

**Alexandra Park & Palace Informal Joint Meeting of the  
Advisory Committee and Consultative Committee**

**on 15<sup>th</sup> January 2013**

**Report Title: 150<sup>th</sup> Anniversary of Alexandra Park**

**Report of: Mark Evison, Park Manager, Alexandra Palace Charitable Trust**

**1. Purpose**

1.1 To inform the Committee of the proposals for celebrating the Park's 150<sup>th</sup> Anniversary and a provisional programme of Park events for 2013.

**2. Recommendations**

2.1 That the Committee notes the report.

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 This paper sets out some general updates regarding the Park.

3.2 Also explained are details of the event proposed to celebrate the Park's 150<sup>th</sup> Anniversary, the programme of events proposed for the year and a legacy project to improve the Rose Garden.

**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. The People's Choice Award**

6.1 As a winner of a Green Flag in 2012 the Park was eligible for the People's Choice Award, this award is voted for by the public. I am delighted to report that Alexandra Park was voted fourth in the poll (which was topped by Victoria Park, Tower Hamlets). Alexandra Park was the second placed London Park. The top five parks have appeared in an articles in Green Places magazine which is published by GreenSpace, the nation's parks charity. The Park now also appears in a feature article on the Green Flag Award website.

## **7. Proposed Red Bull Event 2013**

7.1 The Committee will be familiar with the details of the Red Bull event proposed next summer. The Board is due to make a decision about this early in the New Year, taking into account the advisory and consultative committee's advice.

7.2 A meeting between the organisers from Red Bull and the Friends of the Park will take place in the New Year to discuss the detailed arrangements.

## **8. 150<sup>th</sup> Anniversary of Alexandra Park**

8.1 The public opening of the grounds was held on 23<sup>rd</sup> – 24<sup>th</sup> July 1863 and the Park's 150<sup>th</sup> anniversary will be celebrated with a series of activities and events during the year.

8.2 We are planning to hold 'big birthday party' in July. This will be similar to the Jubilee picnic event held in 2012, a one-day event aimed at families. A number of activities and exhibitions will be taking place to showcase the whole Park and encourage visitors to explore areas they may not usually visit. A Park Passport is being considered for the day, visitors will get stamps each time they take part in an activity and a special offer will be available for completed passports.

8.3 Although the details are not finalised at the time of writing, some of the ideas under consideration are:

Archery, cricket matches, guided walks (trees, history, birds), community games, Segway rides, tree climbing, tethered balloon rides, family funfair and nature activities.

8.4 Appropriate food and beverage outlets will be required in the Park to provide some income for the event.

8.5 2013 is also the tenth anniversary of the Alexandra Palace Farmers' Market and the 125<sup>th</sup> Anniversary of the Alexandra Park Club and the two organisations will be also be celebrating their own milestones.

## **9. Events and Activities throughout the year**

9.1 The basic timetable for the year is set out in Appendix 1. There is a very limited budget for putting on events, so the 150<sup>th</sup> anniversary theme will be applied to existing, self-financing events.

9.2 Other activities will be supported by a marketing campaign without significant additional costs. This will be designed to draw attention to the existing activities and facilities at the Park and encourage repeat visitors.

9.3 Discussions are taking place regarding two new events which fit with the Park theme. These are the regional final of the 'Young Horticulturalist of the Year' competition in March and the London in Bloom award ceremony in September.

**10. 150<sup>th</sup> Anniversary legacy project**

10.1 A 'legacy project' is planned as part of the celebrations. The fountain and some of the shrubberies in the Rose Garden will be refurbished.

10.2 It is hoped that designs for sections of the Rose Garden shrubbery will be created by Horticultural students from Capel Manor College and the work will be carried out in spring 2013. The brief will be for appropriately colourful and sensory plants and sections of the hedge will be reduced or removed to provide new view to and from the garden. This is intended to form the start of a new partnership with Capel Manor College.

**11. Conclusion**

11.1 The proposals are intended to provide year-round activity based on the 150<sup>th</sup> anniversary theme within a restricted budget. It is hoped that this will encourage existing and new visitors to discover new aspects of the Park and Palace.

**12. Recommendations**

12.1 That the Committee notes the report.

**13. Legal Implications**

13.1 The Council's Head of Legal Services has no comments on the report.

**14. Financial Implications**

14.1 The activities and events will be funded from existing budgets.

14.2 The Council's Chief Financial Officer has no additional comments on the report.

**15. Use of Appendices/Tables/Photograph**

15.1 Appendix 1: Timetable of events and activity for 2013.

## Appendix 1: Timetable of events and activity for 2013

Month	Activity	Organiser	Target Audience
January	New Year, new leaf - Get fit in the fresh air. Marketing campaign	AP Marketing	Adults/Teens
	Big Garden bird watch (RSPB)	Friends of Alexandra Park (FoAP)	Families
February	Half Term Activities	Ice Rink	Adults/Teens
March	Royal Institute of Horticulture (IoH) 'Young Horticulturalist of the year' Regional Final (Proposed)	IoH	IoH members and industry
	Cheese & Ale Fair (Proposed)	Farmers' market	Children & Adults
	Children's Funfair 28/3 – 7/4	Manning's	Families
	The Big Old Tree Hunt/Guided tree walk	FoAP	Adults & Children
April	Easter Egg Hunt	Ice Rink Staff	Children
	Expert and Beginner tree walks	FoAP	Families/local community
	Alexandra Park Amateur Photography Competition (Proposed)	AP	Children & Adults
	Spring fungi walk	FoAP/LNHS	
May	Children's fun fair 4/5 - 6/5	Manning's	families
	FoAP – Bat walks x2	FoAP	
	Crouch End fun run	Hornsey YMCA	Adults
	Children's fun fair 24/5 – 2/6	Manning's	
	Lakeside Art Exhibition	Re:kindle	Families
	Wildflower Meadow sowing (proposed)	AP	Adults & Children
June	Hornsey Carnival	Hornsey Carnival Society	Local community/families
	History Walk	FoAP	Local
	The longest Parkrun on the longest day	Parkrun	Adults
July	Alexandra Park's Big Birthday Party	Alexandra Palace	Families
	Red Bull event (Proposed)	Red Bull	Families
	Family bug hunt & nature activities	Wildlife Trust/Natural History Museum	Families
	Green Flag Award & Green Heritage Award Love Parks week publicity	AP Marketing	Press
July-August	Children's Funfair 19/7 – 8/9	Manning's	Families
	Performing Arts In the Park/ Theatre project (Proposed)	AP	Families
	July Jazz Nights	Bar & Kitchen	Adults & Children

September	Cheese & Ale Fair (Proposed)	Farmers' Market	Adults
	London in Bloom Award Ceremony (Proposed)	London in Bloom	London's Parks Services and Mayors.
October	Annual Fungi foray	London Natural History Society	Local community/experts
	Supercross cycling event	Rapha supercross	Families
December	Christmas Fair & Farmers' Market	AP/Farmers' Market	Adults
	Christmas Carols & Mulled Wine in the Park (Proposed)	AP	Adults & Children