



ALEXANDRA PARK AND PALACE CHARITABLE TRUST BOARD

11 June 2026

Report Title: Strategic Plan 2035
Report of: CEO, Alexandra Park & Palace
Purpose: Background/confirmation of process

Local Government (Access to Information) Act 1985 - **N/A**

1. Recommendations

- 1.1 For the new Board to Note the background of the process to create a ten-year Strategic Plan for APPCT
- 1.2 For the Chair to approve the Foreword to the Strategic Plan prior to publication

2. Executive Summary

The Strategic Plan explains how the charity will deliver a step change in the delivery of our Vision and Goals to 2035. The Plan will guide us through a complex decade of fundraising and investment, which will strengthen our operations, grow our audiences, establish new partnerships, build long-term financial sustainability and deepen our social and economic impact. The document proposes six strategic objectives and associated capital projects and programming, ranging from work to establish the Palace and Park as a Creative Campus to measures to reduce carbon emissions across our programme.

The Plan received approval from the Board on 12 March 2026 following an 18-month research and consultation process including three workshops with the Board and presentations to SACC and CC. Strategic Plan objectives and projects have been identified by researching and aligning impact with the Trust's goals; a detailed market research project, consultations and surveys reaching over 4,000 people; conversations with stakeholders and funders; priority conservation works in the Palace's Conservation Management Plan.

Work to fundraise towards Strategic Projects is underway i.e. our ongoing crowdfunding appeal towards Alexandra Park Wetlands has raised over £18,000 to date. Advance sharing of the plan with key potential grant funders and stakeholders is in progress. Final publication of the plan requires a foreword from the Trust's Chair.

3. Legal Implications

The Council's Director of Legal and Governance has been consulted on this report and has no further comments.

4. Financial Implications

The Council's Chief Financial Officer has been consulted in the preparation of this report and has no further comments.

5. Appendices

Alexandra Park and Palace Charitable Trust Strategic Plan PDF
Chair's Foreword

6. Background documents

Previous Board papers available on request.