace has had a very successful quarter obtaining favourable media coverage across a variety of different media channels. This follows an extremely successful summer that saw Alexandra Park and Palace obtain coverage ranging from

- The Heritage Lottery Fund's (HLF) backing of Alexandra Palace's regeneration plans (June 2013) and
- Red Bull Soapbox Race (July 2013) to
- Alexandra Park's 150th anniversary celebration (July 2013)

More recently we have secured favourable media coverage supporting

- The 'Back with a Bang' firework festival
- More on the Palace's regeneration programme
- More on the Park's 150th anniversary
- Recent Park awards
- The Palace's WWI learning programme recently approved by the HLF

Of particular note, we successfully obtained a BBC news online picture feature promoting the Palace's regeneration. This feature, published on 25 September was positioned second in the feature list and reached 16,675,801 unique page visitors.

Another key achievement for this quarter was the inclusion of a feature in Living North Resident's August edition about Alexandra Park's 150th anniversary. This article had a

readership of 87,500 and shared the history of Alexandra Park making note of the anniversary celebration on 21 July.

10. Annual review

The Board approved the text of the Annual Review and Report and Accounts 2012-13 at its last meeting in July. This represents a step change in the professionalism of the way the Park and Palace is presented and will be very helpful in setting out our case to potential commercial and regeneration partners.

11.0 Legal Implications

11.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and has no comments

12.0 Financial Implications

12.1 The Council's Chief Financial Officer has no additional comments to make on this report.

13.0 Use of Appendices/Tables

- 13.1 Pilot Learning Programme Evaluation
- 13.2 Family Learning Report
- 13.3 Volunteer Strategy
- 13.4 HLF 2 Our Heritage Application
- 13.5 Draft brief for AP interpretation strategy, main HLF project

14.0 Print included with Board pack

14.1 Schools programme brochure

15.0 To be circulated at meeting

15.1 Annual report 2012/2013

Appendix 13.1

Pilot primary learning programme evaluation

Following research into the history of the Park and Palace three key stage 2 (7-11 year olds) cross curricular workshops were developed linking in with topics from the primary national curriculum. Our sessions, **"The Victorian People's Palace"**, **"the Birthplace of the BBC"** and **Alexandra Palace; Past, Present & Future"** can be tailored for both lower and upper key stage 2 groups. To engage with groups of mixed ages and abilities the AP Education Officer used a variety of different styles which included group discussion, short film, art activities and visits to the stage of the Theatre.

All pilots were offered free of charge on the proviso that detailed feedback about the session and its delivery was provided by the teachers who attended. Workshops lasted between 1 hour and 1 hour 30 minutes (dependent on age of group) and were based in the Transmitter Hall. At the booking stage teachers were offered either a 10:30 or a 14:00 start, for large groups we offered both a morning and an afternoon session. For all sessions groups were offered space in the East Court before or after their workshop to eat packed lunches in cold or wet weather.

To advertise the pilot sessions I sent out an e-short outlining the programmes to all primary schools in Haringey. The number of responses I received from local teachers demonstrates the interest in using the Park and Palace as a resource.

Birthplace of the BBC

School	Year Group	Group Size
Tiverton Primary School	4	60 (2 sessions)
Highgate School	5	60 (2 sessions)

The Victorian People's Palace

School	Year Group	Group Size
Akiva School	5	60 (2 sessions)
St Michael's Primary	4	28

Alexandra Palace: Past, Present & Future (Secondary)

School	Year Group	Group Size
Heartlands High School	8	162 (6 groups)
(secondary)		

Other workshops

School	Year	Subject	Group Size
Tetherdown	2	AP Fires	60
Primary School			

Feedback

All teachers who took part in the pilot sessions were enthusiastic about visiting Alexandra Palace to complement the National Curriculum. Overall the feedback about the content and

delivery of the workshops was positive but the common themes that arose from the evaluation forms were:-

- 1) The Transmitter Hall not being an inspirational space for learning
- 2) A visit to the BBC studios is needed for the "Birthplace of the BBC" workshop to create a sense of place
- 3) No objects to handle to bring the story to life

Core Learning Programme - September 2013

Alexandra Palace's core learning programme of "The Victorian People's Palace", "The Birthplace of the BBC" and "Alexandra Palace: Past, Present & Future" will be available to primary schools from the start of the academic year in September. To move forward with the development of the learning programme I would suggest:-

- 1) To accommodate groups over 30 we will offer morning and afternoon sessions
- 2) Explore offering virtual access to the BBC Studios using webcams
- 3) Work with local universities to create replica Victorian objects and costumes
- 4) Contact the National Media Museum and the BFI to see if they have handling objects they can donate
- 5) Consider how to make the Transmitter Hall more adaptive for Learning and Community programmes
- 6) Promote cross business opportunities including a learning workshop and an ice skating lesson or session
- 7) Explore ways of bringing the Theatre to life

Marketing

To promote our core learning programmes I have created an e-shot which will be sent to all local primary schools in September 2013. We will be working with the Marcoms team to create a learning and community brand so that information about our programmes is easier to find on the website. In addition I would suggest that we create a leaflet promoting our school workshops and upcoming family activities that can be picked up on site or sent out with information about the Christmas pantomime or upcoming events such as the Girl Guide World Thinking Day.

Networks

Alongside the learning pilots I have been developing networks of local teachers and organisations who will assist us with both the promotion and delivery of our learning programmes. I have been invited to speak at both the Haringey Primary and Secondary Head Teachers Forum in September 2013 where I will promote our core learning programmes and give updates about our 2014 Centenary project and Major HLF application.

2014 changes to the National Curriculum

Under current proposals from September 2014 the Victorians will be removed from key stage 2 in favour of a more chronologically secure knowledge and understanding of British, local and world history. Following the changes Alexandra Palace will still be available to offer local history workshops for key stages 1, 2 & 3 which will incorporate some of the material developed for the Victorian People's Palace workshop.

To ensure that I am up to date with the upcoming changes to the National Curriculum and how they will affect museum learning I will be attending the Gem (Group for Education in

Museums) briefing in October, continuing attending the Teacher's network and regularly review the Department for Education and Skills website.

Local partnerships

I have been approached by the Participation Manager at Jacksons Lane to deliver a talk and tour as part of their Young Roots HLF application looking at history of entertainment styles and culture associated with the Empire Theatre Wood Green. The final part of the project will be a performance written, directed and performed by the young people and we are currently discussing ways we can work together to deliver this project.

The connection with Jacksons Lane has enabled me to join the local arts networking meetings and establish a relationship with the Project Officer from the Bernie Grants Art Centre. The Bernie Grant Art Centre are looking to develop an English workshop linking in with the new key stage 4 curriculum. The new curriculum calls for pupils to increase the breadth of their reading through studying high-quality, challenging, and whole texts in detail including two plays by Shakespeare. To support the Bernie Grants Art Centre in delivering this project AP will offer a tour of the Theatre and talk about Victorian acting techniques.

Both these partnerships are in their very early stages and over the next few weeks I will be looking to finalise how often these visits will take place, funds available for AP, who will be responsible for producing marketing material and who will be responsible for taking bookings. Once all details have been agreed I will look to sign partnership agreements/service level agreements confirming our interest in being part of their on-going programmes.

Conclusion

The level of interest from primary and secondary schools towards launching a new core learning programme has been very positive and demonstrates their desire to engage with the Palace. There were a limited amount of places for the pilot workshops so a database of teachers was created who will receive the September e-shot promoting our new sessions.

From September I would suggest that we offer school workshops 3 days a week (Monday, Tuesday and Wednesdays) as initially this will help us create demand for our programmes. To accommodate large groups we will offer a morning and an afternoon session and will offer the East Court to groups as a space designated for them to eat lunches. Opportunities will be looked at which will allow cross selling with the catering team and we will look to promote their facilities onsite.

To ensure our learning programmes continue to be relevant regular focus groups (3 times a year) will be held to discuss future developments and the involvement of local teachers, school governors and parents. These workshops will take place after school and will be an open forum to discuss upcoming projects; and will hopefully lead to bookings from those schools involved.

A list of target primary and secondary schools will be created including those in closest proximity to the Palace and those in the most deprived areas of the borough. In the introduction to the Heartlands High visit the year 8 group were asked how many people had visited Alexandra Palace before, only a few hands were raised illustrating that there is a lot more work to be done engaging with the local community. For target schools, meetings will be arranged with the Head Teachers to promote the new learning programmes and update about how they can get involved with our Major HLF grant. To encourage visits from these schools, 4-6 week projects will be developed, this will allow time for the group to feel comfortable with the AP Learning Officer and remove pre-conceived barriers from visiting.

To further develop our core learning programme meetings will be arranged with secondary heads to discuss creating opportunities for their students to visit AP and engage with its heritage. Any new visits developed for secondary schools will be offered free of charge providing that all accompanying teachers provide detailed feedback about the content and delivery. Meetings with staff from Heartlands High School and St Thomas More have already taken place and they are both keen to look at ways to work together in both the short and long term.

Many school groups already use the Park and Palace's facilities, to increase numbers engaging with our learning programmes I would like to cross sell with the ice rink for schools with regular ice skating lessons and bookings for the schools performance of the Christmas pantomime.

Appendix 13.2

Family Learning Report - August 2013

Alongside our workshops for schools Alexandra Palace is looking to develop its learning and community programme to engage the widest possible audience. To attract families already using the ice rink drop-in family activities were piloted in August celebrating 150 years of Alexandra Park and the eclectic range of events and activities that have taken place.

New features of the second Palace which opened in May 1875 included a permanent circus tent with a capacity for over 3,500 people. On display were archive images showcasing the Park's history. As families arrived the AP Education Officer encouraged parents and children to look at the photos, discuss what was happening and compare with the activities that take place today. Children were then given the opportunity to either make circus finger puppets or 3D circus tents to take home.

Activities

Dates	Number
Monday 5 August	18
Tuesday 6 August	14
Tuesday 13 August	0

East Court

During the first week of August (5-9th) the ice rink offered half hour fast track skating lessons between 10:30 and 11:00. Evaluation forms completed by parents highlight that the activities worked particularly well for siblings of children having lessons. Both mornings the activities were set up by 10:15 when children were arriving for their lessons to advertise what was happening and encourage them to take part in the activities after the lessons. This worked well both mornings but some parents asked to take the activities home as they weren't able to stay whilst others did not allow their children to take part.

Whilst the children were colouring I spoke to all parents/guardians offering them Open House leaflets, maps of the Park and updating them about the Regeneration plans. All were very interested in the plans and left us with their email addresses so they can be added to our newsletter.

Originally the activities were planned to finish at 13:00 but to ensure that children from the skating lessons could take part the activities finished at 14:30. During this time I watched people arriving from the afternoon session and it was a noticeably older audience than the morning and therefore the activities would not have been appropriate.

Conclusions

- 1. When planning activities in the East Court work plan activities with the Ice Rink as early as possible to ensure no clash of dates
- 2. Brief marketing 3 months in advance of events to allow time for posters and marketing
- 3. Should activities in the East Court not fit in with the theme for family activities our activities will take place in the Transmitter Hall

Appendix 13.3

Volunteer Strategy and Policy for Alexandra Palace

1 Principles

Alexandra Park and Palace Charitable Trust (APPCT) values volunteering as a way of encouraging and broadening participation with our core Learning and Community programmes for the Palace and Park.

A key priority for APPCT is to provide equal opportunities which is reflected in the way we develop, deliver our services. Volunteering opportunities encourages people from a range of backgrounds and abilities to become more involved in the Park and Palace. APPCT aims to reduce physical access and perceived emotional and attitudinal barriers that might otherwise prevent individuals from volunteering. APPCT will endeavour to provide volunteer opportunities that are interesting, enjoyable and worthwhile.

APPCT is committed to the investment of resources, including staff time, to offer high-quality training and supervision on an on-going basis. Supervising volunteers also gives staff members the opportunity to develop people management and improved communication skills. Members of staff who supervise volunteers will receive appropriate training and support from the Trust. APPCT will ensure it acknowledges and thanks its volunteers at the end of their placement.

2 Purpose

The purpose of this policy is to provide overall guidance and direction to staff (APPCT and APTL) and volunteers engaged in volunteer recruitment and management. Other policies that may apply to the management of volunteers include Data Protection, Disabled Persons, Equal Opportunities, Harassment, Health and Safety, Public Interest Disclosure, Security, and access control the use of telephones, email and internet services.

3 Scope

Unless specifically stated, the policy applies to all volunteers in all projects and programmes undertaken by all departments or on behalf of the organisation.

4 Policy Statement

Charities often rely on gifts of time from their supporters. Volunteers are not paid for their activities but they do but offer valuable support, expertise and assistance to the delivery of the organisations objectives. Volunteers provide an important link between the Park and Palace and the local community.

APPCT is committed to actively supporting and promoting volunteering, and developing opportunities for people from all ages, cultures, and socio economic backgrounds from the local community. APPCT will actively support and promote best practice in accordance with relevant guidelines and benchmarks to achieve this goal. This policy provides a framework which sets out the opportunities, responsibilities and expectations of the organisations and volunteers, as well as ensuring a consistent approach to volunteer management across the organisation.

5 Definition

A volunteer is anyone who, without compensation or expectation of compensation beyond reimbursement of expenses incurred in the course of his or her volunteer activities, performs a task under the direction of and on behalf of the organisation. A volunteer must have been officially accepted and inducted by the organisation prior to the performance of any task. Volunteers will not be considered as employees of the organisation but may represent the organisation in the delivery of their role.

6 Investment

APPCT will invest in volunteer management and coordination equipment, and programme development to enhance volunteer involvement, performance, time and a sense of ownership.

7 Supervision and Support

APPCT will provide professional and comprehensive support for its volunteers including ongoing training, access to the internal newsletter and the invitation to attend all relevant meetings across the organisation.

All volunteers will be assigned a member of Palace staff to act as their supervisor during their time spent volunteering for the organisation and can contact the Learning and Community team with any queries or concerns.

Volunteers are ambassadors for the organisation but do not have authority to act as decision makers for the organisation, and should not make any commitments on its behalf.

8 Induction and training

Volunteers will be provided with a full site induction and training appropriate to their role, either by the Head of Learning and Community Programmes, the Education Officer or member of the department supervising the role. The induction will include a summary of the role, duration, details of any space or equipment provision and relevant health and safety information. Appropriate documentation will be completed to document and support this process.

9 Diversity and equality

APPCT will operate its Volunteer Policy recruitment procedures without discrimination and according to the Equalities Policy of Haringey Council. Partner organisations will be sought to recruit volunteers from communities which are less well represented in our volunteer workforce.

10 Sustainability

APPCT will seek to operate its Volunteer Policy in ways that will ensure an extended sequence of volunteer opportunities from year to year and within as many parts of the organisation as possible thus helping to further develop and strengthen our relationship with the local community.

11 Confidentiality

Volunteers should uphold the reputation of APPCT and maintain any confidential information to which they may have access to while volunteering.

12 Expenses

Volunteers are entitled to receive the following support and recognition:

- AP has good transport links and where possible we would encourage volunteers to use public transport. Reimbursement of travel by public transport (up to a maximum of £8.90) or mileage (at the appropriate agreed AP rates of 45p per mile capped at a maximum of 15 miles per round trip) incurred for travel to and from their agreed home location. A volunteer expenses claim form should be completed by the volunteers and submitted with receipts to their supervisor/line manager.
- APPCT has car parks on site which volunteers may use to park but where possible we would encourage volunteers to use public transport.
- A discount of 20% will normally be available when carrying out volunteer activities, on production of a volunteer pass, at the Bar and Kitchen for food purchased only.

• Liability insurance is provided for all volunteers engaged in services for APPCT. Volunteers should satisfy themselves that any activities they carry out for APPCT will not contravene their own personal insurance.

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13 Requirements

- Potential volunteers will be required to complete a registration form and attend an informal pre placement discussion with the department looking to place the volunteer.
- Volunteers will be asked to undergo a pre-placement assessment to determine their suability for particular tasks and to respect the requirements of any risk assessments in relation to their role.
- Volunteers will be expected to truthfully declare any criminal convictions and expect DBS/CRB disclosures to be carried out if working with children.
- Learning and Community volunteers who work with children must read and confirm to the guidelines of the Child Protection Policy
- We ask volunteers to commit to an agreed timetable of work and follow agreed procedures and methods
- Volunteers engaged in producing work which falls into the category of copyrighted material will be asked to sign a Copyright Assignment Form
- Volunteers should to uphold the name and good reputation of APPCT and to act in its best interests at all times and to declare any conflict of interests which may occur.

14 Recruitment and Selection

- APPCT will develop and maintain a variety of volunteer opportunities across the organisation; these opportunities will be regularly reviewed and updated as required.
- Potential volunteers will be asked to undertake particular work as and when it becomes available and understand that certain positions may only be available for limited periods of time.
- The Equalities Policy of Haringey Council will apply throughout the recruitment process, and thereafter
- Volunteers will be placed according to the availability of volunteer positions and volunteer skills, talents, and interests. We may request references for volunteers where necessary.
- Volunteers recruited by Partner organisations will also be subjected to this Policy.

15 Rights and Responsibilities

APPCT recognises the right of volunteers to;

- feel motivated by their volunteering and enjoy it
- be treated fairly, equitably and with respect by others, and to be free from discrimination
- be given clear written description of their volunteer role and not be expected to carry out tasks that they are not skilled, supported or trained to do
- have the chance to review their progress with their named supervisor
- perform meaningful and appropriate tasks-volunteering will complement paid work rather than replace it.
- receive an induction, when commencing volunteering, and other training and support appropriate to the role
- have regular access to a supervisor who can offer advice, support and formal supervision

- be listened to and consulted about issues affecting them
- work in a safe, healthy environment and be insured when volunteering
- feel valued and be acknowledged for their contributions
- receive a security approved volunteer badge which be worn at all times when on Alexandra Park and Palace premises.

In return APPCT expects volunteers to:

- work within the aims, objectives and policies of the organisation
- be honest and trustworthy
- treat other people fairly, equitably and with respect
- be reliable, punctual and meet agreed commitments
- raise any problems or difficulties at the earliest possible opportunity with their supervisor
- complete volunteering tasks to the best of their ability
- make the most of training, meetings, and supervision opportunities
- inform us with reasonable notice if they wish to stop volunteering

16 Policy Review

This policy will be reviewed no less than once every two years.

Appendix 13.4

Heritage Lottery Fund bid for activities commemorating the Great War at Alexandra Palace

The Heritage Lottery Fund have announced their support of £59,400 for our project to commemorate the centenary of the First World War with a temporary exhibition and learning and community programme telling the story of AP as a refugee and internee camp. Below is the application text submitted to the Heritage Lottery Fund June 16th 2013. Updates about HLF 2 will be provided for all SAC & APPB Meetings.

Project summary.

Alexandra Palace (AP) is known as the People's Palace – a place of popular entertainment throughout its rich and varied 140-year life. However during the First World War there was darker side to its history. It became first a refugee camp for Belgian citizens fleeing the German invasion, then an internment camp for "enemy aliens". There are many tangible reminders of this untold story, from paper archives including contemporary photographs and watercolours of the internees, to bunk beds, bread ovens and workshop machinery in the basement of the Palace, and a rose garden originally created by internees in Alexandra Park.

With the recently announced success of our Round 1 HLF major grant bid, there are "great expectations" of the small learning and community team at Alexandra Palace. But the major grant programme will only produce tangible dividends from 2017. This project would allow us to begin to demonstrate that potential from 2014, showing to local schools and community groups a side of their local history which resonates today – the experience of people who find their lives disrupted by war. This project will bring out an aspect of the War rarely publicised, but which actually took place in North London, rather than on a distant battlefield.

1d Describe your organisation's main purpose and regular activities

The Alexandra Palace and Park Charitable Trust (APPCT) is a statutory charity set up by the London Borough of Haringey (LBH) to run Alexandra Palace and Park. LBH is the freeholder under the 1900 Act, as modified by the 1985 Act (appendix 1). Alexandra Palace (AP) is located in a Conservation Area - the Palace is Grade II listed with English Heritage and the surrounding 196 acre park is also Grade II listed on the English Heritage Register of Parks and Gardens. AP is the largest building on English Heritage's Buildings at Risk Register and public access to the Palace is guaranteed under an Act of Parliament. AP Trading Limited (APTL) is a wholly-owned trading subsidiary of the Trust which manages commercial activities in the Palace and Park.

The Palace is a unique event venue and destination with spectacular views overlooking London. Originally opened in 1873 as 'The People's Palace', a venue for recreation and leisure, the accessible parts of the Palace (around 60% of the actual footprint) are currently used for a range of live entertainment events, including concerts, exhibitions and sporting events, as well as weddings, banquets and conferences. Other attractions include a national-sized ice rink (popular with community groups, sporting clubs and the general public), a boating lake and a pub/bistro.

Over the last year, the Palace and Park has hosted 120 events including Red Bull's 'Festival of Dirt "(for BMX bikers on a course in the Park), the Olympic Torch Relay and concert, Holland Heineken House (the Dutch Olympic cultural house), concerts by Florence and The Machine, Jack White, and David Guetta, the World Darts Championship, Masters Snooker, and the Knitting and Stitching Show. Many of our events specifically target a local

community or charity audience, such as the Night Rider cycling event, 'Race for Life", the Moscow State Circus, and a weekly Farmers' Market. Around one million people visit the Palace and Park each year, including over 120,000 to the ice rink alone.

Maintaining the vision of the original Palace of the late 19th century, the Trust's aim is: "To regenerate Alexandra Park and Palace, in the pioneering spirit of our founders, creating a proud, iconic London destination with global appeal, and a successful, valued and sustainable asset for all, including the local community and stakeholders".

Our objectives over the next five years are:

- to achieve long term financial sustainability to secure the future of the Park and Palace and Park as a public amenity and visitor destination;

- to redevelop the Palace and Park as a leisure and entertainment destination, anchored by a major live entertainment venue, to match the best on offer in London whilst retaining the special nature of 'the People's Palace';

- to respect the rich history and heritage potential of the Palace and Park and their continued preservation, refurbishment, interpretation and use as a resource for learning and enjoyment;

- to deliver wider community benefit, including contributions to public health and well-being, the environment and the economy;

- a commitment to quality and to high standards of design, delivery, management and operations, to meet the expectations of users and stakeholders and befitting the historic importance and iconic nature of the destination;

- maintaining free access to the Park and the most historically significant parts of the Palace and continuing to manage it as an amenity for the local community and for visitors.

In addition to oversight by the APPCT and APTL Boards, our governance structure includes engagement with a wide range of local groups through our Statutory Advisory and Consultative Committees, whose advice is considered by the Trust's Board. We have also established a Regeneration Working Group (RWG) to support the development and phased implementation of the overall Masterplan for the site, commissioned from Terry Farrell Associates early in 2012. We are currently strengthening the membership of our Boards and Committees with non-executive advisory members.

2a What is the heritage your project focuses on?

Alexandra Park and Palace 1914-1918 – Story

This project will enable us to showcase the significant role the Park and Palace played during the First World War. If successful with our application we will not only uncover this little known story but will focus on the lives of individual dislocated from their families, and compare the different attitudes of local residents to these new communities arriving at the Palace.

'Until further notice the Palace grounds are closed to the public, who are warned that any unauthorised person found in the grounds is liable to be shot'.

This poster greeted visitors to Alexandra Palace in the first days of war in 1914. Unknown to the public, the Metropolitan Asylum Board (MAB) had taken over the Palace at an agreed

weekly rent of £250. In September 1914, to prepare for the arrival of the refugees, 1,000 beds were set up but by the end of the first week the number of beds had risen to 3,000.

Over 19,000 Belgians refugees had been admitted to the Palace camp by the end of October 1914. Inmates were housed temporarily at AP before moving on to permanent accommodation. The arrival and departure of vans containing beds and other necessary furniture was of continuous interest. Often there were crowds gathered outside the Palace railway station to see the refugees and internees arriving by train.

We believe local opinion was divided over the new arrivals; research shows a gesture of compassion from a local milliner who invited a number of women to her shop to fit them with hats free of charge. We will set out to identify other positive attitudes present and contrast these with any negative attitudes evident at the time.

Rows of beds were laid out in the Great Hall, and only for the privileged few was there any privacy in their sleeping arrangements. The Theatre was turned into a chapel where the Catholic Belgians could take Mass. The Monkey House was transformed into bathrooms, and the Winter Gardens became a smoking and reading room for the men. Children were given the freedom of the grounds while the women were allocated a laundry room to help with the running of the Palace. During wet weather the Conservatory was used as a drying area, with lines of washing hanging between the statues and palm trees. On drier days, washing lines erected outside were constantly in use.

Physical Legacy of 1914 – 18 at AP

Less is known about the internees who spent their time at AP. This project will give us the opportunity to photograph and record the bunk beds, workshop machinery and bread ovens surviving from this period in the AP basement and other historically significant areas of Palace including the Rose Garden, which was constructed by internees at the Palace at this time.

Sources

Through detailed research of the AP archive, held locally at Bruce Castle, and other identified archives at the Imperial War Museum and London Metropolitan Archive, we will create a temporary exhibition in the Transmitter Hall to widen access to this previously untold story of refugees and internees.

George Kenner, a German artist, produced paintings and drawings while interned at three camps (including AP) as a civilian prisoner of war between 1914 and 1918 (appendix 2). Kenner arrived at AP on 29 September 1915 where 3,000 internees were already imprisoned. His watercolours provide us with primary sources for how the Park was used and provide us with an insight into the day to day lives of internees.

Using letters, diaries, poems and "prisoner of war art" we will further reveal the daily lives of refugees and internees. Drawing on local newspapers and posters from 1914-1918 will allow us to document the attitudes of Haringey residents.

3b Explain what need and opportunity your project will address

Need

This project will enable us to mark the 2014 centenary by showcasing the little known yet significant role of the Park and Palace during the Great War. The First World War was a

turning point in world history and claimed the lives of over 16 million people across the globe. We will demonstrate how the First World War affected the heritage of the local community in Haringey and will endeavour to look at its long term impact on the areas surrounding AP.

The inclusion of the social aspect of our story will allow us to engage with local schools and communities in Haringey with a large number of more recent migrants. Our workshops and resources will target schools and community groups whose members may have recently moved to Haringey to encourage discussion of the positive and negative reactions they may have experienced and identify possible similarities to 1914 - 1918.

Opportunities ; Cultural Partners

AP is fortunate to be working in partnership (appendix 3) with the University of Middlesex to deliver this project. In 2011 Dr Maggie Butt, Deputy Dean in the School of Art and Design, published letters and poems from the civilians who were interned at Alexandra Palace in her book, "Ally Pally Prison Camp". The poems and paintings in the book will be used to create a short film and locative media project to interpret historically significant areas of the Palace not currently open to the public.

In 1980 when the Park and Palace were transferred from the Greater London Council (GLC) to Haringey Council, the archive was relocated to Bruce Castle (local history museum). Our centenary project will enable us to research both the archive held locally and those identified in other organisations to uncover how areas of the Palace were used between 1914 and 1918. We will review adaptation made to the Palace as the building changed from a refugee to an internee camp.

Contact with the Collection Access and Art Department at the Imperial War Museum has been made to discuss reproducing copies of George Kenner's images. In addition to using the images for our onsite and outreach programmes, we will offer off-site access to the images on our website through virtual exhibitions. In support of our application is a statement from the Imperial War Museum recognising AP as a member of the Centenary Partnership.

Our colleagues at Bruce Castle have informed us that the copyright of the George Kenner images may remain with Kenner's youngest daughter Christa Bedford, an American citizen following her father's emigration to the United States. In developing our project we have engaged with Christa who is not only enthusiastic about her father's work being displayed at AP but also feels this would be a fitting way to commemorate his time as an internee to mark the centenary of the First World War.

Learning

Our learning programme will target Haringey Primary and Secondary schools marking the centenary with projects fitting into the curriculum requirement for local history. Areas of the Park used by refugees and internees such as the Rose Garden and the South Slope used for allotments and exercise classes will provide the inspiration for workshops, tours and storytelling.

To engage with the widest audience in Haringey, we will run informal learning activities for families and offer story telling sessions to imagine what life would have been like for Haringey residents and internees in the First World War. Through contacts at colleges and universities we will develop lectures and visits for history students and international students to learn about how the lives of those on the home front were affected by the war.

In addition to our programmes on site, we will deliver sessions at community venues across Haringey to target audiences who may not already visit Alexandra Palace or are unable to travel to the site. Working with other local community organisations, we will develop bespoke programmes to interpret our story in different ways to engage with their users.

3c What work and/or consultation have you undertaken to prepare for this project?

Schools

At a meeting with the Head of History and Citizenship at Heartlands High School, we discussed how his students would be marking the centenary, and whether they could link in with our story. He felt the projects focus on Haringey formed a strong basis for student's centenary work. Through the local Primary and Secondary Heads Networks and the Haringey School Advisor we are confident that the delivery of our project could be rolled out to Key Stage 2 (7-11) and secondary schools locally for their centenary studies.

HE Sector

Maggie Butt, the author of "Ally Pally Prison Camp" in her capacity as Deputy Dean of the School of Art and Design at the University of Middlesex, has been central in the planning stages of this application. Middlesex University's support for this project includes significant in-kind funding which will allow us to use new media to showcase the historically significant areas of the Palace not open to the public.

Local community and stakeholder groups

We have continued to engage with local residents and community stakeholders following the success of the Masterplan consultation in 2012. This project will allow us to engage with a number of new community groups including Jacksons Lane, WAVE (We are All Valued Equally) and Haringey Shed. Our accompanying letters of support demonstrate the importance of this project, and how local organisations are looking to be involved as part of their own centenary celebrations.

Collections

Ally Pally collectibles (<u>http://www.allypallycollectibles.com/</u>) is an on-line museum of Alexandra Palace, which includes in its collection a Christmas card sent from internees and photographs of the Belgian refugees in the Great Hall. Having identified these objects, we are in discussions with the owner of the collection to display his objects as part of our exhibition. In another private collection we have discovered two pieces of bone carving and metal work, made by internees, which the owner has also agreed to lend us for display. Supporting letters from both collectors accompany our application.

3d What outcomes will your project achieve?

Heritage:-

Better managed

The basement, which houses wooden bunks, bread ovens and workshop machinery used by the internees, is neither accessible to the public nor researched. Time spent in the basement will allow us to locate, identify and photograph historically important artefacts from this period. We will expand on the Conservation Management Plan produced by Donald Insall Associates (appendix 4 Hard Copy only).

To deliver this project we will be converting a space previously used by the BBC known as the Transmitter Hall into a flexible temporary exhibition, learning and community space. This room has been identified as a suitable space for this project as it is easily accessible from the terrace. The installation of an interactive white board and hearing loop will transform this under used space into a learning and community hub. The Transmitter Hall is not included in the scope of our Major Grant application.

Better interpreted and explained

Our project focuses on bringing this story to life by creating a temporary exhibition and bespoke learning programme exploring the Palace's time as an internment camp. Alongside the exhibition, we will use our website and social media to support interpretation, provide additional information, and engage with the widest audience.

The short film and locative media project produced by the University of Middlesex will virtually open and interpret areas of the Palace not accessible to the public. The use of new media will enable visitors to engage with our story through technology and discover how the War affected local people.

Identified/recorded

Detailed photographs will be taken of areas used by refugees and internees including the bunks and bread ovens whilst exploring the workshop machinery and other objects stored to piece together our story. We will compare modern photos with archive images to fully understand how the Palace was used during the First World War.

Through research for this project we put together a full catalogue of the material in all collections relating to AP during the Great War. Sections of our research will be made available online for people to access who are particularly interested in the story.

People:-

Developed skills

To deliver our exciting project plan, we will offer four placements for Post Graduate Certificate Education students and Newly Qualified Teacher's to assist with the preparation and delivery of our learning programme. We will also offer two post graduate MA Museum and/or Cultural Heritage placements to assist with the development and delivery of our family and community programmes. With support from the Haringey Adult Learning Service we will offer two Pre-Apprenticeship programmes for Web Design, Photography and Office Administration.

Events already planned for 2014, including Open House, will be tailored to commemorate the centenary of the First World War. We will call on our existing Friends organisations to support the project as ambassadors, working with new volunteers recruited for these events. The ambassadors will assist in the training and mentoring of new volunteers and welcome them to the existing voluntary teams. To widen our pool of volunteers we will advertise both on the Haringey volunteer centre and the Team London website.

Through our fledgling volunteer programme we have identified a local artist and trained support worker with whom we would like to work in partnership to run art programmes inspired by AP's use a refugee and internee camp. Art work created during sessions will be displayed virtually on our website and around AP to inspire other groups to take part in the project.

Our volunteers will have the opportunity to use their existing skills, develop new talents and enable us to further enrich and enhance the visitor experience and to undertake a range of additional projects beyond our existing resource capabilities. We will offer volunteers the chance to attend seminars, walks, talks and training to further develop their interest and knowledge about the Park and Palace.

Learnt about heritage

Our temporary exhibition will be interpreted using a variety of different media and layered to appeal to our target audiences. Alongside our interpretation panels and displays, we will offer digital access to the Bruce Castle images via our website "Exploring twentieth century London" and the Imperial War Museums collection of the George Kenner paintings.

The short film and locative media project produced by the University of Middlesex, will be available through both our websites and will engage those audiences who learn best through the use of technology. Our formal, informal and lifelong learning programmes will provide the opportunity for local and visiting school children, adults and families, particularly from our target audience, to access and learn about AP's heritage through activities, events, talks and workshops.

Changed their attitudes and/or behaviour

Our formal learning programming will target local schools in particular those in deprived areas of Haringey to encourage the widest possible audience to engage with a relatively unknown story of the lives of refugees, internment of "enemy aliens" and highlight what was happening in the UK as part of the wider war effort.

For those programmes run in other venues, we will promote a follow up visit to AP to encourage traditional non user groups to discover the range of activities offered within the Park and Palace. Groups who participate in these projects will have their work displayed at AP and online so that it can be enjoyed and be used as inspiration for other groups wanting to participate.

Had an enjoyable experience

As both the Park and Palace were used during the First World War, we will run events in the historically significant areas of both, including the Great Hall and the Rose Garden. Frequent visitors to the Park will be able to use our new locative media mobile phone application to discover how different areas of the site were used, view the landscaping changes contrasting this with the present day.

Following the official preview of the film in the Transmitter Hall, it will be used on an on-going basis as part of our community and learning programmes to bring our story to life. Other viewings will be arranged with other audiences to enhance the visitor experience at AP.

Volunteered time

This project will allow us to expand on the volunteer programme we have established in 2013. A team of three volunteers will be recruited to assist with the archive research, produce an exhibition brief and identify objects which will be used to create the interpretation panels and off site digital access to information and photos.

With one staff member responsible for delivering both our core learning and community centenary programmes, a team of five dedicated learning volunteers will be recruited to assist with the development and delivery of both our formal and informal workshops. This

team will be supported by STEM (Science, Technology, Engineering and Maths) ambassadors.

With support from organisations within Haringey we aim to diversify our volunteer pool to reflect the population of Haringey. A local organisation WAVE supports the integration of those with learning difficulties post nineteen years of age into the local community. Working closely with WAVE in developing this project we will ensure that programmes and activities developed are physically accessible and suitable for those with learning difficulties. WAVE users will support the project both in the development and delivery of resources and the accessibility of our Grade 2 listed building. Their feedback will be built into our project outcomes and used to develop our disability access audit report which will be available through our website.

Communities:-

More people and a wider range of people will have engaged with heritage

Our formal learning programme will include workshops targeted at Haringey schools with a large number of migrant families. Discussions will focus on the similarities and differences in the opinions of local people and government today and during the First World War. We will actively promote our programmes to target schools in the deprived areas of the Borough and will arrange meetings with individual head teachers to ensure this project reaches the widest audience in Haringey.

Our community programme will include sessions both at the Palace and throughout Haringey, including libraries and other community centres/venues. Workshops will look at government propaganda and their effects on people and compare and contrast between during World Wars and peace time. This project will allow us deliver projects with our identified partners to engage their users with our story.

3e What are the main groups of people that will benefit from your project?

- Low income families, including single parents;
- Black, Asian and Minority Ethnic families and adults;
- Low income adults with an additional focus on 55+ years;
- Young people
- NEETS (Not in employment, education or training); and
- ESOL (English speakers of other languages)
- Schools (Key stage 3 & 4) across the borough
- Newly arrived migrants to Haringey

We have arrived at these target audiences by looking through at the profile of the Borough and through awareness of gaps in our existing audiences.

3f How many people will be trained as part of your project, if applicable?

21
1 Education Officer
12 Volunteers
2 Pre Apprenticeship trainees
4 PGCE/NQT placements
2 Post graduate MA Museum/Cultural Heritage placements

3g How many volunteers do you expect will contribute personally to your project?

13 in total

- 3 Archive volunteers
- 5 Learning volunteers
- 1 Artist and trained support worker
- 4 Community volunteers through WAVE/HAVCO

3h How many full-time equivalent posts will you create to deliver your project?

4b Tell us about any outside advice you have received or will receive to help you manage your project.

During the development of our project we have spoken with:-

Bruce Castle: reviewing archive material and discuss support with volunteers and the temporary exhibition

Maggie Butt : Author of *Ally Pally Prison Camp:* using research and material from her book for our temporary exhibition.

University of Middlesex: BA and MA students assisting with archive research, short film documentary and locative media project.

Imperial War Museum : using copies of the George Kenner watercolour and sketches for the temporary exhibition and learning and community programmes

Christa Bedford (George Kenner's youngest daughter): copyright confirmation of George Kenner watercolour and sketches

Ally Pally collectibles: Objects to display

Heartlands High : Links with the National Curriculum

Haringey School Advisor: discuss creating resources for primary and secondary to support school studies

WAVE users will support the project both in the development and delivery of resources and the accessibility of our Grade 2 listed building.

4d How will you evaluate the success of your project?

On-going visitor feedback, which is already a key part of the Palace's customer service policy, will continue and provide us with an indication of customer satisfaction across a range of criteria and invite feedback on areas for improvement and ideas on how to improve our heritage and cultural engagement.

Tailored evaluations forms will be produced for all participants at community event/school workshops and family activities encouraging feedback on the overall visitor experience and the attended event. Staff and volunteers leading the sessions will engage with parents, teachers and community groups leaders during workshops to informally evaluate sessions which will be followed by a more formal evaluation or meeting. In addition we will run regular

focus groups where interested individuals will be given the opportunity to offer feedback about the exhibition or resources and offer suggestions for future programming.

For web users, we will create an online survey to ascertain reasons for viewing the material and whether it has encouraged a visit. With resources developed by the University of Middlesex, the completion of evaluation forms, face to face interviews and focus groups with teachers and students will be led by Palace employees with volunteer support.

4e Tell us what will happen to the things that your project has produced after the funding ends

The success of AP's recent HLF Major Grants Round 1 application marked a turning point in our history, whereby the historical significance of the Palace and Park is now celebrated rather than simply noted. The interpretation panels created for the temporary exhibition will continue to be displayed around the Palace before touring other cultural venues in Haringey. A virtual exhibition using the text and images from the panels will be made available on our website.

Both the short film and the locative media project will remain available both on our and the University of Middlesex website. We will have regular showings of the film at Alexandra Palace between 1914 and 1918 and will use the film for events such as Open House and for pre-booked coach tours, Remembrance Sunday and for family holiday activities to illustrate how areas of the Palace were used and the realities of the harsh living conditions.

Alongside our core programme we will continue our bespoke learning and community programmes which showcase Alexandra Palace's role in the Great War. Using the social element of the story we will continue to target schools and community groups with large numbers of migrants to Haringey. As the fifth most diverse borough in London we would hope there would be a high interest, and take up of, both schools and community groups with this particular workshop. We will continue to offer our Home Front First World to schools studying local history until 2018 before the information is amalgamated into our "Alexandra Palace: Then and Now session".

Resources created as part of the project will continue to be available onsite and on our website until 2018. Work created from family activities, school workshops and community groups will be displayed both onsite and on our website to celebrate our history and community engagement.

4f If your project involves conservation of an item, land or property, tell us how you will maintain it so that people can continue to experience and enjoy it after the funding ends.

The project involves a low-level refurbishment of the former BBC Transmitter Hall to make it more fit-for-purpose as a learning and exhibition facility. APPCT has an on-going maintenance and repair budget of £1 million a year and maintenance of this area will be included in our forward programme.

13.5 **Brief for interpretation strategy**

The text below represents the key sections of the draft brief:

1 <u>Summary</u>

Alexandra Palace first opened in 1873 as a private commercial venture to provide a 'People's Palace' for public entertainment and recreation, a concept that followed on from the success of the Great Exhibition of 1851 and the development of Crystal Palace in 1865. The Grade II Listed Palace (with a footprint of approx. 7.5 acres) and sits within a 196-acre Park and sits within a Conservation Area. Although twice rebuilt after fire damage - firstly in 1873 within two weeks of its opening, and again in 1980 - AP represents a rare survival of this building type. The Park and Palace are run by a charitable trust, the Alexandra Palace and Park Conservation Trust

With HLF support the Trust is now looking to refurbish and develop two of the most important historic interiors and surrounding space as a visitor experience, learning and community space and vibrant cultural attraction. A convincing and compelling narrative to the history of the place will be one of the most important success factors for the project. We are looking to appoint an expert who will help us articulate a potentially complex story in to a tight and engaging narrative.

2 (Statutory and legislative framework...)

3 (Historical Background....)

4 Key partnerships

The Trust has formed key partnerships with a number of organisations who will contribute to interpretation at the Place, in particular

- The BBC and its history and archive departments, who have helped to articulate the ideas feeding into this brief;
- The British Film Institute, who have put together a draft curatorial strategy linked to certain key objects which they may be willing to lend/donate;
- The National Media Museum Bradford who may also help with curatorial advice and loan of objects
- APTV Society who have produced an extremely helpful "History of Television at Alexandra Palace"
- APTV Group who have also produced useful documents such as
- Friends of AP Theatre who hold a useful archive and material relating to interpretation of the Theatre.
- Theatre Search Consultants who have considerable knowledge of the structure and mechanics of the stage machinery and the theatre generally.

This is by no means a complete or exclusive list

3. Interpretation brief: the narrative

A major element of the HLF project is telling the story of this remarkable place to the public in an engaging and accessible way. The overall narrative has been articulated

as "the story of popular entertainment from music hall to television", using the historic features of Alexandra Palace to illustrate the story. Particular elements could include:

- (i) <u>Victorian Music Hall and pantomime</u>. The AP theatre was built in 1873 to provide a number of special effects with its rare surviving understage wooden machinery. We hope to reanimate some of this machinery so that special effects can be recreated.
- (ii) <u>Early cinema</u>. In 1907 the theatre was fitted with a projection box for silent cinema screenings. This survives as a feature of the theatre and it is intended to make cinema use part of the new functional brief for the space.
- (iii) <u>Film studios.</u> Pathe films made a number of feature films at Alexandra Palace circa 1915, some of which survive.
- (iv) <u>Television.</u> In 1936 the BBC made the first high definition (by 1936 standards!) public television broadcast in the world from their AP studios. The iconic mast still stands at the SE corner of the Palace, and the Marconi EMI and Baird studios, where rival systems were tested in the early days, survive on the first floor of the SE Wing.
- (v) <u>Live events.</u> Today AP hosts a wide range of live cultural events and popular entertainment, from pop concerts to world darts and snooker.

The aim is to deliver interpretation using a number of techniques and at a number of different locations. There may be a standing permanent introductory display outlining the overall history of the Palace and Park in the East Court, where visitors arrive. The main focus for permanent displays would then be the BBC studios, perhaps with a number of historic exhibits in the EMI/Marconi studio and more flexible space including a facility for showing archive footage in the Baird studio to the west. There might also be an interactive studio/production desk reconstruction as part of the BBC "experience". The theatre presents more of a challenge since it is intended that it will host a range of cultural and commercial activities from plays and acoustic concerts to banquets and conferences. Each of these may require rehearsal and set up which may inhibit public access. However the public may be admitted on guided tours or (for example) to the balcony whilst the auditorium and stage.

4. Techniques

A range of techniques might be appropriate, including:

- (i) Graphic panels
- (ii) Physical scale models, with cutaway interiors and a degree of interactivity
- (iii) Historic artifacts representing the history of broadcasting and theatre at Alexandra Palace
- (iv) Interactive computer models
- (v) Interactive triggers on parts of the building to engage with mobile phones and iPads

5. <u>Target audience</u>

The target audience has been identified as:

- (i) Low income families including single parents
- (ii) Black, Asian, and Minority Ethnic Families and adults
- (iii) Low income adults with an additional focus on 55+ years
- (iv) Young people
- (v) NEET (Not in employment with an adult an additional focus on 55+ years
- (vi) ESOL (English speakers of other languages)

We will be preparing a detailed audience development plan as part of the HLF development phase in 2014.

Agenda Item 7



29th October 2013

Report Title: Report of Commercial Director APTL

Report of: Emma Dagnes, Commercial Director, APTL

1. To update the Board on the recent developments and activities, in particular

- Commercial activity update
- The events calendar

2. Recommendations

2.1. That the Board notes the contents of the report and gives its views where appropriate.

Report Authorised by: Duncan Wilson, Chief Executive, APPCT & APTL

Contact Officer: Emma Dagnes, Commercial Director, Alexandra Palace Trading Ltd, Alexandra Palace Way, Wood Green N22 7AY Tel No. 0208 365 4343

3. Executive Summary

- 3.1. This report highlights the activity taking place across the commercial areas of the trading company including the Ice Rink, Events Halls and Catering including Bar & Kitchen.
- 3.2. The report gives and update on the planning for the Fireworks on the 2nd November

3.3. The report outlines the up and coming events schedule

4. Reasons for any change in policy or for new policy development (if applicable) 4.1.N/A

5. Local Government (Access to Information) Act 1985

5.1.N/A

6. Commercial Update

Events

- 6.1 *Redbull Soapbox Race, Sunday 14th July:* 20,000 people attended a unique and phenomenal day of soapbox racing. The event itself was highly complex both in preplanning and delivery. The events team in particular took a central role to ensure that not only were the Park and Palace's interests protected but the event itself was run to highest standards. The event was televised on "Dave", the cable channel, achieving the channel's highest viewing figures for that time slot. Our very own Portable Palace sopabox made it down Alexandra Palace Way without incident much to the relief of the team and our driver Matt!
- 6.2 *150th Park Celebration, Sunday 21st July:* over 12,000 people attended the Park's birthday celebrations with a number of area used for various forms of entertainment, activities and community stalls. The weather was perfect for the day and feedback from this event has been very positive, with a number of local residents commenting that the activities encouraged them to visit areas of the Park that they hadn't previously seen. The performance stages in particular showcased a wealth of local talent with nearly all of those who expressed an interest to perform in the planning stages being found a slot.
- 6.3 *Pret a Manger, Friday 26th July:* This staff conference saw the building used in a new way. The south terrace was turned into a private outdoor BBQ area serving over 700 Pret a Manger staff within a one hour window. The event itself was highly successful.
- 6.4 *Bjork's (Tuesday 3rd September)* performance to 6,000 people in the round and the final show of her Biophilia Tour was the culmination of over 6 months of negotiations to win the contract and a further 4 months of planning and presenting multiple floor plans to achieve a "first" in Alexandra Palaces' recent history. Below are extracts from reviews of the night:

"On the top of a hill, far, far into north London, sits Alexandra Palace. Built as a temple to public education and entertainment, it became the first BBC Television headquarters. It's the perfect venue for Björk's last live performance of Biophilia, the 2011 album at the centre of a ground-breaking multimedia concept of apps, installations and live performances." **Four Stars, The Independent**

"Accompanied by David Attenborough voiceover and Icelandic choir, Björk dazzles on the final stop of Biophilia's world tour" **Four Stars**, **The Guardian**

"With the higher tiers of Ally Pally curtained off and the stage set up centrally in the round, Bjork is almost close enough to touch. Add that to grand sense of occasion and we find ourselves with an unmatchable atmosphere" **Gigwise**

"While Lady Gaga's conceptual antics left the crowd cold in Camden last Sunday, Bjork's Ally Pally spectacular last night showcased the musical artistry that sets her so far above other female pop pretenders." **theartsdesk.com**

6.5 Other notable events include 4Music Film Shoot, PWC Corporate Conference, YouTube Summer in the City, Children's Variety Show, Teen Queen, Dolls House Exhibition, Finchley Reform Synagogue, Antiques Fair and Premier Food Conference.

6.6 The long running Ally Pally Bike Show which moved to September from the start of the financial year did not achieve its forecast footfall. The show itself has struggled over the past two years and the content has slowly declined. The organiser of the show will be coming in to meet the team before the end of the year to discuss its future. However if it does return it will no longer be allowed to use "Ally Pally" within the title of the show.

7. Catering

7.1 Sales continued to improve in the Bar and Kitchen with the good weather, extra picnic benches and events such as Redbull Soapbox and the 150th Celebrations seeing increased footfall in the Park, which had a positive impact on the pub receiving some positive customer feedback particularly from private parties, for example:

It was absolutely fantastic, thank you so much! We had a really wonderful evening and managed to make the most of the terrace and the view right up until the last half an hour or so! The staff were really wonderful and the food was brilliant – it was perfect! Thank you so much for helping us make it so special.

8. Ice Rink

- 8.1 The Ice Rink Café continues to improve with the team working hard to push birthday parties, private hires and take advantage of the increase in footfall from the Ice Hockey spectators.
- 8.2 The Ice Rink has seen the return of Haringey Racers Senior Ice Hockey Team. They won their first match and attracted 100 spectators who paid a £7 entrance fee and then celebrated the win in the Ice Bar after the game. Our Communication Manager will be working with the team to generate local support from residents within the borough. The Ice Rink Shop is offering beginner adult hockey training to generate a grass roots programme and support the Haringey Racers.

An additional late night has been added to the schedule to accommodate Cambridge University hockey training on a Friday night.

8.3 The Southern Open IJS competitions took place at Alexandra Palace from 24th-26th September. This event was held for the first time last year at Lee Valley Ice Rink. The event saw skaters from all over the country come and compete at various levels. Securing such a prestigious competition has moved the ice rink one step further to becoming a "centre of excellence" for figure skating.

9 Fireworks Update

9.1 Officers have met with the Safety Advisory Group, which represents the statutory authorities, licensing bodies, police etc., and will continue to work with this group during the build-up to the event. A key consideration is to ensure that the public are aware that the nature of the event has changed from free entry to ticketed.

Following the SAG, "Slammin Events" and "Event People" have submitted their application for a Premises Licence under the 2003 Licensing Act. Adverts have been placed around the Park and Palace in accordance with the regulations under the Act. The license application is currently within the 28 day consultation period.

- 9.3 The Ice Rink is running a special reduced priced £5 skate with sessions taking place from 4:15 7:45pm. Post Fireworks the Ice Rink will also offer reduced Ice Nation disco tickets available for the discounted price of £5 running from 8:30 11:00pm
- 9.4 The surrounding roads will be subject to a 'soft' closure at 2pm with 'hard' closure at 4pm. The Fireworks display will start at 8pm and will last approximately half an hour. However we will be welcoming visitors on site via the initiatives mentioned above from early afternoon.
- 9.5 The predicted attendance level for this event is 29,999 and tickets are being sold on line (<u>www.backwithabang.com</u>) and at the Ice Reception. Communicating that this is now a paid event is a priority and the following plan has been put into place by the Marketing team:
 - Time Out secured as the official media partner for the event. This agreement includes adverts in the printed weekly magazine, editorial features in the 2 weeks leading up to the event, feature on the Time Out website, and a reader's competition to win a VIP experience.
 - Advertising banners, posters, flyers and boards have been erected all over the Park and Palace.
 - Press releases have been sent out to local newspapers
 - All updates and reminders are posted regularly via our social media channels including the Alexandra Palace Facebook and Twitter feeds
 - 10,000 flyers are scheduled to be dropped through the doors of local residents throughout October

11. Appendix

- 11.1 Event Schedule
- 11.2 Firework publicity materials

12. Recommendations

12.1 That the Board notes the contents of this report

13. Legal Implications

13.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and has no comments

14. Financial Implications

14.1 The Council's Chief Financial Officer has no additional comments to make on this report.

Appendix 11.1 Event Schedule

Open Date	Event	Location	Timings
10 th -13 th October	Knitting & Stitching	All Areas	10:00-17:30
17 th -18 th October	Hyde Housing	WH/PR/LR/PC Suites	tbc
19 th October	Tree Walk - Friends of the Park	Park	tbc
19 th October	Wedding	Panorama Room	18:00 - 01:00
19 October	Haringey Racers hockey match	Ice Rink	17:00-20:00
Tatil Octobel		Grove Car Park / Palm	17.00-20.00
	British Heart Foundation London to	Court Terrace /	
20 th October	Milton Keynes Bike Ride Starting Point	Paddock Car Park / LR	06:00 - 11:00
20 October 21 st -23 rd October	AMMA	All Areas	tbc
20 th October	Farmers Market	Paddock	
20 th October	Compost Giveaway	Paddock Car park	tbc
20 Octobel	Composi Giveaway		21:00 - 02:00
			note late
26 th October	Above and Beyond	All Areas	finish
24 th November	Farmers Market	Paddock	tbc
31 st October	Wedding	Panorama Room	17:00 - 00:00
2 nd November	Fireworks and German Beer Festival	All Areas	13:00-23:00
3 rd November	Haringey Racers hockey match	Ice Rink	17:00-20:00
8 th November	Alice in Chains Live Music Concert	All Areas	18:00 - 22:45
10 th November		The Grove	
	Sponsored dog walk		10:00-16:00
13 th November	The National Live Music Concert	All Areas	18:30 - 23:00
16 th -17 th November	Vans Warped Tour	GH/WH	13:30 - 23:00
18 th November	Book Signing	PC/PR/LR	15:00 - 20:00
29 th November	Organ Concert	Great Hall	tbc
28 th November	The Lumineers Live Music Concert	All Areas	18:30 - 23:00
30 th November	Antiques	wh/PR	08:00 - 16:30
30 th November	Haringey Racers hockey match	Ice Rink	17:00-20:00
1 st December	Farmers Market	Paddock	
3 rd December	Haringey Council Schools Presentation	PR	14:00-22:00
8 th December	Farmers Market	Paddock	
8 th December	Wedding	PR	18:00 - 23:00
13 th - 16 th December	Christmas Panto on Ice	Ice Rink	1230 - 1530
15 th December	Farmers Market	Paddock	
13 th - 16 th December	Segway	Paths around park	09:00-17:00
13 th December -1 st			
January	Darts	All Areas	18:30-23:00
21 st December	Chingford League-Cross country races	Paddock	12:00-16:00
22 nd December	Farmers Market	Paddock	
28 th December	Chingford League-Cross country races	Paddock	12:00-16:00
29 th December	Farmers Market	Paddock	
4 th -5 th January	Ping Pong World Championships	WH	12:00 - 00:00
4 th January	Haringey Racers hockey match	Ice Rink	17:00-20:00
5 ^{^{III} January}	Farmers Market	Paddock	
12 th -19 th January	Snooker Masters	WH/PC	tbc
12 th January	Farmers Market	Paddock	
17 th - 19 th January	Model Engineering	GH/PS	10:00 - 17:30
26 th January	Farmers Market	Paddock	
31 st January-2 nd			
February	Southern Homes Show	WH	10:00 - 17:00
2 nd February	Farmers Market	Paddock	tbc
8 th February	Haringey Racers hockey match	Ice Rink	17:00-20:00
9 th February	Farmers Market	Paddock	









Agenda Item 8

Agenda item:

Alexandra Palace & Park Board

Report Title: Report of the Director of Property & Regeneration, Alexandra Park and Palace

Report of: Kerri Farnsworth, Director of Property & Regeneration, Alexandra Park and Palace

1. Purpose

- 1.1 To update the Board on recent developments and activities, in particular:
 - i) Fabric Conservation (incl Theatre)
 - ii) HLF Project Progress
 - iii) Commercial Development Opportunities
 - iv) Regeneration Programme governance & team restructure
 - v) Forward 12-mth Programme for Property & Regeneration

2. Recommendations

2.1 That the Board notes the contents of the report and expresses its views as appropriate.

Report Authorised by: Duncan Wilson, Chief Executive Alexandra Palace and Park

Dunca Alwika

Contact Officer: Kerri Farnsworth, Director of Property & Regeneration, Alexandra Park and Palace, Alexandra Palace Way, London N22 7AY Tel: 0208 465 4316

3. Executive Summary

- 3.1 Fabric Conservation & Facilities Maintenance
- 3.2 HLF Project Progress
- 3.3 Commercial Development
- 3.4 Regeneration Programme governance & team restructure
- 3.5 Forward 12-mth Programme for Property & Regeneration

4. Reasons for any change in policy or for new policy development (if applicable)

4.1 N/A

5. Local Government (Access to Information) Act 1985

5.1 N/A



29 October 2013

6. Fabric Conservation & Facilities Maintenance

English Heritage Fabric Repair project

- 6.1 Works to both the SE pavilion and the Southern Colonnade have now achieved practical completion in line with agreed programme and budget, with only minor site clearance remaining.
- 6.2 English Heritage have been pleased with both the quality of the works carried out by the contractor and the management of the works by the Trust. They have indicated a willingness to work with APPCT again, subject to a longer-term fabric maintenance strategy being put in place (see item 6.6 below).

Interim repairs - Theatre and North Wall

- 6.3 A decision was taken to undertake interim repairs to the Theatre auditorium ceiling roof in advance of the main HLF project. The reason for this was that by securing the ceiling and enabling public usage of the space, APPCT would have a 'window' of 12-18 months (dependent upon when the HLF works physically commence onsite) in which to test the programming and the actual in-house operations aspects of events in the Theatre auditorium both of which are fundamental to its long-term success.
- 6.4 After initial investigations it was discovered that the access arrangements from above the auditorium ceiling, which had been assumed to be in place to enable the repairs to be undertaken, were in need of improvement. Works are hence now underway to permanently improve above-ceiling access and then to carry out the ceiling repair works (consisting mainly of re-fixing and reinforcing previous interventions). These works will be completed by end of November 2013.
- 6.5 Urgent repairs are also being carried out to the North Wall to secure and/or remove loose cement render and vegetation (ivy). These works should be complete by November 2013. To take advantage of the temporary access structures, a structural survey was also undertaken which has identified a number of potential additional remedial works.

Surveyor to the Fabric

6.6 Following an external competitive tender process, the conservation architects Purcell have been invited to take up the role of Surveyor to the Fabric. Their first task will be to complete by the end of the year a 'Fabric Maintenance Plan' (FMP) which sets out a prioritised strategy for fabric repairs & maintenance for the Palace for the next 10 years.

Victorian Theatre Stage Machinery

6.7 Following discussions with English Heritage we have agreed to take a number of key stage machinery components, which they are disposing of, as a gift. They came originally from the pre-WWII stage machinery at the Savoy Theatre, and comprise a 35 foot long shaft and 10 foot diameter drum. We are in discussions with the eminent Victorian theatre historian, David Wilmore, who we hope will advise us as to how we might incorporate this equipment to make the stage machinery at least partly functional.

6.8 We are working with a specialist theatre digital technology company (set up by a member of the Friends of the Theatre) on the potential to develop a virtual reality iPad app that will enable visitors to better understand how the sub-stage machinery worked and the effects it was capable of producing on the stage. It is thought that this would be the first time that virtual reality technology has been used in this way. The company have applied for funding support from the Arts Council for the technical development of the software as a pilot at Alexandra Palace. A decision from the Art Council is due imminently. If successful it is hoped that the first version of pilot app will be ready by the end of the year. APPCT is not financing the project, which is at the technology company's risk.

6.9 Facilities Maintenance

Significant progress has been made on capital investment to maintain the Palace in 2013/14, with 78% of the budget having already been expended or committed. There has been positive feedback from staff within both the Trust and the Trading company, notably on the helpfulness & effectiveness of the new Estate & Facilities Manager, and the positive impact this is having upon operational matters. Whilst capital budgets remain tight for a building the age, scale and condition of Alexandra Palace, a modest budget has identified to deliver a number of 'invest to save' items have been identified for delivery this year, notably on reduced maintenance and energy efficiency - for example the new Great Hall amenity lighting system. Many of these items have a 'return on investment' of only 2-3 years - ie. that is the timescales over which the amounts that they will save will be equal to the cost of the initial investment.

In addition measures have been put in place with the Palace's third party facilities maintenance & security provider, Europa, to drive improved performance and generate cost efficiencies.

7. HLF Project Progress

- 7.1 A good deal of progress has been made on the HLF project. Discussions are underway with a number of key external organisations, including the BBC, BFI and National Media Museum, on strategic partnerships/alliances. The team has also collated a considerable amount of historic information about the BBC and the Victorian Theatre, both from proactive research and from direct approaches from third parties.
- 7.2 A new 2-year post of Fundraising Manager for the HLF project is being recruited, with a key focus on funding opportunities from the likes of trusts, foundations and major bodies such as the GLA and Arts Council. We are now reviewing the scope and remuneration of post with the advice of specialists in this field, since the initial response was disappointing.
- 7.3 As reported at the last Board meeting in July, we have been progressing a number of major procurements for the required professional consultant team. The table below sets out the detail and status of these procurements:-

	Procurement route	Current procurement status
Design-led multi- disciplinary team	OJEU (2-stage open)	ongoing - 60% complete. Special Board meeting arranged of 19 Nov to approve recommendation or appointment. LBH Cabinet confirmation to follow at their meeting on 17 Dec.

Quantity Surveyor/Cost Consultant	GPS Framework	complete - Mott McDonald appointed in June 2013
Project Manager	CRCS Framework	ongoing - appointment to be made imminently
Interpretation Planner	APPCT direct tender	brief being finalised for issue by mid-Oct 2013

HLF reporting

7.4 The first regular progress report was submitted to HLF in September, and accepted without comment. Informal feedback from the HLF is that they are very happy with the progress made to date, and the planned forward programme.

8. Commercial Development

- 8.1 'Soft market testing' (ie. informal market testing) for the potential hotel development site and event spaces/business at the western end of the Palace has been undertaken with a focused range of hotel chains, real estate investors, event & visitor attraction operators/managers and property developers.
- 8.2 The timing of the soft market testing (over the summer period) did impact upon the level of responses, but the responses received were on the whole very considered and detailed. However there are a number of points of clarification that need to be resolved prior to being able to go out to the market in formal developer appointment process.

9. Regeneration Programme governance and team restructure

- 9.1 All actions arising from the spring Audit of AP Regeneration Programme Governance by LB Haringey's Internal Audit section have now been completed.
- 9.2 Following the approval of the new Terms of Reference for the Regeneration Working Group (RWG) by the Board at its meeting in July, discussions are ongoing regarding the introduction of new members to RWG. Our advisory Board member Bob Kidby, with considerable commercial property experience, has agreed to join the RWG for an initial term of six months. He will strengthen the RWG's links with the main Board.
- 9.3 Following a review of the Property & Regeneration team against the anticipated future work programme, the team has been restructured. The post of Regeneration Programme Manager has been dis-established and a new post of Property & Regeneration Manager created with a greater focus on the technical skills that will be required to deliver the planned investment, including fabric maintenance, commercial development and the HLF project.

10. Forward Programme for Property & Regeneration

10.1 A summary of the forward key delivery items and milestones for the next 12 months is as follows:-

Oct-Dec 2013

- formal start for HLF Project Manager & Cost Consultant
- appointment of Design-led multidisciplinary team and formal commencement of design process; appointment of HLF Fundraising Manager and Interpretation Planner

- procurement of commercial real estate legal advisors
- HLF pre-enabling investigative works (thru to Dec 2013)
- match-funding business case submitted to LBH
- formalise strategic relationships with BBC, BFI, National Media Museum, etc
- Theatre interim works complete
- 10-yr Fabric Maintenance Plan completed by Surveyor to the Fabric (Purcell)

Jan-Mar 2014

- Regeneration Strategy Group workshop (incl HLF PM & design team)
- appointment of HLF Collections Management Planner and Activity Planner (if req'd)
- finalise 2014/15 capital budget & work programme
- formal HLF review
- completion of all major 2013/14 capital investments
- HLF design complete to RIBA Stage C (new RIBA Work Stage 3)

Apr-June 2014

- HLF Stakeholder Design workshop and public consultation (separate)
- detailed design & procurement of 1st package of Fabric Maintenance Plan works
- consult SAC and Board on market testing parameters and HLF project design development
- formal HLF review

July-Sept 2014 2014

- RIBA Stage D design complete; submit for Planning & Listed Building consent
- submit HLF Round 2 application
- formal HLF review

11. Legal Implications

11.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and has no comments.

12. Financial Implications

12.1 The Council's Chief Financial Officer has been consulted on the contents of this report and has no additional comments to make.

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Agenda Item 9



Agenda item:

Alexandra Palace & Park Board

on 29th October 2013

Report Title: Park Management Update Report of: Mark Evison, Park Manager, Alexandra Palace Charitable Trust

1. Purpose

- 1.1 To update the Board on matters relating to management of the Park.
- 1.2 To update the Board on the Advisory and Consultative Committee's advice on two planning applications in the Park, and for the Board to consider granting Landlord's consent for the proposals.

2. Recommendations

2.1 That the Board notes the report and the updates on the Grounds Maintenance Contract and Dog Control Orders.

2.2 That the Board:

- (i) Confirms its general consent to the proposal from the operator of Little Dinosaurs, subject to the advice from the Advisory and Consultative Committees
- (ii) Grants Landlord's Consent subject to agreement by Officers of detailed drawings consistent with this submission.

2.3 That the Board:

- (i) Approves the proposals from Capital Gardens Ltd subject to advice from the Advisory and Consultative Committees and that Officers finalise the details for Landlord's Consent.
- (ii) Notes the potential for a change in the rental value and delegates to the Chief Executive to finalise the details and report back to the Board at a future meeting.

Report Authorised by: Duncan Wilson, Chief Executive

Contact Officer: Mark Evison, Park Manager, Alexandra Palace & Park, Alexandra Palace Way, Wood Green N22 7AY Tel No. 020 8365 2121

3. Executive Summary

- 3.1 The report includes updates regarding Dog Control Orders and the Grounds Maintenance Contract.
- 3.2 Proposals that require planning permission have been made by Park Tenants and the Board is asked to make decisions whether to grant Landlord's consent.

4. Reasons for any change in policy or for new policy development (if applicable) 4.1 N/A

5. Local Government (Access to Information) Act 1985

5.1 N/A

6. Grounds Maintenance Contract

- 6.1 Following the Board's decision earlier in the year to award John O'Conner (Grounds Maintenance) Ltd the full extension to the contract the details have now been finalised. John O'Conner has agreed to freeze the contract price this year in addition to the previously agreed freeze for the final two years of the contract.
- 6.2 The company and the staff continue to work hard and support the Park and Palace beyond the basic specification. Their work contributes to the on-going Green Flag Award status of the Park.

7. Dog Control Orders update

- 7.1 Board members will recall previous discussions about Dog Control Orders made by Haringey Council. The Board requested a letter be sent to express disappointment that the specific proposal for Alexandra Park had not been considered and to request that the Council reviews the situation within the next twelve months.
- 7.2 A letter has recently been sent to the Neighbourhood Action Team Manager and any updates from the Council will be reported to the Board at a future meeting

8. Planning Applications

- 8.1 Two Park tenants are currently considering proposals that require planning permission.
- 8.2 **Little Dinosaurs:** The Board will recall approving a proposal by the operator of Little Dinosaurs in May this year. Following further correspondence with members of the Advisory Committee this matter was discussed again at their Joint Committee on 10th October.
- 8.3 The operator has temporarily withdrawn his planning application. However, the Board should still consider the advice of the Joint Committee and whether to agree Landlord's consent subject to agreement by Officers of detailed drawings consistent with the submission. The information currently available is attached at Appendix 1.
- 8.4 **The Garden Centre:** The operator (Capital Gardens Limited) is reconsidering plans for some old sheds on the site. The proposal document is attached at Appendix 2. A similar scheme was considered in 2010, but did not come to fruition.
- 8.5 The Advisory Committee considered this scheme at the time and held a site visit. At their meeting in September 2010 the committee resolved that the Garden Centre's proposals be recommended in principle to the Board, subject to the Board seeking assurances that the proposals would not interfere with the views of the Park and that the proposed franchisee would conduct traditional garden centre business activities. The Managing Director of Capital Gardens Ltd later provided written assurance that:
 - When it came to the final design proposals Capital Gardens Ltd would ask the architects to come up with a plan that would not interfere with any of the sight lines from the park.
 - The franchise or franchises will be of a traditional nature. At present the intention of Capital Gardens was to put an aquatic franchise in the proposed building.
- 8.6 However, the scheme was not implemented at the time. It is now being reconsidered in a different form and was discussed at the Joint Advisory and Consultative Committee meeting on 10th October. The Committee resolved to endorse the proposal and further details will be reported to the Board verbally.

8.8 The planning application will be submitted if Landlord's consent is received. The Board should consider the Advisory and Consultative Committee's advice when deciding whether to provide Landlord's consent for the proposal. If any changes are likely to have an impact on the rental value these will be reported to the Board at a later date.

9. Recommendations

- 9.1 That the Board notes the report and the updates on the Grounds Maintenance Contract and Dog Control Orders.
- 9.2 That the Board:
 - (i) Confirms its general consent to the proposal from the operator of Little Dinosaurs, subject to the advice from the Advisory and Consultative Committees
 - (ii) Grants Landlord's Consent subject to agreement by Officers of detailed drawings consistent with this submission.

9.3 That the Board:

- (i) Approves the proposals from Capital Gardens Ltd subject to advice from the Advisory and Consultative Committees and that Officers finalise the details for Landlord's Consent.
- (ii) Notes the potential for a change in the rental value and delegates to the Chief Executive to finalise the details and report back to the Board at a future meeting.

10. Legal Implications

10.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and has no comments.

11. Financial Implications

11.1 The Council's Chief Financial Officer notes the contents of the report and has no additional comments to make.

12. Use of Appendices/Tables/Photograph

- **12.1** Appendix 1: site plan Little Dinosaurs
- **12.2** Appendix 2: design statement Garden Centre

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DRAFT Design and Access Statement Extension to Alexandra Palace Garden Centre

Capital Gardens, Alexandra Palace Garden Centre, Alexandra Palace Way, London N22 7BB

18th July 2013

To be read in conjunction with drawings: 206_P01_001 206_P01_002

Introduction

This statement explains in pictures and in words how the proposals for the extension of Alexandra Palace Garden Centre have been developed in terms of use, quantum, layout, scale, landscaping and appearance, and its impact on the building and surrounding buildings. In writing this statement and devising the proposals we have had regard to the existing building, as well as the physical, and social characteristics of the surroundings and relevant planning policies.



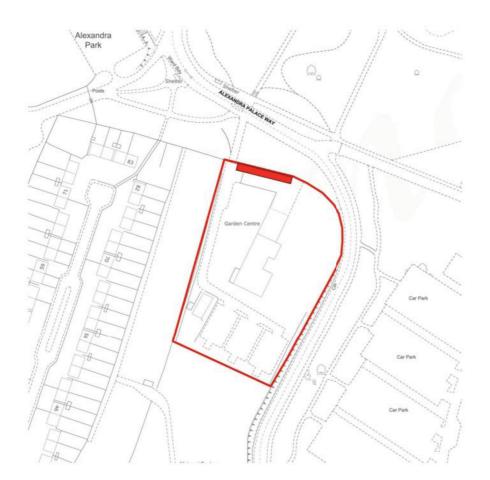
Aerial view of Alexandra Palace Garden Centre with the site boundary outlined by the red line and the location of the proposal outlined by the red box

www.dowjonesarchitects.com

Dow Jones Architects Ltd 39 Calbourne Road London SW12 8LW T +44 (0) 20 8772 0507 E mail@dowjonesarchitects.com Biba Dow MA Dip.Arch. (Cantab.) RIBA Alun Jones BSc MPhil. Dip.Arch. (Cantab.) RIBA

Proposal Context

Alexandra Palace Garden Centre is located within the London Borough of Haringey. The site is within the Alexandra Palace and Park conservation area. The site is within the grade II listed Alexandra Park. The site is on Metropolitan open land and bounded partly by a Borough Grade 1 Ecologically Valuable Site and partly by a Local Ecologically Valuable Site.



Location plan

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Planning History

20/06/2011 HGY/2011/1161 Erection of a free-standing structure for selling cut flowers Grant permission Case officer: John Ogenga P'Lakop

Reason for grant of permission:

- Small footprint
 Is not visible from the conservation area
- 3. Proposal to be sited on existing hard standing and not a newly concreted area

15/12/1998 HGY/1998/0623 Erection of extension and refurbishment including additional retaining wall, reseeding of wild life area and the removal area, roof terrace seating, new retractable canopy, new cafe and display areas, new entrance door, outdoor seating of a pergola. **Full Planning Permission** Grant permission Case officer: Dave Laverick

13/03/1995 HGY/1995/0278 Alterations/modification to top of B.B.C. Radio Tower to accommodate aerials for digital audio broadcasting involving additional strengthening of the lower part of the tower. Grant permission Case officer: Rosemary Donga

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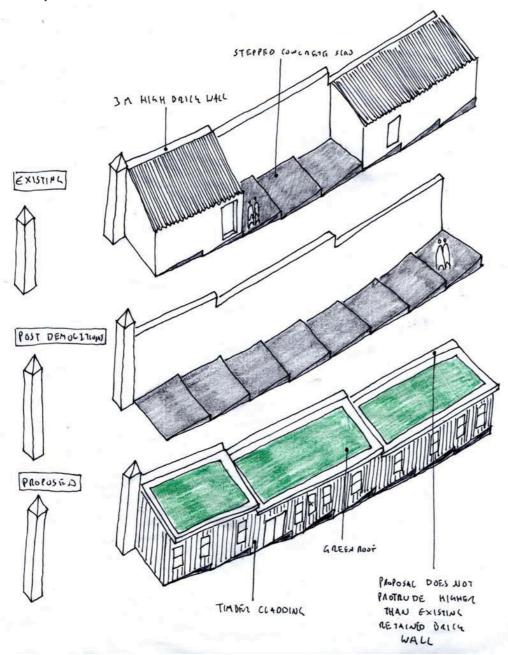
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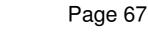
Proposal

The proposal consists of the demolition of two single storey brick structures currently in use by the Alexandra Palace Garden Centre for storage and the construction in their location of a timber framed single storey building to be used as offices by the Garden Centre. The windows, doors and cladding will be made of timber. The proposal will have a green roof. The proposal will not be seen from Alexandra Palace Way as it will not protrude above the existing 3m high brick boundary wall.



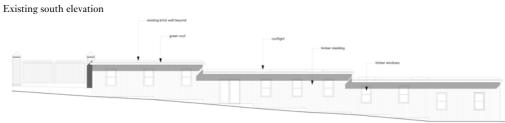
Axonometric drawing explaining the stages of the proposal

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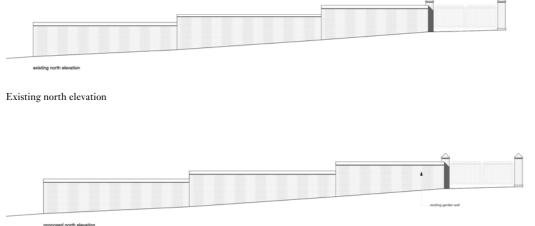






proposed south elevation

Proposed south elevation



proposed north elevation

Proposed north elevation

www.dowjonesarchitects.com

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Photographs



View of the site from Alexandra Palace Way



Existing entrance to Alexandra Palace Garden Centre

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Existing brick structures used for storage

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Planning Policy

The proposals have had regard to the relevant planning policy. This includes:

- 1. The Unitary Development Plan (UDP) (2006)
- 2. Local Development Framework
- 3. Haringeys Local Plan
- 4. Supplementary Planning Guidance documents

Saved Policy UD3 of the UDP requires development proposals to have no significant adverse impacts on residential amenity in terms of privacy and overlooking. The proposals have no adverse impact on residential amenity.

Policies SP11, 12 and 13 of the adopted Core Strategy responding paragraph 6.3.3 which states that:

"Development will not be permitted on these open spaces, unless it is for limited small scale development ancillary to an existing use on the land (1) and for which there is a demonstrable need (2). The Council will only allow development on designated open spaces or sites adjacent to an open space that respects the size, form and use of that open space and does not detract from the overall openness and character of the site, the appearance and historical significance of the setting, or harms the public enjoyment (3)".

1. The proposal is for a small-scale development ancillary to the existing Garden Centre on the land.

2. The current office space for Capital Gardens is not large enough for the number of staff the company employs. It is not thermally adequate, as currently they are housed in the roof space of the existing building that gets very warm in the summer months. The proposal creates six offices of varying sizes to accommodate capital gardens staff. Capital Gardens wish to move their "garden maintenance division" to Alexandra Palace in 2014 from their previous office in Highgate that has been sold.

3. The proposal cannot be seen from Alexandra Palace Way.

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Team

Dow Jones Architects is an award-winning RIBA Chartered practice based in London, with a reputation for producing well-crafted, conceptually clear architecture. Since formation in 2000, they have designed a celebrated and wide-ranging body of work. They have made work in sensitive sites in both the country and the city, including work to listed buildings, in Conservation Areas, and in a UNESCO World Heritage Site. Dow Jones Architects won the 2010 Architects of the Year award for refurbishment and have recently won an RIBA London Regional Award 2013.



Building regulations

The works comply with all aspects of the building regulations

Conclusion

The works seek to transform two underused brick storage spaces into a useful office space for the Alexandra Palace Garden Centre. The proposal will be made of sustainable materials, utilizing a timber frame. The proposal will not be seen from Alexandra Palace Way as it will remain below the existing 3m brick wall. We therefore conclude, through evaluation of the relevant planning policy that the proposals are appropriate.

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Alexandra Palace & Park Board

people's palace.

29 October 2013

Report Title: Trust Financial Results for 5 months ended 31 August 2013

Report of: Nigel Watts, Finance and Resource Director, Alexandra Palace Charitable Trust

1. Purpose

Alexandra

Palace the

1.1 This paper sets out the results for the Trust for the five months ended 31 August 2013

2. Recommendations

2.1 The Board is asked to note the performance of the Trust for the five months ended 31 August 2013

Report Authorised by: Duncan Wilson, Chief Executive Alexandra Place and Park Trust

Contact Officer: Nigel Watts, Director of Finance and Resources, Alexandra Palace & Park, Alexandra Palace Way, Wood Green N22 7AY Tel No. 020 8365 4340

3. Executive Summary

3.1 The deficit of the Trust for the first five months, excluding Regen, was £953k compared to budget of £994k and last year's actual of £1,091k. The underspend is due to timing of Palace maintenance expenditure.

3.2 Net Regen expenditure was £166k compared to budget of £282k. The difference relates mainly to the timing of professional fee expenditure.

4. Reasons for any change in policy or for new policy development (if applicable) 4.1 N/A

5. Local Government (Access to Information) Act 1985

5.1 N/A

6 Results for the first five months – Trust

The results for the Trust are summarized in Table 1 below. There has been some restructuring of cost centres since 2012/13, making the comparison with 2012/13 less exact. In particular a new cost centre has been created for Office Management, which takes some costs previously in the Palace and CEO's Office budgets. There has also been some realignment of income and costs between the Palace and CEO's budgets to reflect better the nature of the underlying activities.

2012/13	£'000	2013/14 1st 5 Months		
1st 5 mths		Budget	Actual	Variance
	INCOME			
22	Palace	109	107	-2
47	Park (net)	47	103	+56
75	CEO's Office	-	-	-
144	Total Before Regen	157	211	+54
-	Regen	-	4	+4
144	TOTAL INCOME	157	214	+57
	EXPENDITURE			
(663)	Palace	(656)	(621)	+35
(84)	Ice Rink Dep'n and Interest	(83)	(77)	+6
(211)	Park	(214)	(275)	-61
-	Learning, Theatre & BBC Studios	_	(1)	-1
-	Office Management	(42)	(40)	+2
(276)	CEO's Office	(156)	(150)	+6
(1,234)	Total Before Regen	(1,151)	(1,164)	-13
(295)	Regen	(282)	(166)	+116
(1,529)	TOTAL OVERHEADS	(1,433)	(1,330)	+103
	DEFICIT			
(641)	Palace	(547)	(514)	+33
(84)	Ice Rink Dep'n and Interest	(83)	(77)	+6
(165)	Park	(166)	(172)	-6
-	Learning, Theatre & BBC Studios	_	(1)	-1
-	Office Management	(42)	(40)	+2
(201)	CEO's Office	(156)	(150)	+6
(1,091)	Total Before Regen & gift aid	(994)	(953)	+41
(295)	Regen	(282)	(162)	+119
(1,386)	TOTAL DEFICIT before gift aid	(1,276)	(1,116)	+160
169	Capital Expenditure		548	

Table 1 – Results of Trust Company for the first 5 months

The Trust underspent against budget by £41k of budget, before Regen. All of this variance is the result of timing differences which will reverse later in the year, largely relating to Palace maintenance. The £61k overspend on Park costs is mostly offset by £56k of additional income. Both the overspend and the additional income relate to the 150th anniversary event in the Park and had not been specifically budgeted for. We forecast that the Trust will be on budget for the year.

Income shown against the CEO's cost centre in 2012/13 relates to the licence fee from the Trading Company. This has been reclassified in 2013/14 to the Palace cost centre.

The Regen budget underspend relates to the timing of payments to professional advisers.

7 Legal Implications

7.1 The Councils Head of Legal Services has been consulted in the preparation of this report, and has no comments.

8 Financial Implications

8.1 The Council's Chief Financial Officer notes the positive financial position reported as at August 13 and has no additional comments to make.

By virtue of paragraph(s) 2, 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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