

APPENDIX ONE

Alexandra Park and Palace

Governance and Branding Review

Update on Trustees' Away Day, September 2009

As part of the programme of work to review the governance and branding of Alexandra Park & Palace (Alexandra Palace or AP for short), a Trustees' Away Day was held on 26th September, 2009 at Alexandra Palace.

The Trustees' Away Day was attended by:

- Board members of the Alexandra Park & Palace Charitable Trust (APPCT) – Cllr Egan, Cllr Thompson, Cllr Hare, Cllr Scott and Cllr Williams
- Two of the three members of the Consultative Committee who sit on the APPCT Board - Mike Tarpey (Alexandra Palace Amateur Ice Skating Club) and Nigel Willmott (Friends of the Alexandra Palace Theatre)
- The observer on APPCT Board (non-voting) – David Liebeck (Warner Estate Residents' Association)
- Andrew Gill, Interim General Manager, APPCT
- Rebecca Kane, Managing Director, APTL
- Julie Parker, Director of Corporate Resource, London Borough of Haringey

and was facilitated by:

- Alison Millward, Independent Facilitator, John Harrison, Branding Consultant, Harrison:Fraser, Jane Lawrence, Direct PR, Amanda Sears, Exec Assist, APTL

Trustees were provided with feedback on the outcomes of the initial branding interviews with themselves and other stakeholders. They were then invited to discuss their own and each others' perspectives on a range of issues relating to governance and branding. The final part of the day invited initial reactions on the pros and cons of three alternative governance structures which specialist advisors had suggested would make the Board more fit for purpose.

The branding interviews and the Trustees' Away Day were very much first steps in the review process and were designed to encourage open-minded exploration of issues and possibilities. No decisions were taken at the Away Day, neither were any preferred options put forward. This was deliberate because the review strategy is firmly rooted in the good governance principle of fully engaging stakeholders and the wider public in contributing their ideas to *inform* the shaping of the new governance systems and processes. In line with this approach a full and combined report will be prepared of the outcomes of the Away Day and forthcoming Stakeholder Forum.

Next steps

The purpose of the Stakeholder Forum is to replicate the agenda used at the Trustees' Away Day. It will include:

- Providing Stakeholders with feedback on the outcome of the initial branding interviews
- An exploration of Stakeholder perspectives on a range of issues relating to governance and branding
- Discussion of the pros and cons of the same three alternative governance structures put before the Trustees' Away Day.

The combined outcomes of the Trustees' Away Day and the Stakeholder Forum will be used to produce a *draft* strategy (with a vision, objectives, principles, processes, structure and code of good governance) to deliver a sustainable future for APP, for

consultation with the wider public early in 2010. Trustees will use the feedback from the consultation to prepared a revised vision and way forward.

Dr Alison Millward
6 October 2009